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CHINA BREW 2018 **CHINA BEVERAGE 2018**

THE 13TH INTERNATIONAL BREW & BEVERAGE PROCESSING
TECHNOLOGY AND EQUIPMENT EXHIBITION FOR CHINA

FACT SHEET

SHANGHAI NEW INTERNATIONAL
EXHIBITION CENTRE (SNIEC)
OCTOBER 23–26, 2018



Take part in the success of CHINA BREW CHINA BEVERAGE!

CHINA BREW CHINA BEVERAGE is Asia's leading platform for the beverage and liquid food industry. The number one event offers a unique combination: The trade fair works as top-selling market place and as future-oriented knowledge center.

CHINA BREW CHINA BEVERAGE provides customized solutions for the booming South East Asian region. It covers the entire process chain, and targets the specific needs of the market by matching supply and demand. The state-of-the-art venue SNIEC offers excellent fairground and service facilities in the vibrant metropolis of Shanghai.

Get your share of this growing success: Exhibit yourself!

- Participate in CHINA BREW CHINA BEVERAGE – The largest and only event covering all branches of the beverage and liquid food industry in South East Asia.
- Experience high quality participants: Professional trade visitors meet specialized exhibitors.
- Benefit from the powerful alliance of local expertise and the strong brand drinktec with its international knowledge and network.

Exhibition segments

Products

- Raw materials and additives
- Processing technology, process automation and IT solutions
- Filling and packaging technology
- Aseptic systems
- Containers, packaging materials, closures and PET technology
- Parts and components
- Water and wastewater, energy systems
- Logistics and transportation equipment

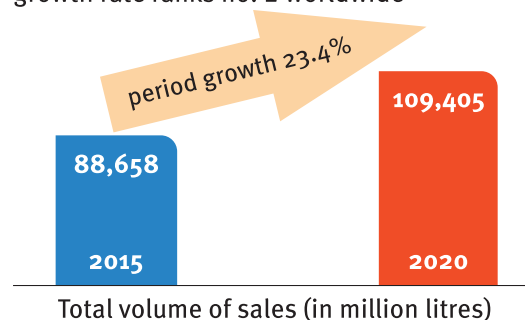
Supply markets

- Alcoholic beverages
- Non-alcoholic beverages
- Milk and dairy products
- Oils and fats
- Liquid food

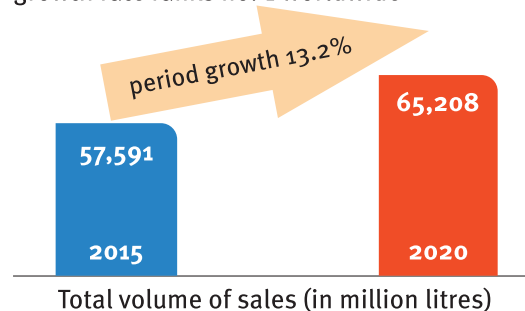


The beverage industry in China

Chinese market for soft drinks:
growth rate ranks no. 2 worldwide



Chinese market for alcoholic drinks:
growth rate ranks no. 1 worldwide



**Source Euromonitor International / VDMA*

A documented success in 2016

CBB 2016 show in numbers

- around **800** exhibitors
- **81,000** sqm exhibition space
- **53,183** visitors

Satisfied international exhibitors at CBB 2016

- **98%** would recommend participating at CBB
- **96%** plan to participate at CBB 2018
- **93%** benefited from participating at CBB

Source: international exhibitor survey CBB 2016



Example of exhibiting international brands



Exhibitor statement

Gil Cui, Vice president, Solutions sales GEA China, China

"GEA Group has successively participated at CBB for many years; we always release the latest technologies and equipment. Major global customers like Coca Cola, Master Kong, China Resource, and Yili Group have dispatched key personal to visit and negotiate."

Allen Ennis, Vice President and General Manager, Global Beverage, Graphic Packaging International, INC., USA

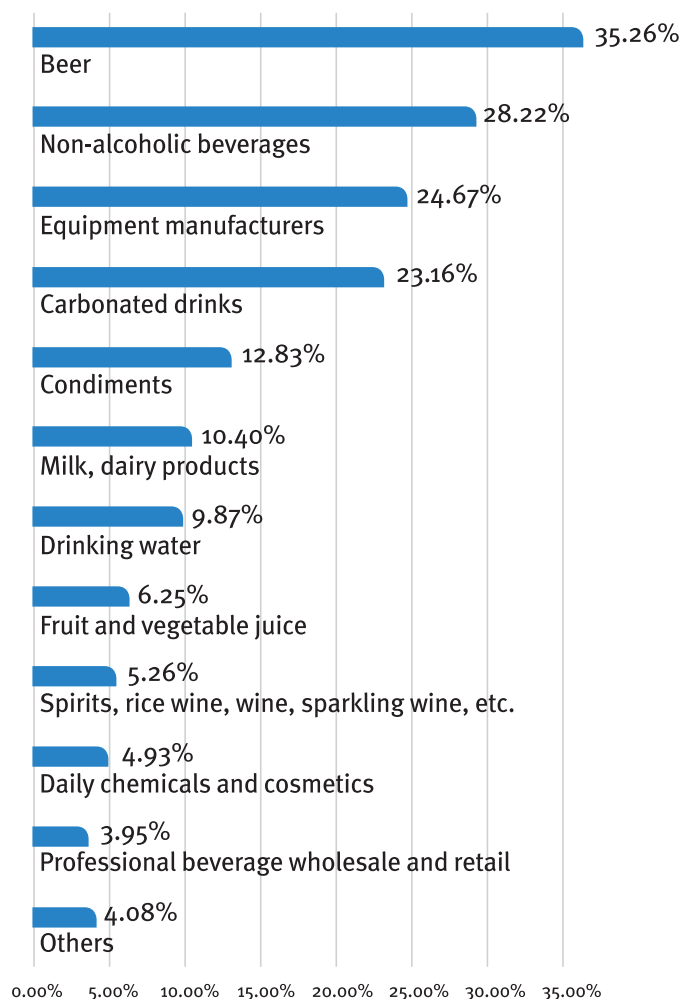
"It's the first time for me to attend the show and I was very impressed by the visitor number and quality. It's worth for everybody to exhibit at this show."

Jürgen Kurz, General Manager, Heuft China, China

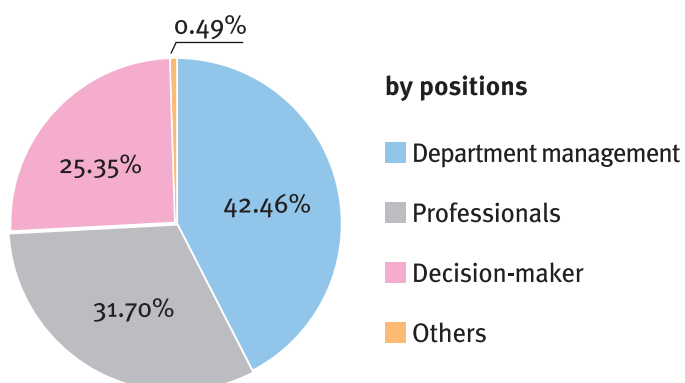
"CBB is the most important trade fair for the brewing and beverages technology in Asia."

Visitor analysis

What industry does your company belong to? (Multiple choice)

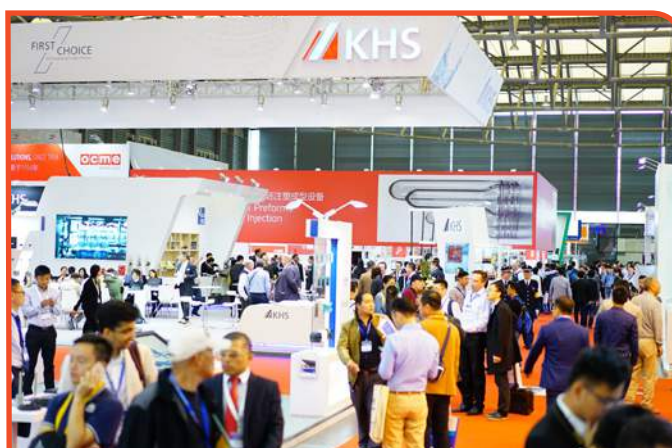
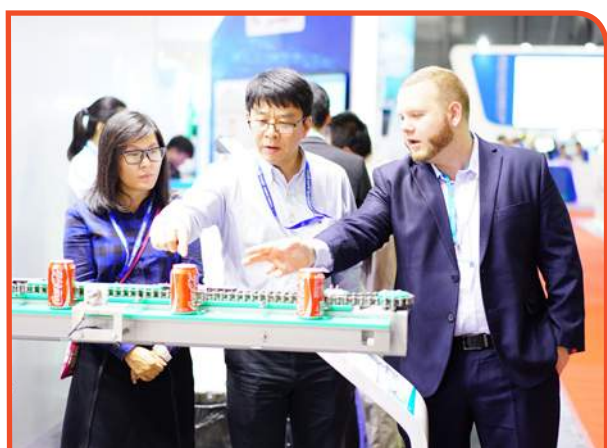
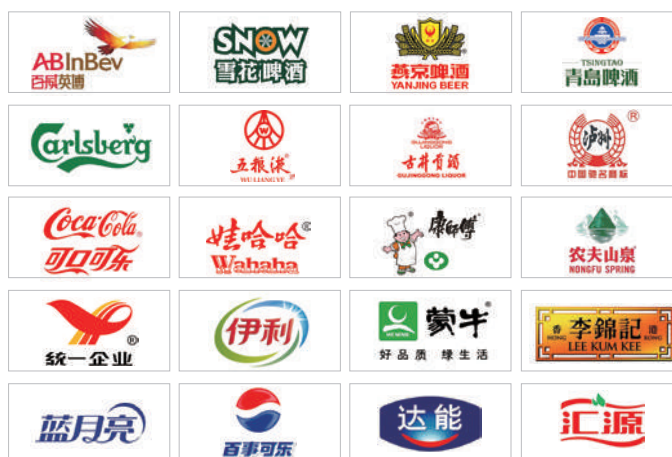


Visitor positions analysis



**Note: General Manager, Deputy General Manager, President, Direct is calculated into decision maker.

Examples of visiting companies



drinktec worldwide

drinktec worldwide is a powerful global network

This strong brand targets the beverage and liquid food industries. drinktec worldwide consists of four outstanding business platforms:

drinktec

drinktec

World's Leading Trade Fair for the Beverage and Liquid Food Industry

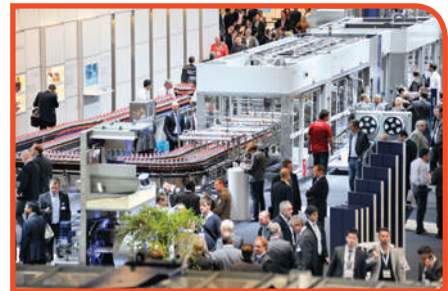
Processing+Filling+Packaging+Marketing

September 11–15, 2017

Next event in September, 2021

Messe München, Germany

drinktec.com



drink technology India

International Trade Fair for the Beverage and Liquid Food Industry

October 26–28, 2017

Pragati Maidan, New Delhi

October 24–26, 2018

Bombay Exhibition Centre, Mumbai

drinktechnology-india.com



food & drink technology Africa

processing+filling+packaging+logistics

September 4–6, 2018

Gallagher Convention Centre, Johannesburg

fdt-africa.com



CHINA BREW CHINA BEVERAGE

International Brew & Beverage Processing Technology and Equipment Exhibition for China

October 23–26, 2018

Shanghai New International Expo Centre (SNIEC), Shanghai

chinabrew-beverage.com/english



All trade fairs offer specific marketplaces and an excellent supporting program. drinktec worldwide combines international expertise with profound regional know-how.

Be a part of the drinktec worldwide community: drinktec.com/worldwide



Venue and dates

Dates/opening hours

October 23–26, 2018

9:00–17:00

Venue

Shanghai New International Expo Centre
2345 Longyang Road, Pudong New Area, Shanghai



Organizers and Supporting Partners

Organizer

China National United Equipment Group Corp.
Messe München GmbH

Co-organizer

Beijing Zhongqing Heli International Exhibition Co., Ltd.
Messe Muenchen Shanghai Co., Ltd.

Supporting Organizer

VDMA – Food Processing and Packaging Machinery Association

Contacts

Please feel free to contact us, if you have any questions or need more information.

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Register now!

Ni hao! We're looking forward to welcoming you at CHINA BREW CHINA BEVERAGE.

Application documents are available here: cbb.drinktec.com/application

