

PRESS RELEASE

March 2021

CRAFT BEER CHINA 2021 gets ready for the industry

- From May 12 to 14 in Shanghai
- The whole craft beer industry chain will be represented
- CRAFT BEER CHINA summit: focus on after-pandemic market

Preparations for CRAFT BEER CHINA are in full swing, bringing together insiders and craft beer lovers at home and abroad, gathering the whole industry chain together to "Create wonderful craft beer in China!" CRAFT BEER CHINA 2021 will be held at Shanghai World Expo Exhibition & Convention Center from May 12 to 14. The show covers an area of about 12,000 square meters, with more than 200 exhibitors and six concurrent events, which is expected to attract more than 10,000 trade visitors. CRAFT BEER CHINA is a member of the Beviale Family, the global network for the beverage industry.

In May 2021, the Chinese beer industry gathers once again in Shanghai at CRAFT BEER CHINA. As Asia's authoritative international gathering of craft beer industry, CRAFT BEER CHINA attaches importance to every link of the whole craft beer industry chain, from selected quality raw materials to high-end and cutting-edge brewing technology, creative and innovative packaging guidance, diversified promotion channels & marketing, even analysis of consumer behaviours. Among the exhibitors are international equipment enterprises as well as raw material suppliers and many Chinese domestic breweries who present their classic products and new works.

The CRAFT BEER CHINA 2021 summit will focus on the after-pandemic market: BA and Global Data will analyse the craft beer market in the United States and Asia Pacific region. NürnbergMesse China will release 2021 Research Report on China's Craft Beer Industry. Famous brewery founders will share their stories about brewery construction and operation management. Equipment professors will share the experiences in new plant preparation. Breweries will also explore changes in marketing methods triggered by the pandemic.

beviale-family.com

NürnbergMesse GmbH
Messezentrum
90471 Nuremberg, Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228

Chairman of the Supervisory Board
Albert Füracker, MdL
Bavarian State Minister of Finance
and Regional Identity

CEOs
Dr. Roland Fleck, Peter Ottmann

Registration Number
HRB 761 Nürnberg

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For international visitors who cannot come to CRAFT BEER CHINA physically, a free access to the online showroom will be available. Registered visitors have access to exhibitors' information, communication tools with exhibitors as well as the live broadcasting on May 13th, in which the anchor will show the virtual guests around the exhibition.

Platform of the craft beer industry on international level

In the past five years, CRAFT BEER CHINA has been dedicated to promoting the communication and connection of craft beer technology at home and abroad, setting up a one-stop craft beer platform in the Asia-Pacific region, building a bridge between China and the international community, and providing investment information and opportunities for local craft beer projects. CRAFT BEER CHINA 2020, the first batch of exhibition after the COVID-19 pandemic in Shanghai in 2020, came to a successful conclusion and received an enthusiastic reaction from the upstream and downstream of the industry. It greatly inspired the confidence of the industry.

The development and industrial structure of China's beer industry are currently in a period of adjustment. As the main driver during this round of window period, craft beer has a larger room for development. There is a huge space for imagination in this market. Despite stagnant growth of the total production of the beer industry, the overall craft beer is rising at a compound growth rate of 40 percent per year. According to statistics of Hejun, at present, more than 5,000 craft beer brands aided by venture capital and industry giants have cracked the market, attempting to get a craft beer ticket in the so-called industrial window period.

Beviale Family: International expertise in the beverage industry

NürnbergMesse Group showcases its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the most important capital goods trade fairs for the beverage industry worldwide. In addition, the Beviale Family is active in around 10 countries worldwide with various event formats and marketing collaborations tailored to the respect target markets. The members of the Beviale Family and network partners are established in the key growth markets.

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The “international sponsors” of the global network for the beverage industry are the 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

Press and media contact NürnbergMesse China

Ms. Leona Shi

T +86 21 60 36-58 60

leona.shi@nm-china.com.cn

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Press and media contacts NürnbergMesse GmbH

Sabine Ziener, Christina Freund

T +49 911 86 06-83 55

christina.freund@nuernbergmesse.de

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