

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

April 2019

Beviale Family welcomes new partner: KIBEX, South Korea

- **Second partner to Beviale Family in Asia**
- **Tenth event in global beverage industry network**

With immediate effect, Korea International Beer Expo (KIBEX) is part of the Beviale Family. At the premiere of Korea's first international trade fair for the beer industry towards the end of March 2019, NürnbergMesse Group and the organiser GMEG (Global MICE Experts Group) signed a cooperation agreement. Alongside SEA Brew in Bangkok, KIBEX is the second partner to the Beviale Family in Asia and the tenth event overall in NürnbergMesse's global network for the international beverage industry.

KIBEX, Korea International Beer Expo, made its first appearance before an audience of industry professionals in Seoul, South Korea, from 21 to 23 March 2019. At the same time, experts exchanged knowledge and information at the established KIBEX International Beer Conference. The trade fair covers all aspects of the domestic and international beer industry, from raw materials, equipment and accessories to the finished product beer. "The KIBEX concept is a very good fit for the other events in our portfolio," says Andrea Kalrait, Director of BrauBeviale and international product manager Beviale Family, about the choice of partner. "In a similar way to our own events, the conference and exhibition complement one another and offer both experts and newcomers to the beverage and/or beer segments an ideal platform for knowledge-sharing and information."

Harper Lee, CEO of organiser GMEG, adds: "We know that the Korean beverage market has a strong growth potential, so our plan for the next step is to expand the exhibition into covering all kinds of technologies related to beverage. In five years, with Beviale Family, our goal is to settle this exhibition as Asia's top beer & beverage exhibition."

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KIBEX reflects the aspirational Korean beer market, which enjoyed strong growth last year and went from around 70 local craft beer breweries in 2017 to more than 110 in 2018. Experts expect this figure to double to around 200 breweries by 2020. This makes Korea an attractive drinks market which international equipment suppliers are increasingly seeing as a successful platform. “These facts, and the good geographical location, are regarded as so promising that the Korean beer market is seen by industry insiders as the ideal testing ground for all of Asia,” says Kalrait, explaining the economic background. “We are very pleased to have found in KIBEX an accomplished partner in this vibrant and highly promising market.” The next KIBEX is expected to take place in April 2020. It is organised by GMEG and the Korean magazine The Beer Post.

Beviale Family: International expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the world’s most important capital goods fairs for the beverage industry. The Beviale Family is also active in about ten countries around the world in a number of event formats and cooperative marketing arrangements, all tailored to the individual target market. Members of the Beviale Family and network partners are operating in the key growth markets. The “international sponsors” of the Beviale Family are Doemens Akademie and the VLB (Versuchs- und Lehranstalt für Brauerei), 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

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www.beviale-family.com

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