

BevialeMoscow2021

Trade fair for beverage production.
Beer | Juices | Water | Wine | Spirits | Dairy

Main Stage, Moscow, Russia

16 - 18 March

PRESS RELEASE

December 2020

Beviale Moscow 2021 adapts to current situation: new location, new date, new opportunities

To prepare the best possible framework for staging the event in 2021, Beviale Moscow is relocating to the “Main Stage” event venue in the centre of Moscow. The date of the event for the Russian and international beverage industry has been moved forward by a week and it will now take place from 16 to 18 March 2021. Since its launch in 2015, Beviale Moscow, Russia’s first trade fair for the entire beverage production chain, has evolved into an established, popular, and well-supported event for the sector in Eastern Europe. The trade fair could not be held in 2020 due to the coronavirus pandemic. Beviale Moscow is part of the Beviale Family, NürnbergMesse Group's global network for the beverage industry.

As the Sokolniki Exhibition & Convention Centre is likely to be needed for coronavirus-related infrastructure, Beviale Moscow will relocate in 2021 to the “Main Stage” event venue in the centre of Moscow. This has resulted in a slight change of date and the event will now take place from 16 to 18 March 2021. “Main Stage” was originally a concert and function hall, but also has the facilities to host trade fairs and congresses. All existing exhibitor registrations and orders such as stand packages are not affected by the relocation and can be realised to the same standard of quality at the new venue.

Great demand and extensive support for the event in Russia

“We have noticed a substantial demand for Beviale Moscow, not just in Russia but internationally as well,” says Thimo Holst, Project Manager Beviale Moscow at NürnbergMesse. “The cancellation of the 2020 event was of course unavoidable due to the coronavirus situation but was very disappointing for all participants. Until the outbreak of COVID-19, we had received our highest ever number of registrations and we therefore feel vindicated in our concept and strategic direction for Beviale Moscow.

Member of the **Beviale Family**
Local operator



messe frankfurt

Messe Frankfurt RUS
Leningradsky Prospekt, 39, bldg. 80
125167 Moscow, Russia
T +7 495 649 87 75
F +7 495 649 87 85
ekaterina.minakova@
russia.messefrankfurt.com

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-86 84
F +49 9 11 86 06-12 86 84
beviale-moscow@nuernbergmesse.de
www.beviale-moscow.com

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

Beviale Moscow 2021

Trade fair for beverage production.
Beer | Juices | Water | Wine | Spirits | Dairy

Main Stage, Moscow, Russia

16 - 18 March

Consequently, we will do our utmost to make sure that the sector gets its platform in 2021. The new location allows us the greatest possible planning certainty in these current uncertain times.

The conversations we have had with exhibitors and partners attest to their loyalty and support for 2021 as well. More than half of the exhibitors previously registered for 2020 and most of our partners have already committed to next year's event. In this context we would like to especially mention the Bavarian Pavilion, which already has six companies registered, and the "Vinitech Innovation Tour", a sponsored pavilion from France for suppliers from the wine sector. The Association of Russian Soft Drink and Mineral Water Producers and the "Dairy News", the industry network for the Russian dairy industry, have also confirmed their attendance. The Russian beer award ROSGLAVPIVO will also be back in 2021.

"We are determined that the basis for the trade fair will continue to be a physical event. Depending on the situation at the time we are expecting to welcome international and Russian companies. Most visitors will be from Russia, so we shouldn't be affected too much by any travel bans that may be in place. At the same time, we are currently working on virtual additions to the event, to give customers who are not able to take part in person the opportunity to still get involved," says Thimo Holst, summing up what exhibitors and visitors can expect in 2021. "We are adapting to the circumstances and creating a modified yet high-quality event for the Russian beverage industry. We believe it is important to facilitate personal exchanges between experts. We are therefore already paving the way to a return to normality and our previous growth trajectory," Holst continues. The plan is for Beviale Moscow to take place again in line with its regular schedule at the Sokolniki Exhibition Centre in March 2020.

For more information, please go to: www.beviale-moscow.com/en

BevialeMoscow2021

Trade fair for beverage production.
Beer | Juices | Water | Wine | Spirits | Dairy

Main Stage, Moscow, Russia

16 - 18 March

Contact for international exhibitors

NürnbergMesse GmbH

Thimo Holst

T 49 911 86 06-86 84

F 49 911 86 06-12 86 84

thimo.holst@nuernbergmesse.de

Contact for local exhibitors

Messe Frankfurt RUS

Ekaterina Minakova

T +7 495 649 8775-107

ekaterina.minakova@russia.messefrankfurt.com

Polina Kirianova

T +7 495 649 8775-122

polina.kirianova@russia.messefrankfurt.com

Contact for press and media

NürnbergMesse GmbH

Sabine Ziener, Christina Freund

T +49 911 86 06-83 55

christina.freund@nuernbergmesse.de

More than a single event – the Beviale Family:

www.beviale-family.com/en

For all press releases, more detailed information, photos and videos

please visit our newsroom: www.braubeviale.de/en/news