

CRAFT BEER CHINA 2020

Conference & Exhibition

2020中国国际精酿啤酒会议暨展览会 (CBCE 2020)

2020.7.1-3 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

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展后报告

Post-show Report

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展会概述 Over View

CBCE 2020作为上海疫情后的第一批锦鲤展会，虽然疫情影响，行业艰难，防控要求非常严格，本届展会仍然汇聚了127家优质展商，涵盖精酿生产、原材料、包装、生产线及相关设备和销售等各个领域的专业展商，展出面积达8500m²；专业观众方面，展会三天共录得12219人次进场参观；展会现场同期共举行了7场精彩纷呈的专业活动；精酿啤酒论坛、品酒会、新品发布会、第三届中国精酿啤酒明星奖评选活动、布鲁塞尔国际啤酒挑战赛获奖作品展示及品尝、CBCE五周年时光墙等。

CBCE 2020 is the first koi exhibition in Shanghai after the COVID-19, despite the impact of the epidemic situation, the industry is difficult, and the requirements for prevention and control are very strict, CBCE 2020 still gathers about 127 excellent exhibitors, covering professional exhibitors in various fields such as craft beer, raw materials, packaging, production lines and related equipment & sales and so on. The exhibition space is 8500 square meters. In terms of professional visitors, a total of 12219 people visited the exhibition during the three days. 7 brilliant professional activities were held during the same period: Craft Beer Forum, Beer Tastings Event, New Products Launch, the 3rd Chinese Craft Beer Star Award, Showing and Tasting of winning works of the Brussels International Beer Challenge, Time Wall of CBCE fifth anniversary, etc.



12,219

人次专业观众
trader visitors

8,500

平米展出面积
square meters of exhibition area

127

家展商
exhibitors

7

场同期活动
accompanying events

展商领域 Field of Exhibitors



展商分布 Exhibitors Distribution

国内96%
覆盖地区有：上海，浙江，江苏，安徽，福建，江苏，山东，北京，甘肃，广东，河北，湖北，辽宁，内蒙古，陕西，新疆、贵州等。

国际4%
国际区域：比利时，美国，法国。



部分展商 Part of Exhibitors















展商评语 Exhibitors' Statements



马黎明，野鹅灌装【迅哲（上海）电子科技有限公司】 总经理
Mr. Ma Liming, CEO of Wild Goose /Centron (Shanghai) Electronics Technology Ltd.

CBCE是疫情发生后的首个展会，无独有偶也是Wild Goose推出新款“小鹅”的首次在大众面前亮相。连续第三年参展的我们见证着精酿文化迅速成长。不仅看到精酿啤酒的受众群越来越多，同时也经过疫情冲击后的大浪淘沙发现很多优质的客户群体。感谢CBCE这个平台，让大家从“闷”在家，“闷”在办公室的线上交流环境转到了线下，我们约定期待明年再见。

CBCE is the first exhibition after the outbreak. Coincidentally, it is also the first time wild goose launched a new "gosling" in front of the public. For the third consecutive year, we have witnessed the rapid growth of craft culture. We not only see more and more audience groups of craft beer, but also find many high-quality customer groups after the impact of the epidemic. Thanks to CBCE, this platform has changed the online communication environment from "boring" at home and "stuffy" in the office to offline. We agreed to see you next year.



宋全兵，卡登堡酒业（中国）有限公司，执行副总裁
Qaunbin Song, Executive Vice President of KDB Brewing (China) Co.,Ltd

通过CBCE这个平台，我们向广大客户展示了卡登堡酒业OEM解决全案，旗下品牌路德维希和斑马精酿也得到众多好评。精酿啤酒在整个啤酒行业增长放缓的背景下，依旧呈现出炽盛的发展态势。作为中国乃至亚洲范围内最权威的精酿展会，相信CBCE在未来的岁月中，将会以其专业性与全面性为精酿产业的发展添砖加瓦。

Through the CBCE, we showed our customers the full OEM solution of the KDB Brewing, and our brands Ludwig and Zebra Crafts have also received many praises. Craft beer has increased in the entire beer industry under the background of the slowdown in the long-term growth, it still shows a trend of flaming development. As the most authoritative craft beer exhibition in China and even in Asia, I believe that CBCE will rely on its professionalism and comprehensiveness in the years to come. The development of the craft brewing industry contributes to the development.

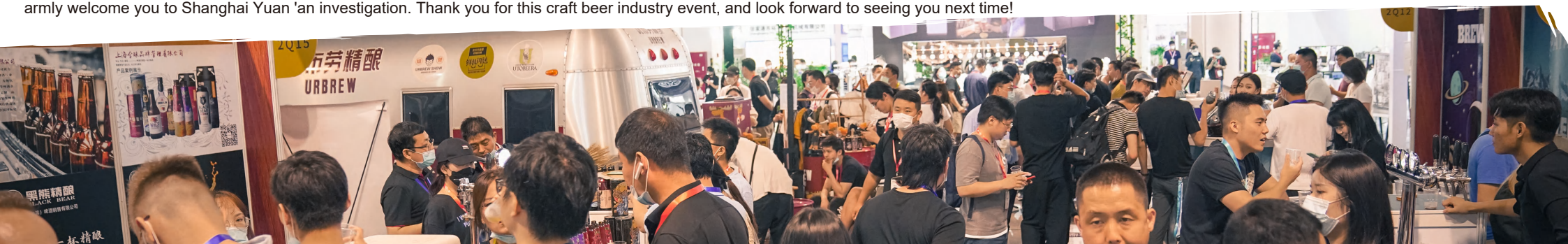
Yuanan 上海远安

邵显荣，上海远安流体设备科技有限公司，副总经理

Xianrong Shao, deputy General Manager of Shanghai Yuanan Fluid Equipment Technology Co., Ltd.

CBCE 2020已完美落幕，在大众啤酒日趋饱和之下，精酿啤酒市场被越来越多的人看好，啤酒不仅是一种提供能量的饮料，也是一种社交饮品，一种让你表达自己和被社会接受的载体，上海远安就是这份载体的传递者，我们长期专注于卫生流体设备的研发与制造20年，是卫生流体设备优质供应商，传承匠心精神，坚持“更精、更好、远安造”的理念，秉承严谨、实用的作风，持续不断的优化工艺和技术，制造出高品质更可靠的洁净产品，走智能制造创新之路，做好产品，使民族赢得尊荣。盛情的欢迎您莅临上海远安考察，做客。感谢这一次精酿啤酒的行业盛会，期待下次再见！

CBCE 2020 has come to a perfect end. With popular beer becoming more and more saturated, the craft beer market is favored by more and more people. Beer is not only a drink that provides energy, but also a social drink that allows you to express yourself and be the carrier accepted by the society, Shanghai Yuanan is the bearer of the carrier. We have been focusing on the manufacturing of sanitary fluid equipment for 20 years. We are a high-quality supplier of sanitary fluid equipment, inherit the spirit of ingenuity, and insist on the concept of "more refined, better, yuanan brand", adhering to the rigorous and practical style, continuously optimizing the process and technology, manufacturing high-quality and more reliable clean products, taking the road of intelligent manufacturing innovation, making good products, and winning the honor of the nation. Warmly welcome you to Shanghai Yuan 'an investigation. Thank you for this craft beer industry event, and look forward to seeing you next time!





鲁栋樑, 杭州千岛湖啤酒有限公司, 副总经理

Dongliang Lu, Vice General Manager of Hangzhou Cheerday Brewery Co.,Ltd.

CBCE 2020不仅作为疫情后的首批展会, 更是精酿啤酒界一场精彩纷呈的盛会。展会同期举办了高质量的论坛, 与会者可以相互交流, 感受精酿文化。疫情国内精酿啤酒发展势头依然迅猛, 相信展会的规模和质量还来年会成倍增长。在CBCE, 我们接待了很多喜欢精酿的朋友, 我们的产品得到了广泛好评。千岛湖啤酒将不忘“世界特色精酿啤酒智造商”的初心, 为大家带来更好的精酿啤酒, 为促进国内精酿啤酒市场的繁荣贡献自己的一份力量。

CBCE 2020 is not only the first exhibition after the epidemic, but also a splendid event in the craft beer industry. At the same time, a high-quality forum was held during the exhibition, where participants could communicate with each other and experience the craftsmanship culture. The domestic craft beer is still developing rapidly in the epidemic, and it is believed that the scale and quality of the exhibition will double in the coming year. At CBCE, we have received many friends who like craft brewing, and our products have been widely praised. Qiandao Lake Beer will not forget the original intention of "the world's characteristic craft beer intelligent manufacturer", bring you better craft beer, and contribute to the prosperity of the domestic craft beer market.



杨楠, Fermentis, 中国南区销售经理

Nan Yang, South China Sales Manager of Fermentis

by Lesaffre

2020年注定是不平凡和不容易的一年, 而CBCE的如期举行无疑给身处精酿行业的我们打了今年的第一剂强心针。我们惊喜地发现, 大部分老朋友还在展馆如约相见, 口罩并不能挡住大家叙旧或初识的热情, 也并未挡住参展爱好者们喝酒的激情。Fermentis 展位消耗样酒远超预期。除此之外, 我们还带来了最新类别的产品: 用于酸啤酿造的乳酸菌: SafSour LP-652, 从技术演讲, 现场交流和样酒展示上帮助中国的酿酒师们全方位了解这株高性能的乳酸菌产品, 也显示了我们中国酿酒师们高水平的酸啤发酵功力。没什么能够阻挡中国精酿的发展和爱酒者们追求感官愉悦的步伐。明年再见!

2020 was destined to be an extra ordinary and difficult year for our industry, and CBCE proved to be a welcome boost for us, the craft industry. We were pleasantly surprised to find that most of Fermentis old friends still met in the exhibition hall as promised. Face masks could not block the enthusiasm of everyone to talk about the old days or meet for the first time but also to block the passion of the beer lovers to enjoy samples. The Fermentis booth consumed far more samples than expected this year. In addition, we also brought the latest category of products: lactobacillus for sour beer brewing: SafSour LP 652. Our technical lecture, onsite communication and beer sample display helped Chinese brewers understand this high performing lactobacillus product. More importantly it showed our Chinese brewers a high level of sour beer fermentation ability. Nothing can stop the development of Chinese craft brewing and the pursuit of sensual pleasure by beer lovers. See you next year!



观众领域 Field of Visitors



VISITOR INTENTION
观众观展意向达成度

97% 搜集市场信息
Collecting Market Information

95% 发现新产品信息
Finding new products information

86% 经验交流
Exchange experience

77% 维持商业联系
Maintain business contacts

75% 购买前的考察
Inspecting before the purchases

部分观众 Part of Visitors



观众评语 Visitors' Statements

黄波，木屋烧烤（深圳市正君餐饮管理顾问有限公司），营销总监
Bo Huang, R&D Department of China Resources Snow Breweries

今年突如其来的疫情给各行业带来了很大的打击，但CBCE 2020今年能够举办实属不易，同时也给精酿产业增加了复苏的信心。此次参观完仍是收获很大，现场气氛非常不错。在展会现场也发现了很多优质的国产精酿啤酒和更多的进口精酿啤酒。CBCE平台专业的展现了精酿市场的最新动向，以及同期的高峰会议为精酿酒厂提供了针对性的市场营销方案。感谢CBCE 2020, 祝愿CBCE展会能够伴随精酿行业的发展越来越好，为精酿行业推波助澜！

This year's sudden epidemic has brought a great blow to various industries, but it is not easy for CBCE 2020 to be held this year, and it has also increased the confidence of the recovery of the craft industry. After the visit, it was still very rewarding, and the atmosphere was very good. Many high-quality domestic craft beers and more imported craft beers were also found at the exhibition site. The CBCE platform professionally demonstrated the latest trends in the craft brewing market, and the summit meeting during the same period provided a targeted marketing plan for craft breweries. Thanks to CBCE 2020, and I wish CBCE exhibition will be better and better with the development of the craft brewing industry and help the craft brewing industry!

李文娟，海底捞啤酒项目组，市场经理
Julia Li, Marketing Manager of Haidilao Beer Project

2020年的CBCE“来之不易”且令人难忘，有幸在这里与行业内的前辈及老师学习交流，与合作伙伴齐聚一堂，共同传递精酿精神，品味精酿之美，这就是CBCE平台的力量。我们会继续怀揣满满诚意不断学习与探索。愿CBCE越办越好！

The CBCE2020 is "hard-won" and unforgettable. It is very fortunate to be here to learn and communicate with predecessors and teachers in this industry. I am also very happy to be together with our partners to convey the spirit of craft beer and taste the beauty of craft beer. This is the power of the CBCE platform. We will continue to learn and explore with full sincerity. May CBCE do better and better!

何金鹏，青岛啤酒股份有限公司，生鲜全国销售总监

Jingpeng He, Tsingtao Brewery Co., Ltd., National Sales Director of Fresh Food Group

通过CBCE 2020高峰会议上行业专家的数据分析，以及展会现场的沟通交流，消费升级所带来的结构转型将是今后十年可预见的，啤酒消费从品质、价格、个性、社交多层面正在转变。当转变来临，悦己型消费逐渐萌发，并成为全体的分享型消费。青岛啤酒通过此次参观，学习精酿精神，以艺术酿造为新起点，在与时代的深入互动中，坚守匠心的定力、激发创新的活力、深化品牌的魅力。最后祝愿上海精酿展越办也越好。

Through the data analysis of industry experts at the CBCE 2020 Conference and the communication on CBCE 2020, the structural transformation brought about by consumption upgrades will be foreseeable in the next ten years, and beer consumption is changing from quality, price, personality, and social aspects. When the change comes, self-pleasure consumption gradually sprouts and becomes a shared consumption for all. Through this visit, Tsingtao Brewery learns the craftsmanship spirit, takes art brewing as a new starting point, adheres to the ingenuity, stimulates the vitality of innovation, and deepens the charm of the brand in the in-depth interaction with the times. Finally, I wish the Shanghai Craft Show more and better.



同期活动 Accompanying Programs



品酒会 Beer Tasting Event

由主持人上海湖涞商贸有限公司的创始人诸葛崇亮 Aka Leo 先生为大家介绍10款国际获奖精酿，并与大家一起品评，直接且真实地表达自己的看法。好酒难得几回有，理当细细品味。

The founder of Shanghai Hulai Trading Company, Mr. Aka Leo hosted the beer tasting onsite. Introduce 10 international award-winning craft beer, and comment with attendees and express opinions directly and truly. It is rare to have good craft beer a few times, and it is reasonable to taste it carefully.

精酿啤酒论坛 Craft Beer Forum

大咖演讲，干货满满、趣味横生；原料企业对优质的原料助力精酿啤酒酿造更加口感与听众进行直接对话；卡登堡、千岛湖、金色三麦、澳纽思博、维威国际贸易等就精酿品牌方面发表不同方向的感想；值得一提的是百度营销助力精酿的营销 今年最佳的发展渠道之一 有趣的音乐搭配 好玩的创意等等为听众带来不一样的感受，家酿协会的林会长带来啤酒爱好者社团的新认知，惠普数字化印刷技术 专为精酿打造的色彩国度，无一不是精酿行业的智能宝典。

Speakers shared ideas with fun and full of Knowledge. Raw material companies have direct dialogue with the audience on the taste of high-quality raw materials to help craft beer brewing; KBD, Cheerday, Sunmai, Aus-N2 Spiral, BeerHub, etc, shared the impression of different directions on the craft brand. It is worth mentioning that Baidu marketing helps craft marketing, one of the best development channels this year, with interesting music, fun creativity, etc. bring audiences different feelings. Head of Shanghai Craft Brewers Association, Lin Lin, brought a new understanding of the beer lovers community. HP's indigo printing technology is specially created for the craftsmanship of the color country, all of which is the intelligent collection of craftsmanship.



五周年时光墙 CBCE 5th Anniversary Time Wall

从2016年的首届CBCE，到今年的五周年，走过时光墙，一步一段回忆，一回眸一个故事。CBCE作为亚洲权威的精酿行业交流平台，引进国际技术，带动中国精酿发展，与中国精酿共进退。

From the first CBCE in 2016 to the fifth anniversary of this year, we have walked through the time wall, one step at a time, and one story after another. As an authoritative exchange platform for the craft beer industry in Asia, CBCE introduces international technology to drive the development of Chinese craftsmanship and advance and retreat with Chinese craftsmanship.



布鲁塞尔国际啤酒挑战赛中国区颁奖典礼 Awarding Cerenmony of Brussels Beer Challenge

共同见证2019年布鲁塞尔国际啤酒挑战赛9家中国酒厂获奖高光时刻，3金3银5铜、6个卓越奖及1个发现中国奖。中国军团的骄人成绩代表了中国精酿市场的卓越发展趋势，期待中国精酿在国际舞台能够更加璀璨夺目。

Witness the highlights of the 2019 Brussels Beer Challenge got 9 Chinese breweries awards 3 golds, 3 silvers, 5 bronzes, 6 excellence Awards and 1 Chinese Revelation Award. The outstanding achievements of the Chinese Legion represent the outstanding development trend of Chinese craft beer. We expect that Chinese craft beer will be more dazzling on the international stage.

第3届中国精酿啤酒明星奖评选活动 The 3rd Chinese Craft Beer Star Award

旨在普及精酿文化、弘扬国产精酿品牌的奖项评选活动，吸引了众多行业内人士及精酿爱好者的投票参与，累计访问量达80,000多。

The 3rd Chinese Craft Beer Star Award, which aimed at popularizing the craft beer culture and giving publicity to the domestic craft beer brands, Attracted votes from many people in the craft beer industry and craftsmen , had 80,000+ views online totally.

中国国际精酿啤酒会议 CBCE Conference

《2020精酿新航道的启程》
The Start of a New Craft Beer Journey in 2020

八大议题 Eight Topics

- 大变局下，精酿何去何从？
What should craft beer businesses do in response to tremendous changes?
- 疫情常态化之下，中国精酿啤酒从业者的市场策略
How should craft beer brands and channels respond to the new normal of the pandemic?
- 如何布局大众啤酒消费者对精酿的认知转型
How to transform beer consumers' understanding of craft beer?
- 疫情常态化之后的消费者行为变化分析
An analysis of consumer behavior changes after the new normal of the pandemic
- 决战思域流量从地摊经济谈起
The Decisive Battle in the Field of Private Traffic and the Street Stall Economy
- 如何用体验和场景做好精酿啤酒的新营销？
How to use experiences and scenarios for new marketing of craft beer?
- 从啤酒STYLE风格谈特色啤酒的创新与推广
How craft beer Change the innovation and promotion?
- 精酿酒厂通过供应链管理提高质量和控制成本
How craft beer breweries can improve quality and control costs through supply chain management?



19 位演讲嘉宾
speakers

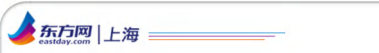
200 位参会代表
delegates

8 大最热议题
hot topics

展会媒体 Media

直播 Live broadcast

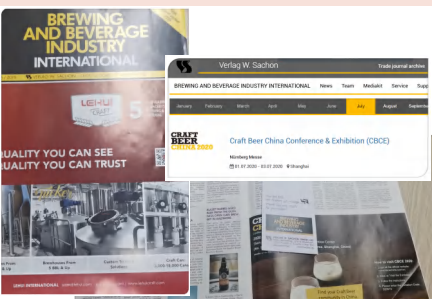
NEW



上海会展业重启，记者直击：多个展会同期举办，火热程度超预期

2020-07-01 21:14:23 作者：程晓、刘晓晶 来源：东方网 编辑：沈昊

东方网记者程晓、刘晓晶7月1日报道：今天对于上海会展行业来说，是值得记忆的一天。因疫情原因被迫按下“暂停键”半年之久的会展，今天迎来了多个展会同期举办。在上海世博展览馆，上海国际医用防护用品展览会、上海国际精酿啤酒展和中国国际有机产品博览会三展同开，在国家会展中心也迎来今年首展——CME中国机床展，上海的会展业重新热了起来。



上海7月重启实体经贸展会为全球注入信心

2020-07-03 16:12:05

来源：新华社

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上海7月重启实体经贸展会为全球注入信心

2020-07-03 16:12:05

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2021年
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2021年5月12日-14日
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