

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

September 2018

New partner in Beviale Family network: SEA Brew

- **Beviale Family now represented in South-East Asia too**
- **Marketing cooperation takes effect immediately**

The Beviale Family is extending its global network in beverage production and welcomes SEA Brew as its official partner with immediate effect. South-East Asia's annual conference and trade fair for the brewing industry is an itinerant event that has already been successfully held four times. The aim of the partnership is to combine the resources of the two established trade fairs and mutually develop new markets. This marketing alliance will allow the Beviale Family to further expand its presence in South-East Asia.

The Southeast Asia Brewers Conference & Trade Fair (SEA Brew) has become established in the South-East Asia region as a professional development event with a concurrent exhibition for brewers and beer distributors. As an itinerant event it has already taken place in Singapore (2015, 2016), Ho Chi Minh City (2017) and Manila (2018). In September 2019 it will be hosted in Bangkok. Its aim is to drive the potential of the evolving Asian beer market and inform brewery owners, brewers and retailers throughout Asia about the latest trends in ingredients, processes and equipment. "This is why SEA Brew is the ideal partner for us in the South-East Asian market," says Andrea Kalrait, Director Exhibition BrauBeviale and international product manager for the Beviale Family. "We have been monitoring developments locally for some time now and have determined that there is great potential in the beer and brewing segment. In SEA Brew we have found a partner that is very familiar with the realities of the respective markets and also has excellent networks. We are looking forward to working together to develop new target groups."

Charles Guerrier, founder of SEA Brew, had this to say: "We are excited to partner with the Beviale Family and be part of their global network of international beverage and brewing trade shows. This cooperation will help

beviale-family.com

NürnbergMesse GmbH
Messezentrum
90471 Nuremberg, Germany
T +49 9 11 86 06 - 0
F +49 9 11 86 06 - 82 28

Chairman of the Supervisory Board
Dr. Ulrich Maly
Lord Mayor of the
City of Nuremberg

CEOs
Dr. Roland Fleck, Peter Ottmann

Registration Number
HRB 761 Nürnberg

Beviale Family

Closer to your worldwide markets!

grow awareness of the opportunities emerging within Asia for both brewers and industry suppliers and help unlock the region's potential".

SEA Brew, the annual Southeast Asia Brewers Conference & Trade Fair attracts brewers, distributors and investors from across the Asian region. They come together to exchange ideas and gain insights from global experts into the latest technological innovations in order to keep up with the fast-paced developments of the industry. The conference and attached trade fair was established in 2015 to support the growing demands on both production and distribution in a rapidly developing industry. In line with being a truly regional event, SEA Brew moves to a new host city every year.

For more information please visit: www.sea-brew.com

Beviale Family offers international expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage, beginning with BrauBeviale, the international capital goods fair for the beverage industry in Nuremberg. This is where for over 40 years, the sector has been showcasing all aspects of the production process chain for beverages, such as raw materials, technologies, logistics and marketing. Other members of the product family are operating in important growth markets worldwide: Beviale Moscow, for example, is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is becoming established as the gathering place for the Chinese craft beer community, while CRAFT BEER ITALY in Milan is the B2B platform for the Italian sector. In Bangalore, CRAFT DRINKS INDIA is designed to meet the needs and interests of the fast-growing drinks market in India. The Beviale Family also supports other projects through collaborations. It is represented in Brazil, for example, through the Feira Brasileira da Cerveja in Blumenau. SIBA's BeerX, Britain's largest trade fair about beer and brewing, is also an official partner to the Beviale Family. And ProPak Asia is likewise a part of the global network for the beverage industry. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB, the Berlin-based teaching and training institute for brewing. Other projects are in the planning phase.

For details and dates go to: www.beviale-family.com

Beviale Family

Closer to your worldwide markets!

Contact for press and media, SEA Brew

Charles Guerrier
T 65 81218920
charles@sea-brew.com

Contact for press and media, NürnbergMesse

Sabine Ziener, Saskia Viedts
T 49 911 86 06-83 29
F 49 911 86 06-12 83 29
saskia.viedts@nuernbergmesse.de

More than a single event – the Beviale Family:

www.beviale-family.com

For all press releases, more detailed information, photos and videos please visit our newsroom: **www.braubeviale.de/en/news**