

PRESS RELEASE

10 November 2020

BrauBeviiale 2020 Special Edition: Virtual Exhibitor Presentations and Supporting Programme Open Today

- More than 80 “actions” with some 140 individual presentations
- myBeviiale.com to be year-round meeting place for the beverage industry
- Cutbacks in production of machinery for food and packaging

Even though the BrauBeviiale Special Edition won't be held in person, industry professionals and anyone else who's interested should mark their diaries for the next three days. The event's extensive, high-quality supporting programme, BrauBeviiale@stage, will be available online from 10–12 November at myBeviiale.com. Participants will find more than 300 exhibitor profiles and around 80 “actions” with some 140 individual presentations. Almost 150 different speakers will have their say over these three days – along with exhibitor presentations, the BrauBeviiale@stage forum programme, presentations of awards like the European Beer Star, and even creative and literary celebrations of beer in what have become known as “Beer Foam Readings”. Following the Launch Days, beverage industry professionals and industry insiders will still be able to gather in virtual form all year round on myBeviiale.com, to network, discuss and find out information – at no charge.

myBeviiale.com – the digital dialogue platform for the international beverage industry – went online just in time for Launch Days. “We may not be able to welcome guests to Nuremberg this year, unfortunately, but we're very glad that we can at least provide a virtual gathering place for the beverage industry – good all year round, as from right now”, explains Andrea Kalrait, BrauBeviiale Executive Director at NürnbergMesse. “The platform's goal is to encourage and facilitate dialogue within the industry, throughout the year. After all, beverage makers are confronted with new questions and challenges all the time, not just during three trade fair days a year.” Things

Member of the **Beviiale Family**

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BrauBeviale2020

Special Edition

Nürnberg, Germany

10. - 12. November

will kick off right away on myBeviale.com. The entire extensive supporting programme that had originally been planned for the BrauBeviale 2020 Special Edition will be available online from 10–12 November.

BrauBeviale@stage: The industry's advanced thinkers on six stages

Center Stage, Exhibition Stage, Craft Beverages and brau@home Stage, Technology Stage, Special Interest Stage and Award Stage – it's a broad range of settings. Following an opening with virtual welcome messages from Nuremberg Mayor Marcus König and Bavarian Minister of the Economy Hubert Aiwanger, well-known industry representatives will convene straightway on the Center Stage at 10 am Tuesday, 10 November, to discuss the current situation and the opportunities and challenges for the future of the beverage industry. Among them: Private Brauereien Bayern, the Bavarian private brewers' association; the German Mechanical Engineering Industry Association (VDMA); the Non-Alcoholic Beverages Association (AFG-Vereinigung); hops supplier BarthHaas; and filling and packaging equipment supplier KHS. Another hot topic on Tuesday: "The Coronavirus Disruption and Its Consequences for the Beverage Industry". And along the same lines, the marketing slot held by K&A BrandResearch the same day will dare to take a look ahead: "Beverages after the Crisis: What's Going to Surprise People" is their contribution to the programme on the event's first day. This year the Export Forum German Beverages, which used to be held the day before BrauBeviale opens, will be part of the available programme for the profession, and will take a look this time at the "New Normal in Foreign Trade". The Italian Affairs lecture session will deal specifically with the market situation in Italy, while the Brewers of Europe will provide a pan-European perspective on the situation of the European brewing industry.

Other lectures and panels will include offerings from the Private Brauereien Bayern – BrauBeviale's honorary sponsor – and from additional partners like VLB, the Berlin-based experimental and educational institute for breweries; the Doemens Academy; Bayern Design; the Bundesverband des Deutschen Getränkefachgroßhandels, the German beverage wholesalers' association; the World Packaging Organisation; the Federation of German Food and Drink Industries (BEV); SGS Fresenius; and many more. Along with the topics already mentioned, the stages will

also offer discussions of such matters as sustainability, energy management and raw materials. On top of all that, Thursday 12 November 2020 will be devoted entirely to fundamental and further training. Under the #workforbeverages heading, the Center Stage will be providing information and contacts for the training institutions at various levels that are available for the upcoming generation and young professionals. You can find the latest version of the programme at: www.braubeviale.de/programme

European Beer Star: Winners announced at myBeviale.com

Ever since it was established by Private Brauereien in 2004, the European Beer Star has had its home at BrauBeviale, and is now one of the most important beer competitions anywhere in the world. The coveted award will also be given at BrauBeviale Special Edition in 2020 – this time, online as part of the Launch Days on myBeviale.com. Applying a sophisticated concept for hygiene and safety, the 74-member jury sampled 2,036 beers in 70 categories over just three days in October at the Doemens Academy in Gräfelting. On Wednesday 11 November 2020, anyone interested can now root for the winners from their own monitor.

time to rethink – Design Edition: A special digital show by bayern design

At BrauBeviale Special Edition, the event organisers are trying new ideas. Design in the beverage industry is the guiding theme for several exhibits: self-cleaning drinking bottles, luminous labels, small series, sustainable can cases, glass design, and alternative bottle materials. The special digital show, with 20 videos, will also be available on myBeviale.com during the Launch Days.

Craft Drinks Area: Place your order now!

A special attraction for those in catering and retail: even this year, they'll still have no need to forgo exciting new discoveries in beers, spirits, water, juice and non-alcoholic beverages. Following the Launch Days, the beverage specialties in the Craft Drinks Area can easily be ordered from home. Every ordered flight will be explained and presented by a sommelier – easily viewed anytime at myBeviale.com. Orders will be accepted as long as supplies last.

Cutbacks in production of machinery for food and packaging

Following nine years of growth, the coronavirus pandemic has put the brakes on the export-oriented production of machinery for food and packaging. Various cyclical developments and market situations in consumer countries had already reduced new orders in the second half of 2019; the Covid pandemic exacerbated the situation considerably. Though new orders did pick up again in August 2020, the uncertainties associated with anti-pandemic measures prevent any reliable outlook for either the current year as a whole or the year ahead. But the VDMA's division that concentrates on food and packaging is optimistic that the industry will recover quickly after the pandemic. The crucial factor is that worldwide demand for hygienically packaged food and beverages that are safe for the consumer will rise still further. The association expects that a considerable surge in digitalisation – including in plant design, commissioning, predictive maintenance and service in general – will help the industry, with some 600 companies, to maintain its lead position in the world market.

The value of production in machinery for food and packaging rose barely 1 per cent in 2019, to EUR 15.274 billion (prior year: 15.166 billion). Beverage production and packaging machinery accounted for EUR 2.822 billion (2.774 billion).

Exports of machines for food and packaging in 2019 reached the highest amount yet with EUR 9.142 billion (9.057 billion). Total exports for the packaging machinery segment, including spares and replacement parts, came to EUR 5.962 billion (5.854 billion). About half of all packaging machinery exports go to European countries; the largest single markets are the USA and China.

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Save the date: BrauBeviale 2022 – 2024

Note the dates of the next BrauBeviale three-year cycle now:

BrauBeviale 2022: 8 to 10 November 2022

BrauBeviale 2023: 14 to 16 November 2023

BrauBeviale 2024: 12 to 14 November 2024

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

Further services for journalists and media contacts:

www.braubeviale.de/press

More than a single event – the Beviale Family:

www.beviale-family.com