

CRAFT BEER CHINA 2024

Conference & Exhibition

2024 亚洲国际精酿啤酒会议暨展览会
(CBCE 2024)

2024.4.25-27 上海新国际博览中心

Shanghai New International Expo Center

展后报告

Post-show Report

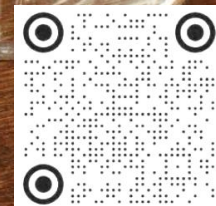
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CBCE 小程序



CBCE 小红书



第9届亚洲国际精酿啤酒会议暨展览会于4月27日在上海新国际博览中心圆满落幕。本届展会面积15,000m²，汇聚264家海内外优质展商、吸引专业观众26,684人次。

展期3天集中呈现10+场同期活动，内容包括技术峰会《聚焦酿造革新，探索精酿新纪元》、布鲁塞尔啤酒挑战赛获奖酒款品鉴会、欧洲之星获奖酒款品鉴会、中国轻工业出版社新书推介会、CBCE中国精酿之旅版图、CBCE 2024“云逛展”与线上直播访谈、VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼等。

The 9th Craft Beer China Conference & Exhibition (CBCE 2024) closed successfully in Shanghai New International Expo Center on April 27th. The exhibition covers an area of 15,000 m², bringing together 264 high-quality exhibitors and attracting 26,684 professional visitors.

CBCE held 10+ accompanying events : Technology Summit "*Focusing on Brewing Innovation and Looking Forward to a New Era of Craft Brewing*", Brussels Beer Challenge Awarding-winning Products Tasting Event, European Beer Star Awarding-winning Products Tasting Event, Book Promotion Meeting – by China Light Industry Press, CBCE Chinese Map of Craft Beer Breweries, CBCE 2024 online exhibition tour and live interviews, Gala Dinner and Brussels Beer Challenge China Award Ceremony.

264

专业展商
Exhibitors

26,684

专业观众
Visitors

15,000+

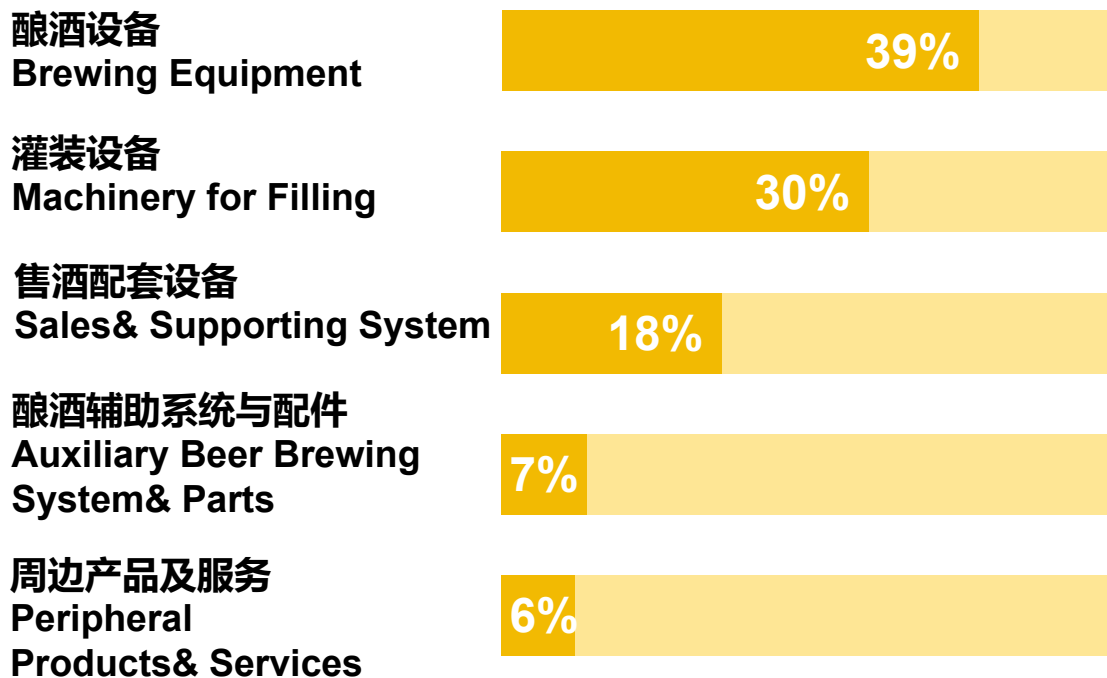
展览面积
Exhibition Area

10+

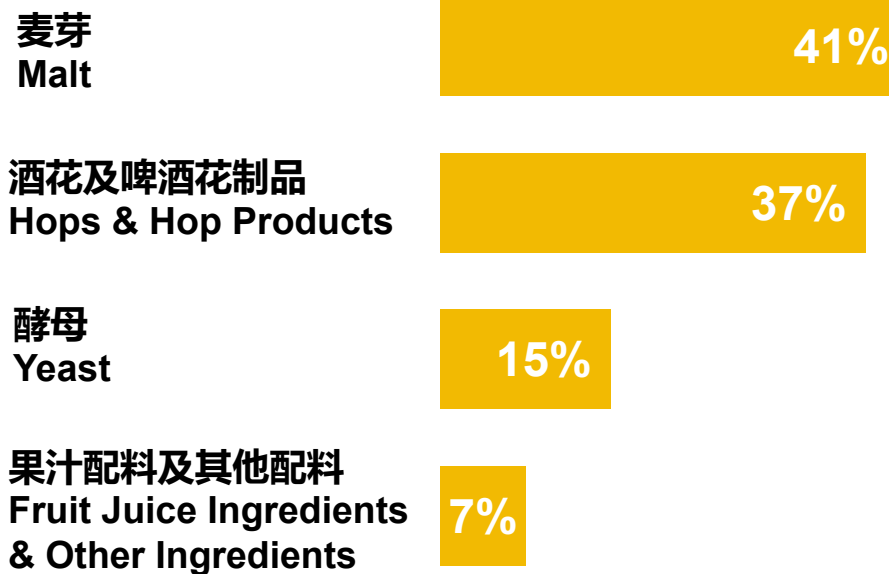
同期活动
Accompanying Events

展商领域 Fields of Exhibitors

原料设备 Raw Materials& Equipment



原料 Raw Material

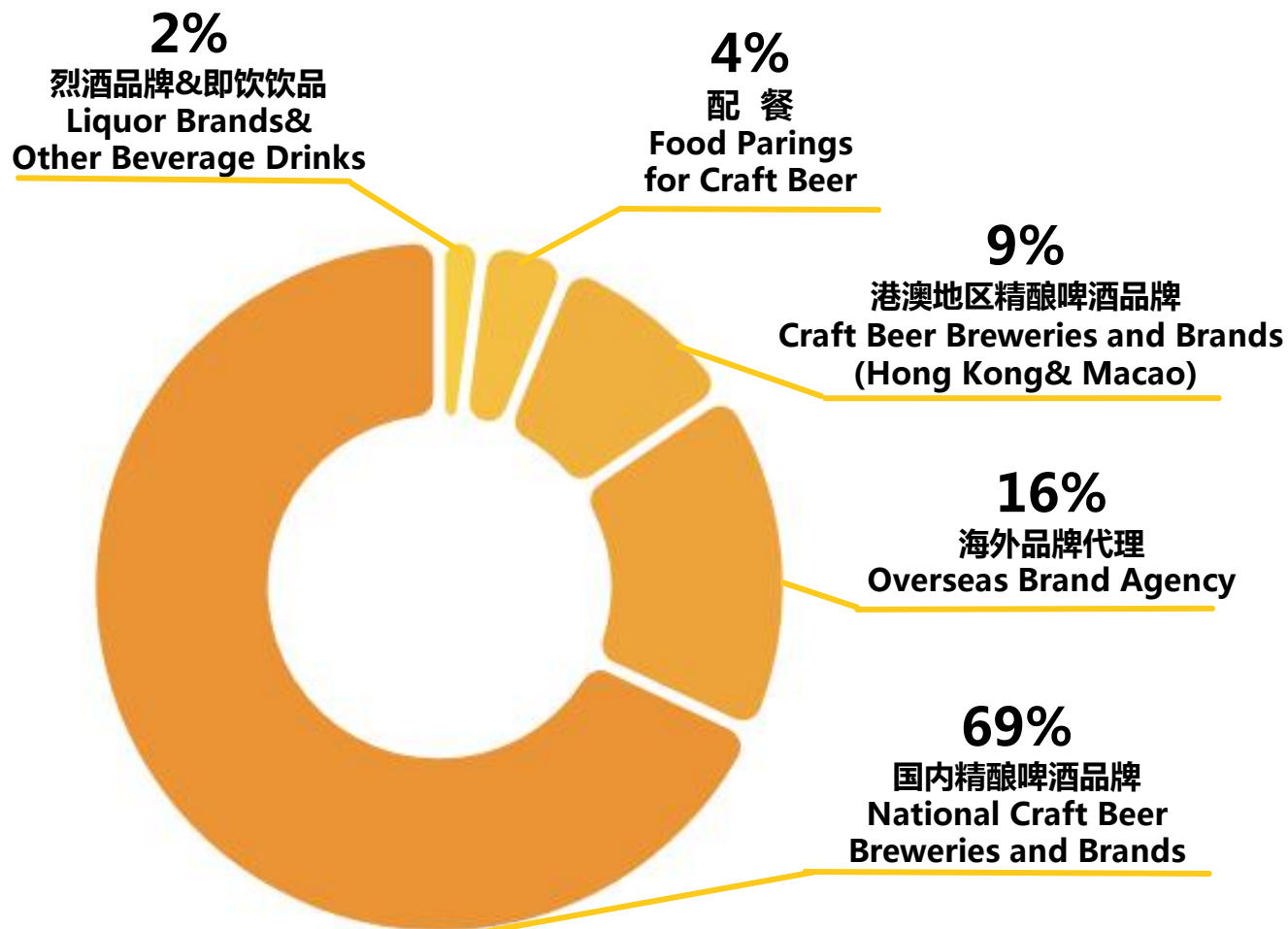


关于展商
About Exhibitors



展商领域 Fields of Exhibitors

酒精饮品品牌商 Alcoholic Beverage Brand



关于展商
About Exhibitors



部分展商 Part of Exhibitors

About Exhibitors

关于展商

设备类
Equipment



原料类
Material



酒厂类
Breweries



*排名不分先后 Not list in order

展商评语 Comments from Exhibitors



邱迪清，塔罗斯科技股份有限公司 董事长
Diqing Qiu Talos Technology Corporation President

非常感谢CBCE主办方提供展示交流平台，本次展会，塔罗斯科技股份有限公司携“啤气桶”新品亮相，收获热烈反响。此次参展让我们深入了解市场需求，期待未来持续创新，携手合作伙伴共创行业辉煌。

Thanks CBCE to provide the best platform to show our new products-Brewjet. We do have the positive feedbacks from our clients. This exhibition also help us to have a deep understanding for the market demands. We are looking forward to continuous innovation and create industry success in the future.



金伟国，山东东特中科智能装备集团有限公司, CEO
Weiguo Jin, Developtech Group (Shandong) Co., Ltd.

祝贺CBCE2024圆满落幕，此次CBCE的展览规模和观众质量超前，效果显著。数年来，申东装备和贝斯特见证了精酿啤酒会议及其行业的蓬勃发展，自身也从单一啤酒设备制造商发展为专注食品饮料行业装备智造企业，切实做好产品和服务，为中国的精酿啤酒事业贡献绵薄之力！2025将迎来CBCE十周年，让我们共同期待，携手并进！

Congratulations on the successful conclusion of CBCE 2024. The CBCE 's scale and visitors quality are ahead of the curve and the effect is remarkable. Over the past few years, Shendong and Best have witnessed the vigorous development of the craft beer conference and its industry. We have also developed from a single beer equipment manufacturer to an intelligent equipment manufacturing enterprise focusing on the food and beverage industry. We have earnestly provided quality products and services, contributing our modest strength to the cause of Chinese craft beer industry! The 10th anniversary of CBCE is coming in 2025, let us look forward to it together and move forward hand in hand!

关于展商
About Exhibitors



庄仲荫, 中国区技术经理, 美国雅基玛酒花有限公司

Carl Zhang, Technical Sales Manger, Yakima Chief Hops Co., Ltd

一年一度的上海CBCE是中国精酿行业不容错过的盛事，美国雅基玛酒花有限公司（Yakima Chief Hops）已经连续第九次参展，与客户和同行进行了广泛和深入的交流，取得了丰富的成果。2024年，雅基玛酒花带来了使用全新技术的新产品DynaBoost（“动能宝”回旋专用酒花浸膏），创造性地提出了“热端干投”的概念，有显著“降本增效”的作用，成为全场瞩目的焦点。与此同时，根据市场发展趋势，雅基玛酒花还在本届CBCE的学术研讨会上首次提出了“酒花水饮”（Hop Water）的新型产品概念，旨在将啤酒花扩大应用至饮料行业，通过啤酒与饮料的融合，实现跨界创新。希望CBCE增加媒体渠道宣传，为参展商提供更多的曝光机会，实现合作共赢。期待2025年再次相聚！

The annual Shanghai CBCE is an event that cannot be missed in China craft brewing industry, Yakima Chief Hops has continuously participated in the exhibition since 2016, and achieved rich results through in-depth communications with customers and business partners. In 2024, Yakima Hops introduced a new product DynaBoost™ Whirlpool Hop Extract which using a cutting-edge technology, creatively proposed the concept of “Hop Hopping” (at the hot side, compare with “Dry Hopping” at the cold side), which has a significant "cost reduction and high efficiency" impact on the brewing, and became the focus of attention in the exhibition hall. At the same time, according to the market development trend, Yakima Chief Hops proposed a new product concept of "Hop Water" for the first time at this CBCE technology conference, aiming to expand the application of hops to the beverage industry, through the integration of beer and beverages, to achieve cross-border innovation. It is hoped that CBCE will increase media channel broadcasting and advertising, provide more exposure opportunities for exhibitors, and achieve win-win cooperation. We look forward to meeting you again in 2025!



高燕, 意大利AEB集团, 中国分公司总经理

GaoYan, AEB Group, General Manager of China Branch

主办方为我们提供了专业且细致的服务。展会举办过程井然有序。通过展会让我们意大利AEB集团与众多优秀的上下游企业建立了有效的连接。不得不说，CBCE展会无论对各个企业还是整个行业都起到了积极的作用

The organizer provided us with professional and detailed services. The exhibition was well organized. Through the exhibition, AEB Group established effective connections with many excellent upstream and downstream enterprises. I have to say that CBCE has played a positive role for both individual companies and the whole industry.

About Exhibitors
关于展商

观众领域 Fields of Visitors

酒馆/ 酒店/ 商业超市/餐饮
Taphouse / Hotel / Supermarket/ Catering

30.68%

经销商/代理商
Distributor / Agent

22.32%

中/小型酒厂（含精酿酒厂）
Medium/Small Breweries
(including Craft beer brand)

14.77%

大型酒厂
Large brewery

13.04%

酿造工艺支持
Brewing Technology Support

5.64%

生产设备制造及部件
Equipment Manufacturer and Parts

4.23%

技术服务提供商
Other Technical Services

3%

研究院、高校及行业协会
Academy, University / Association

3%

原材料供应商
Raw Material Supplier

2.32%

其他 Others

1%



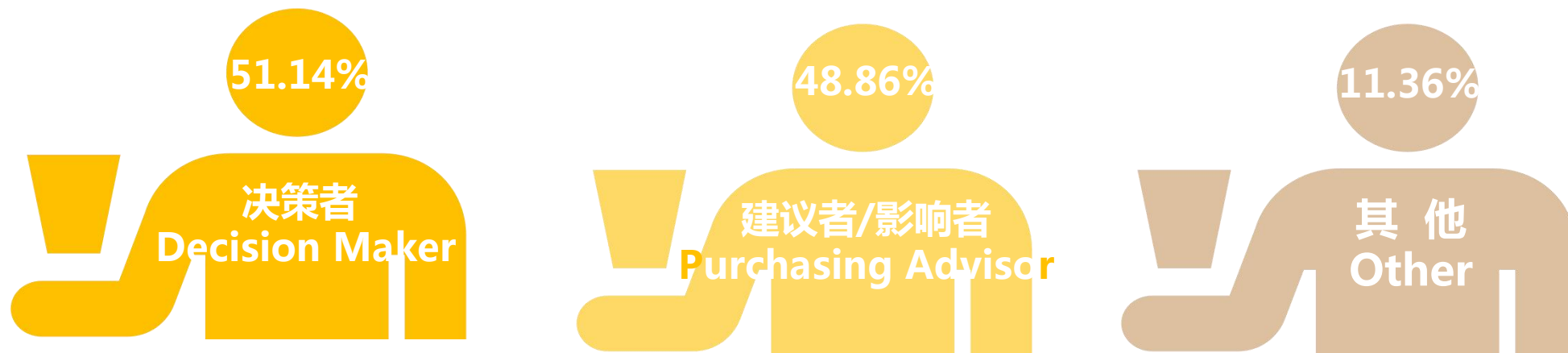
81 %

从事酒馆/酒店/商业超市、经销商/代理商、大/中/小型酒厂（含精酿酒厂）等专业观众占8成。

Professional visitors engaged in Taphouse/ Hotel/ Supermarket/ Catering, Distributor / Agent, Large/ Medium/ Small Breweries (including Craft beer brand) accounted for 80%.

关于观众
About Visitors

观众采购决定权 Visitor Roles in Purchasing

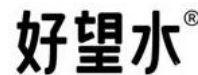
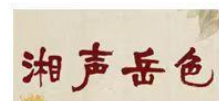


About Visitors
关于观众

观众参观目的 Purposes of Visiting



部分观众 Part of Visitors



*排名不分先后 Not list in order



About Visitors

CRAFT BEER
CHINA 2024
Conference & Exhibition

观众评语 Comments from Visitors

李文芳, 成都市美西啤酒酿造有限公司总经理

Carol, General manager of Chengdu Wild west Beer Brewing Co., Ltd.

很荣幸参观了CBCE 2024, 这次展览会给我们留下了深刻的影响, 我们在这个充满国际性平台上接触到了众多的原料、设备和技术咨询的展商, 同时也看到了层出不穷的精酿品牌商。CBCE平台专业的展现了精酿市场的最新动向。明年我们也将参展 CBCE, 祝未来CBCE越办越好!

It is an honor to have visited CBCE 2024. This exhibition has left a profound impression on us. On this international platform, we have been exposed to numerous exhibitors offering raw materials, equipments, and technical consultations, and we have also seen an endless array of emerging craft beer brands. The CBCE platform has professionally showcased the latest trends in the craft beer market. We will also participate in the CBCE next year. Wish CBCE a better future!

范一凡, 盒马(中国)有限公司 啤酒采购经理

Fan Yifan, Beer Purchasing Manager of HEMA (China) Co., Ltd

在展会了解到一些当前精酿啤酒的新品类, 与一些精酿厂牌进行交流, CBCE不仅是精酿买家采购原料、设备、精酿啤酒的专业平台, 也是了解当前市场趋势和酿造技术的交流平台。相信CBCE会越办越好!!

In the exhibition, I find some new categories of craft beer and communicated with some breweries. CBCE is not only a professional platform for buyers to purchase raw materials, equipments and craft beer, but also a communication platform for understanding current market trends and brewing technology. I believe CBCE will get better and better!!

张尚成, 六安市糖酒商会 会长

Zhang Shangcheng, President of Lu 'an Sugar and Liquor Chamber of Commerce

我商会组织会员企业赴上海CBCE 2024, 共同探寻精酿行业的创新脉搏与发展趋势。使会员企业了解最前沿的产品和最新行业趋势, 助力中国精酿发展。CBCE作为亚洲精酿领域的专业展会, 为厂商架起连心桥, 共享新机遇。祝愿CBCE 越办越好!

Our chamber of commerce organized member companies to attend CBCE 2024, to jointly explore the innovative pulse and development trends of the craft brewing industry. This will help member companies understand the most cutting-edge products and the latest industry trends, thereby boosting the development of Chinese craft beer. As a professional exhibition in the Asian craft brewing field, CBCE builds a bridge of connection for manufacturers to share new opportunities. Wishing CBCE more a great success with each passing year!

元气森林食品科技集团有限公司

Genki Forest Food Technology Co., Limited

CBCE整体观展体验不错, 在此次展会看到很多优质精酿品类, 发现很多新颖酒厂, IPA和果酒都是我司关注焦点, 收获颇多, 期待来年再见!

The overall experience at the CBCE was quite good. We saw many high-quality craft beer and found many new breweries in CBCE. IPA and fruit craft beer are the focus of our attention, and we gained a lot. We looking forward to a wonderful CBCE next year!

关于观众
About Visitors

Conferences

高峰论坛



31

演讲嘉宾
Speakers

7

大板块
Sections

21

场主题演讲及圆桌讨论
Session Topics & Panel Discussion



**CRAFT BEER
CHINA 2024**
Conference & Exhibition

Conferences

高峰论坛



*部分嘉宾, 排名不分先后
Part of speakers, Not list in order

《聚焦酿造革新，探索精酿新纪元》

Focusing on Brewing Innovation and Looking Forward to a New Era of Craft Brewing



CBCE 2024技术高峰论坛由CBCE和EBC（欧洲酿造协会）联合主办，由江南大学生物工程学院和澜埔国际酿酒学院联合协办，以“聚焦酿造革新，展望精酿新纪元”为主题，CBCE 2024技术高峰论坛集聚了来自世界各地共31位的专家学者、企业家，旨在促进国内啤酒产业的创新、增效及可持续发展。

The CBCE 2024 Technology Summit is co-organized by CBCE and EBC, supported by Jiangnan University-School of bioengineering and ZW-Lab International Brewing Academy. The theme of this year's summit is "Focusing on Brewing Innovation and Looking Forward to a New Era of Craft Brewing". CBCE 2024 Technology Summit gathered 31 experts, scholars and entrepreneurs from all over the world, with the aim of promoting innovation, efficiency enhancement, and sustainable development of the domestic beer industry.

同期活动 Accompanying Events

同期会议 Accompanying Conferences

会议涵盖市场趋势、平台赋能、渠道赋能、原材料创新应用、包装设备创新技术等主题，集结40+行业大咖，分享了30+主题演讲&圆桌论坛，吸引了众多现场观众参与。

The Conferences covered topics such as market trends, platform empowerment, channel empowerment, innovative application of raw materials, and innovative technology of packaging equipment. More than 40 industry experts were gathered to share over 30 keynote speeches and panel discussion, attracted a large number of visitors to participate.

- CBCE 亚洲国际精酿啤酒商业论坛
CBCE Commercial Conference
- 智造精酿风味”——2024精酿啤酒酿造技术峰会
Smart Manufacturing of Brewing Flavors-Craft Beer Brewing Technologies Summit 2024

国际精酿赛事酒款品鉴会 International Craft Beer Competition Tasting Events

展会现场邀请布鲁塞尔挑战赛主席LUC和欧洲啤酒之星赛事顾问Kilian亲自主持获奖酒款品鉴会，带领大家现场解读品鉴。

The Chairman of the Brussels Beer Challenge LUC, and the Project Director of European Beer Star Kilian, were invited to personally host the award-winning products tasting events, leading visitors to tast on site.

- 布鲁塞尔挑战赛获奖酒款品鉴会
Brussels Beer Challenge (BBC) Awarding-winning Products Tasting
- 欧洲啤酒之星获奖酒款品鉴会
European Beer Star(EBS) Awarding-winning Products Tasting

VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼

Gala Dinner and Brussels Beer Challenge China Award Ceremony

首日展会结束当晚为感谢展商和嘉宾给予的支持和信任，CBCE于申客厅举办精酿晚宴暨布鲁塞尔啤酒挑战赛颁奖典礼。晚宴以“繁花”为主题，特别为与会嘉宾们准备了10款获奖的酒款，晚宴菜单的精心设计也完美地与酒款相结合，每一款酒款和菜肴的搭配都精心考虑了口感、风味和香气的平衡，让嘉宾们从中获得绝妙的味觉体验。无论是饱含水果香气的啤酒还是醇厚口感的黑啤，为与会嘉宾们留下难以忘怀的味蕾记忆。也共同期待中国精酿行业继续取得更多辉煌的成就。

On the first evening of the exhibition, to express gratitude for the support and trust from exhibitors and guests, CBCE hosted a Gala Dinner and the Brussels Beer Challenge China Awards Ceremony at the restaurant of Shen Pavilion. The dinner, themed "Blooming Flowers," specially prepared 10 award-winning beers for the attendees. The menu was meticulously designed to perfectly complement the beers, with each beer and dish pairing carefully considered for balance in taste, flavor, and aroma, offering guests an exquisite gustatory experience. From beers rich in fruit aroma to the full-bodied taste of stouts, the dinner left an unforgettable taste memory for the attendees. Together, we look forward to the Chinese craft beer industry achieving even more brilliant accomplishments.





现场直播 Live Streaming

2

场云逛展
Booth Tour

3

场精选品鉴会
Tasting Events

8,664

人次观众
Views

本次展会采用线上线下结合方式，全方位展示精酿新产品、新科技。邀请重量级嘉宾带领大家参观各个展位，对酿造原料、设备技术和学院酒厂做分析与讲解，邀请业界大咖在现场举行新书分享会，更有两大赛事主席和顾问空降现场主持品鉴会。展会现场共开设5场直播，本次线上活动吸引共达8,664人次。

CBCE combine live streaming and offline exhibition to comprehensively show new products and new techniques of craft beer. Inviting influencers to visit booth, providing a detailed introduction to raw materials, technology equipments and breweries. The chairs and project director of two major competitions have made a special appearance to host tasting sessions. CBCE conducted 5 live streaming and attracted 8,664 views in total.

Media 展会媒体

专业媒体 Professional Media

食品饮料工程
Asia Food Journal



大众媒体 Public Media



CBCE通过官方媒体、行业媒体、微信公众号、客户端、网站、抖音、小红书等渠道对展会进行了追踪报道。展会投放曝光突破159.7W次。其中专业媒体和大众媒体宣传100+家，共达成约79万曝光。自媒体平台触达用户4W+，新媒体平台曝光量80.5W。

The CBCE has provided continuous coverage of the exhibition through official media, industry media, WeChat official accounts, mobile clients, websites, Douyin (TikTok), Xiaohongshu, and other channels. The exhibition has achieved over 1.597 million exposures. Among these, more than 100 professional and mass media outlets have been involved in the promotion, resulting in approximately 790,000 exposures. Self-media platforms have reached over 40,000 users, and the exposure on new media platforms has reached 805,000.



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CRAFT BEER CHINA 2025

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2025中国国际精酿啤酒会议暨展览会
(CBCE 2025)

2025.4.15-17 上海新国际博览中心
Shanghai New International Expo Center

CBCE 2025
十周年与您相约

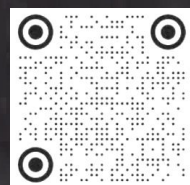
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