

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

March 2017

Beviale Family planning offspring in Brazil

- **Contract signed: Beviale Family and Secretaria de Turismo de Blumenau/Parque Vila Germanica (PVG) conclude cooperation**
- **International expertise in the beverage sector further confirmed**

At the beginning of March 2017, within the framework of the Feira Brasileira da Cerveja in Blumenau, the future cooperation between NürnbergMesse GmbH and the Secretaria de Turismo de Blumenau/Parque Vila Germanica (PVG) was officially declared. As a result, the Beviale Family is extending its international growth strategy to include a new market: Brazil.

With the Parque Vila Germanica (PVG), Blumenau – the “Beer capital of Brazil” – not only has the largest event centre of Santa Catarina, Brazil, but is also the venue for the “Feira Brasileira da Cerveja” beer festival. There, on 8 March 2017, the future cooperation between NürnbergMesse GmbH and PVG was concluded within the framework of a press conference. The content of the cooperation is the mutual support through sales and marketing measures between the Beviale Family and PVG. The Feira Brasileira da Cerveja will therefore be “supported by BrauBeviale” from 2018.

“We are delighted to also welcome Brazil in our global network through this cooperation”, says Rolf Keller, Member of the Management Board NürnbergMesse. “As a result, the Beviale Family is also growing in Brazil.”

NürnbergMesse: international expertise in the beverage industry

The NürnbergMesse Group is demonstrating its expertise with regards to the beverage industry on an international stage. In addition to the traditional parent trade fair BrauBeviale in Nuremberg (Germany), which will take place again in November 2018 with more than 1,100 exhibitors and about 38,000 trade visitors, the Group also organizes exhibitions in important growth markets around the world under the “Beviale Family” umbrella: In addition to Beviale Moscow, which successfully took place for the second time in 2017 from 28th February to 2nd March, the Group will also be hosting

beviale-family.com

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CRAFT BEER CHINA from 17th to 19th May 2017 in Shanghai as well as CRAFT BEER ITALY, which will celebrate its premiere from 22nd to 23rd November 2017 in Milan. Other projects are currently being planned.

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More than a trade fair – the Beviale Family:

www.beviale-family.com