

BevialeMoscow2021

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

Main Stage, Moscow, Russia

16 - 18 March

PRESS RELEASE

February 2021

Glimmer of hope for Russian beverage industry: Beviale Moscow 2021 set to take place from 16-18 March

- Physical gathering of Russian beverage industry facilitated
- High-quality supporting programme thanks to numerous partners and associations
- Strict implementation of prescribed safety and hygiene measures
- Beviale Moscow returns to regular schedule in 2022

Beviale Moscow will take place in the Main Stage Event Hall in Moscow from 16 to 18 March 2021. This makes Russia's first trade fair for the entire beverage production chain one of the few events that allows the sector to come together in person in the spring of 2021. The organisers are responding to explicit requests by Russian exhibitors and visitors who can now look forward to a well-designed and attractive event concept. Numerous event partners and associations are helping to create the high-quality supporting programme. Naturally, all the measures prescribed by the local authorities will be strictly implemented at Beviale Moscow 2021. This special round of the event will pave the way for the next chapter of the Beviale Moscow success story in 2022, which is already attracting a lot of interest, especially from exhibitors unable to attend this year.

Thanks to its timely relocation to the Main Stage Event Hall, Beviale Moscow was able to allow its customers to plan with certainty in what is a precarious environment with underlying conditions that are constantly changing. This location is ideal for this special round of Beviale Moscow this year. Around half of the exhibitors who had registered for the subsequently cancelled 2020 fair, and most partners, will be taking part in Beviale Moscow 2021. Some 80 percent of exhibitors come from Russia, but it is also worth mentioning the around 20 percent of international exhibitors who have committed to the event despite the difficult circumstances.

Member of the **Beviale Family**
Local operator



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NÜRNBERG MESSE

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Comprehensive safety and hygiene concept

“The huge response and extensive support from the sector are a clear indication that our concept has paid off and that Beviale Moscow is the most important platform for the Russian beverage industry,” says a delighted Thimo Holst, Project Manager Beviale Moscow at NürnbergMesse. “We have therefore done our utmost to offer our customers and partners a modified yet high-quality concept under the current circumstances.” This includes a comprehensive safety and hygiene plan. As well as all the regulations imposed by the local authorities, like measuring temperatures at the entrance and the wearing of face masks and gloves, Beviale Moscow 2021 is implementing other measures: Sufficient distances are ensured on all special display areas, entrances and exits are separate, numerous hand sanitising stations are provided around the hall, and the air is being continually filtered.

High-quality supporting programme as in previous years

In respect of content, the fair will be on a par with the event planned for 2020. Almost all partners and associations are continuing to support Beviale Moscow this year again and are helping to create an extensive, high-quality supporting programme. At the “**Conference on wine production in Russia**”, the partnership with the “Vinitech Innovation Tour” will take effect for the first time. Russian wine experts will introduce the peculiarities of the market, while French experts will hold presentations on technology and innovation, giving conference participants a comprehensive overview of the wine market and its future. In Russia, milk production and processing are key issues for the beverage industry. An overview will be provided by the Russian industry portal “The Dairy News” under the heading “**The New Milk Retail in Russia**”. In collaboration with Coca-Cola, Beviale Moscow will for the first time host a **conference on the trend towards healthy drinks**. Other items on the programme agenda familiar from previous years are a conference on the Russian beer market conducted by the ABBM, Association of Beer and Beverage Market, the conference on beverage packaging by the National Packaging Confederation NCPack, and the Craft Drinks Corner.

Given the circumstances, the representative Bavarian Pavilion with four Bavarian firms taking part in Beviale Moscow 2021 is particularly worthy of mention. “We are delighted by the unequivocal support of Bayern International, which was impressed by the event following the success of the first pavilion in 2019 and is continuing to back us this year as well,” says Holst. “We are especially pleased that Roland Weigert, Deputy Minister of the Bavarian Ministry of Economic Affairs, Regional Development and

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Energy, will provide a welcoming address by video at the opening of the trade fair.” The continuity of the Bavarian Pavilion underscores the extremely strong economic relations between Bavaria and Russia. In addition, the Representative Office of Bavaria in the Russian Federation will offer a symposium at this year’s Beviale with the title “The latest information and trends in the brewing industry in Bavaria and Russia”.

Beviale Moscow 2022 in the starting blocks

While the preparations for Beviale Moscow 2021 are almost complete, the organisers are already working on the initial concepts for Beviale Moscow 2022. Many exhibitors that are not able to attend this year due to the difficult circumstances have already responded positively by committing to take part in next year’s event. “We see Beviale Moscow as a kind of bridge this year that is paving the way for a return to normality and our previous growth trajectory,” says Holst, looking ahead. Beviale Moscow will be back to its usual schedule again at the Sokolniki Exhibition & Convention Center from 29 to 31 March 2022.

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

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. Other projects are in the planning phase. For details and dates go to: www.beviale-family.com

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More than a single event – the Beviale Family:

www.beviale-family.com

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