

## PRESS RELEASE

March 2021

### **Beviale Mexico 2021 eSpecial offers diverse conference programme and networking opportunities**

- **Inspiration and impetus for Central America's beverage industry**
- **Platform for networking, knowledge-sharing and sourcing products and solutions**
- **Save the dates: 16, 23 and 30 March 2021**

The Beviale Mexico 2021 eSpecial, the first beverage fair for Central America to cover the entire supply chain, is ready to launch. On 16, 23 and 30 March 2021, registered participants can enjoy a comprehensive high-calibre programme of presentations, roundtables and panel discussions in English and Spanish. The eSpecial provides impetus and inspiration to Central America's beverage industry and offers market participants the opportunity to network and jointly discuss and promote the trending issues in the sector. The platform including networking options will be available from now until 9 April 2021. It is planned to hold Beviale Mexico as a physical event in 2022.

"It is important to us to offer the Central American beverage market a vision, especially in these challenging circumstances," explains Andrea Kalrait, international product manager for the global industry network Beviale Family, which includes Beviale Mexico. "At the moment, the need to meet and chat, establish new contacts and find suitable products and solutions is greater than ever. We therefore see this year's eSpecial as a kind of kick-off event and virtual road show to bridge the gap to next year's physical gathering."

Registered participants can look forward to a balanced blend of company and product presentations as well as panel discussions and interactive roundtables. Numerous global market leaders and specialist suppliers like Kronen, Fermentis, Lehui, Anton Paar, Bühler, Sartorius, Micervesa, VLB, Doemens and others will present their profiles and explore topical issues affecting the industry. The programme for the 2021 eSpecial covers a wide range of topics, from sustainability and raw materials to current beverage trends like hard seltzers. Various associations are also providing programme

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content, including the latest insights into the markets for wine, beer and mezcal in Mexico. Some sessions are in English and some in Spanish.

The platform offers companies and other participants attractive networking opportunities. Suppliers can present their companies, products and solutions, while visitors can specify their requirements, goals and interests. Based on this information, the smart matchmaking tool uses filters to find exactly the right contacts, making it easier to target approaches. The platform will be available from now until 9 April 2021. Proactive networking between all registered exhibitors and visitors is possible over the entire duration.

For more information, the full programme, exhibitor directory and tickets, please go to: [www.beviale-mexico.com](http://www.beviale-mexico.com)

### **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. 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. For details and dates go to: [www.beviale-family.com](http://www.beviale-family.com)

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For all press releases, further information, photos and videos, see the Newsroom at: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

Further services for journalists and media contacts:  
[www.braubeviale.de/press](http://www.braubeviale.de/press)

More than a single event – the Beviale Family:  
[www.beviale-family.com](http://www.beviale-family.com)