

展后报告

Post-show Report

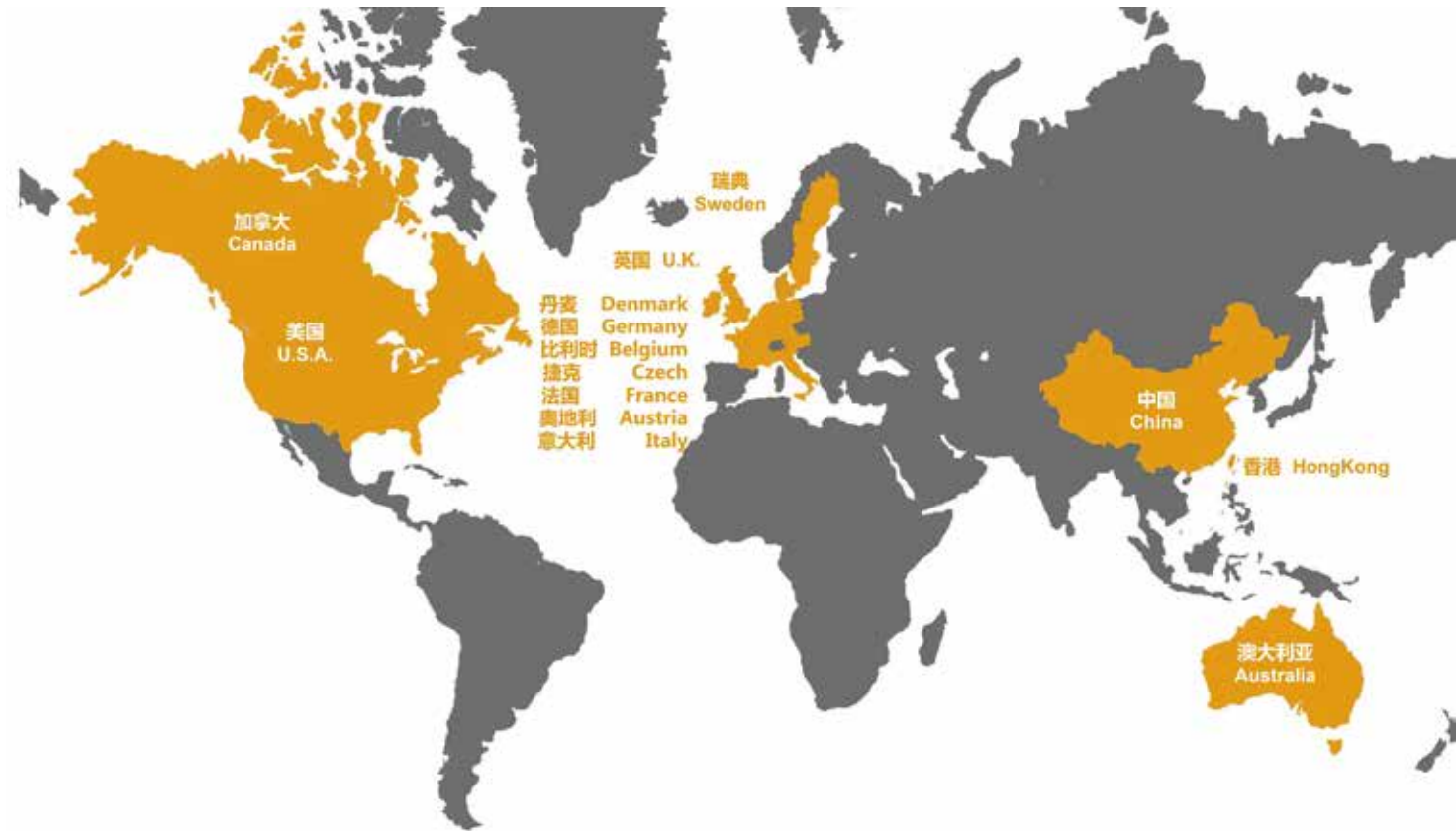
参展商、观众数据

Data of exhibitors & visitors

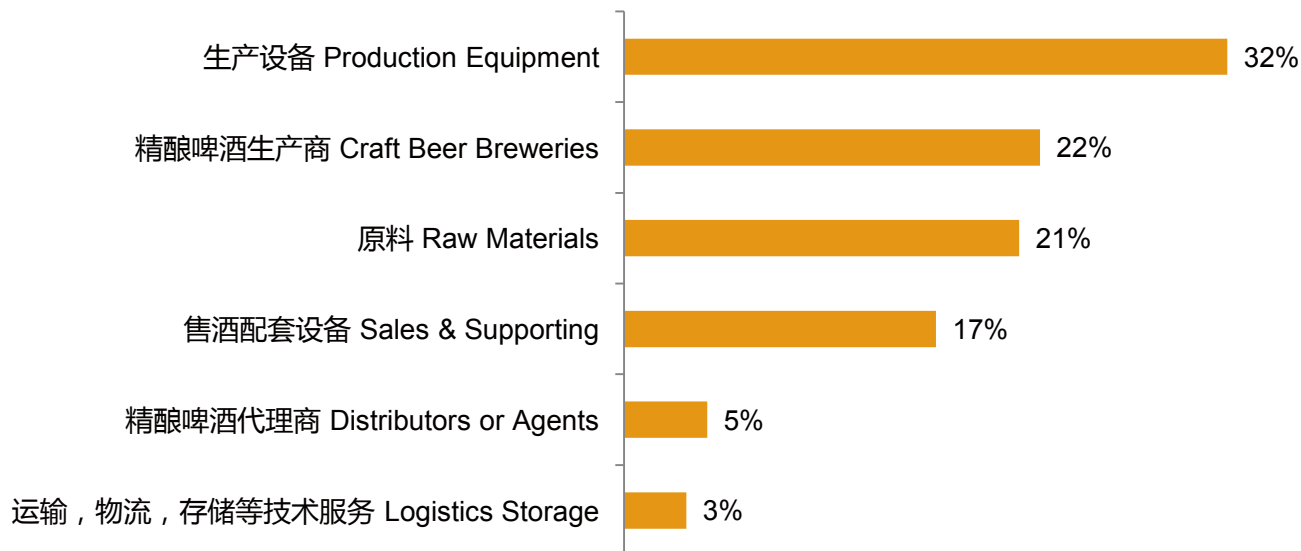
	总数 Total	来自国家与地区 Countries & Regions
展商 Exhibitors	100	14
观众 Visitors	5,388	36

参展商国别分布

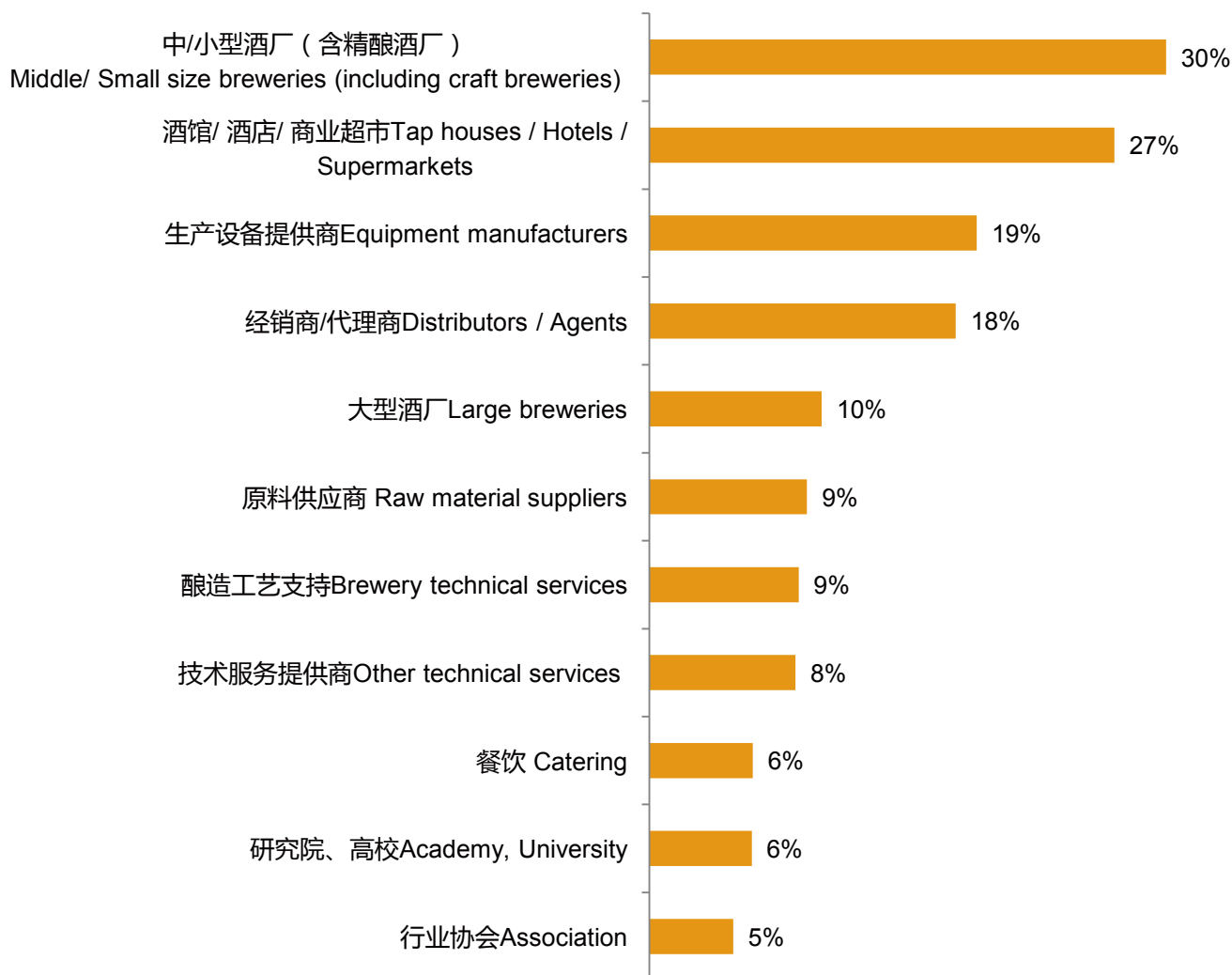
Country of origin of exhibitors



参展商领域 Fields of exhibitors

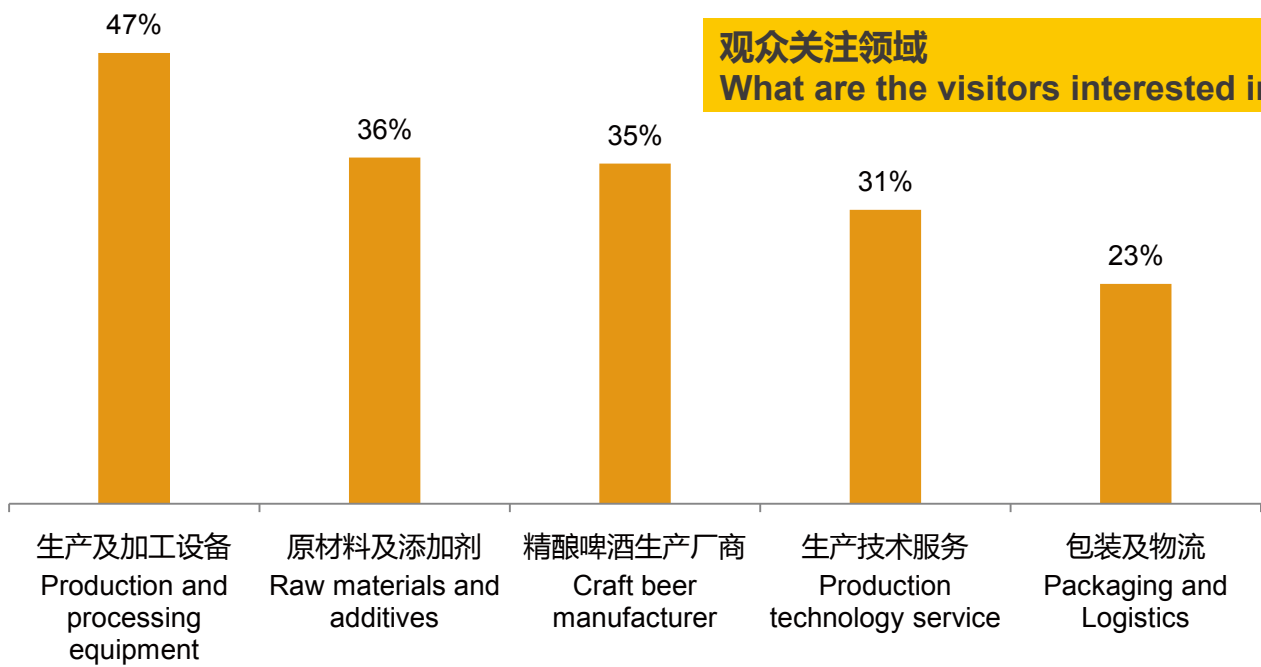


观众领域 Fields of visitors



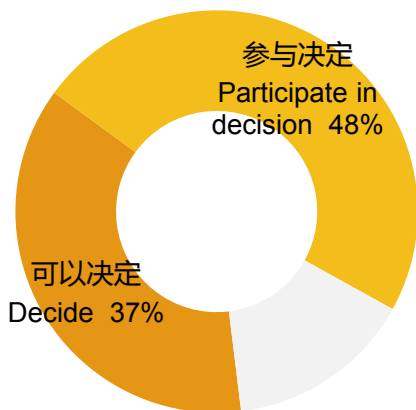
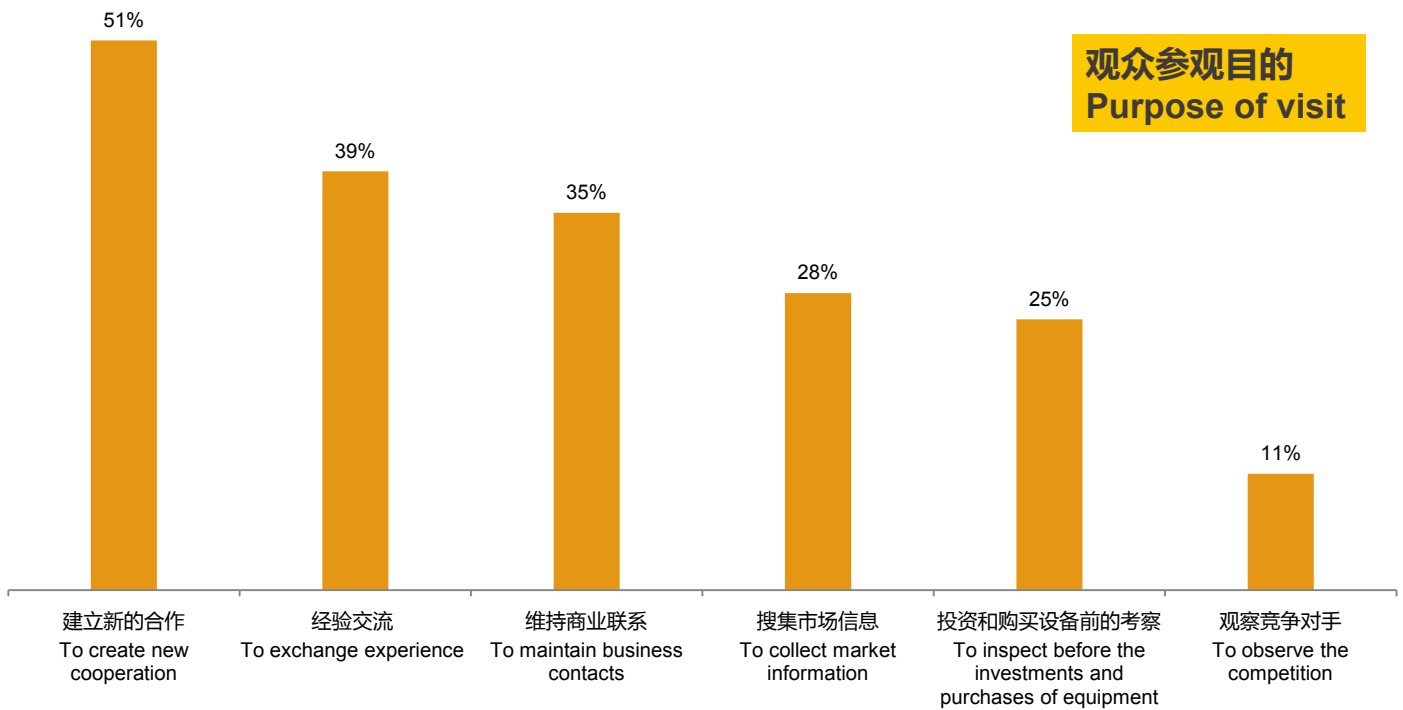
观众关注领域

What are the visitors interested in?

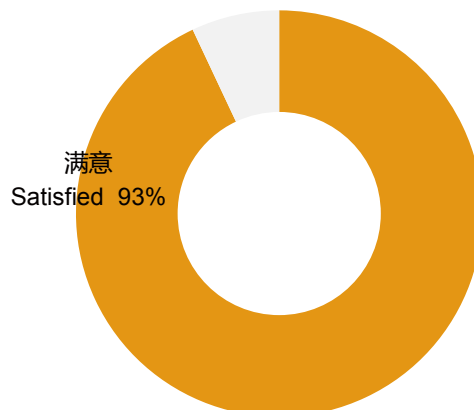


观众参观目的

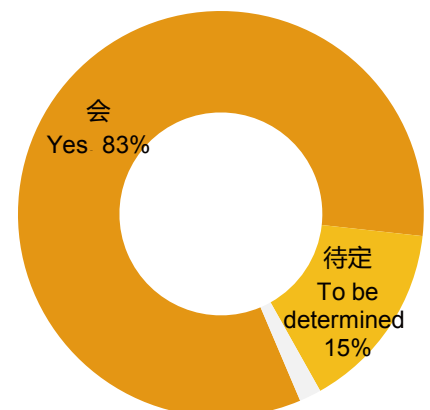
Purpose of visit



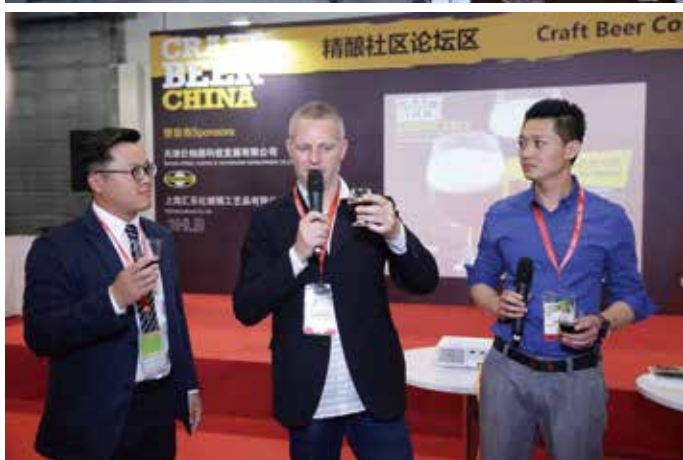
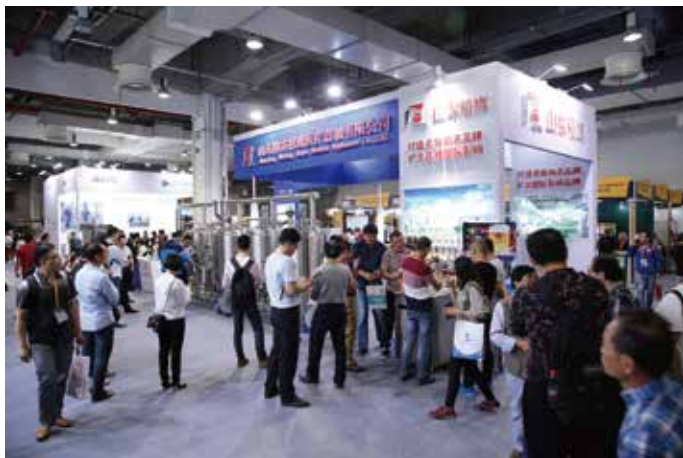
观众采购决定权
Visitors' roles in purchasing



观众满意度
Visitors satisfaction



是否会参加下一届CBCE
Will visit CBCE 2018



张小闽，百威英博投资(中国)有限公司 酿造和质量部经理
Xiaomin Zhang, Brewing & Quality Manager of AB InBev

CBCE不仅是精酿人士采购原材料、设备、精酿啤酒的专业平台，也是了解前沿资讯、潮流趋势，学习酿造技术和运营理念的交流平台。作为全球领先的酿酒制造商，百威英博组织了20多人的团队来参观此次CBCE 2017，收获颇丰。通过展览会，我们考察了一些潜在供应商，与相关设备厂、酿酒厂进行了交流。通过研讨会，我们也了解到了很多领先技术与管理理念。相信明年的CBCE会更加精彩，我们也会继续参加。

CBCE is not only a professional platform for visitors to purchase raw materials, equipment and craft beer itself, but also an exchange platform to understand the latest news and trends, to learn more about brewing technologies and operational concepts. As the world's leading brewing manufacturer, Anheuser-Busch InBev, we sent a team with more than 20 professionals to visit CBCE 2017, and the response is quite good. At the exhibition we visited and talked to a number of potential suppliers, and communicated with related equipment factories and breweries. In the conference, we also learned a lot about leading technology and management philosophy. I believe that CBCE will become even more important and amazing in the next years and we will continue to participate.

范前进，北京燕京啤酒股份有限公司 销售经理
Qianjin Fan, Sales Manager of Yanjing Beer

很荣幸参加CBCE 2017。作为一个国内外权威的精酿啤酒行业专业盛会，CBCE 2017无论是专业性还是规模上都在业内得到了广泛认可。随着国内精酿市场的不断发展，各种精酿品牌和酒厂如雨后春笋般生长，而展会展出的原材料、设备、精酿啤酒都是我司关注的焦点。另外，通过同期举办的关于市场、政策、技术等主题的研讨会，使我们对精酿市场的未来发展方向和相关政策法规有了更清晰的了解，对今后工作提供了很多的借鉴。总体来说，这是一场非常专业的精酿行业盛会，值得每一个精酿人参加！

It's really a great honor to have the opportunity to participate in CBCE 2017. As a professional event with authority in both domestic and abroad craft beer industry, CBCE 2017 is widely recognized by the industry in both expertise and scale. With continuous development in the field of domestic craft beer market, various craft beer brands and breweries grow rapidly. The raw materials, equipment and craft beer which displayed on the exhibition are exactly what we are looking for. In addition, through the concurrently held seminar which focused on the topics in terms of marketing, policies, technics etc., we have a better understanding of the future development direction of craft beer as well as relevant policies and regulations. It is a high professional craft beer industry event that is worth the participation for every person engaging in this industry!

白浩辛，京A精酿啤酒 营销经理
Micheal Bai, Marketing Manager of Jing-A Brewing Co.

无论是展览会还是同期举办的研讨会，CBCE都代表了目前国内的最高水准。一方面，展览规模、展品数量都相比于去年有了大幅增长。另一方面，研讨会的内容很有质量，尤其是国际化比例很高，国际大腕儿云集。另外，在精酿啤酒社区也有很多有趣的活动与话题。通过本届CBCE，我们获取了很多专业知识，也发掘了一些优秀的潜在供应商。明年CBCE我们还会参加。

Whether the exhibition or the concurrent conference, CBCE has shown the highest level of professional craft beer platforms in present China. On the one hand the scale of the exhibition and the number of exhibits have increased tremendously compared to last year. On the other hand the content of the conference has a very high quality, especially the great percentage of international speakers makes the conference a gathering of well-known experts from the whole world. In addition, there are many interesting activities and topics in the Craft Beer Community. At CBCE, we met existing contacts, but also had the chance to get known some outstanding potential suppliers. Of course we will attend CBCE also next year.

孙光辉，宁波沪港食品机械制造有限公司 首席执行官

Guanghui Sun, CEO of Ningbo HGM Food Machinery Co., Ltd.

作为精酿啤酒行业的知名盛会，CBCE 2017在展览面积、展商数量、观众人数以及会议质量等方面都有了很大提高。在本次展会上，我们与许多客户进行了会谈，介绍了我们的最新设备与解决方案。同时，我们还在研讨会上发表了关于如何购买精酿设备的专业见解。对于明年的CBCE，我们希望更深入地参与展览与会议，为中国乃至世界精酿提供更好的产品与服务。

As a well-known event in the craft beer industry, the exhibition area, the number of exhibitors, the number of visitors and the quality of the conference of CBCE 2017 has been greatly improved. At this exhibition, we have communicated with many customers and also introduced our latest equipment and solutions. Meanwhile, we also presented professional opinions on how to buy craft beer brewing equipment at the seminar. For CBCE 2018, we would like to take a closer look at the exhibition and conference to provide better products and services for China or even the world.

Felix Burberg, Head of Sales Plants and Components Southeast Asia / China Krones AG 克朗斯

今年是克朗斯第二次参加CBCE。我们发现中国本土酿酒商与国际酿酒商已经产生了很好的融合。同时也很高兴地看到中国精酿啤酒已经被国际酿酒厂广泛接受并认可。CBCE 2017除了展览技术与产品外，还同时举行了非常专业的研讨会。通过此次活动，我们接触到了许多目标观众并达成了很多潜在合作。CBCE 2017另一个亮点是精酿啤酒社区及论坛，在那里，许多从业者都在积极地交流、洽谈以及拓展业务。身处发展如此迅速的中国精酿市场之中，我们相信CBCE已经在行业中确立了自己的领先地位，我们也希望继续参加明年的CBCE。

For us as Krones it has been the 2nd time to participate in CBCE. We recognize that there was a good mix of local and international brewers. It is good to see that the Chinese craft beer scene is recognized and accepted by international breweries. The conference itself was a good mixture of professional presentations and speeches beside the technical exhibition. Through CBCE 2017, we met many target visitors and successfully reached a lot of potential business. Another highlight was the craft beer community which was used for intense discussion, meet and greet and networking. With a strongly growing craft beer scene in China we are confident that the conference will find its fix place in this region and hopefully we will continue to attend CBCE for next year.

Carol Du，KHS集团 业务拓展经理

Carol Du, Business Development Manager at KHS

此次参加CBCE，正值KHS公司刚开始在中国推广Petainer啤酒桶，令人鼓舞的是KHS在CBCE展会上取得了巨大的成功。展会现场，我们同客户签订了Petainer啤酒桶的大订单，其中包含KHS Innokeg PETBoy灌装机设备。展会后，我们仍陆续接到不少的订单。我们的同事借此机会认识了很多业内的专家并在精酿啤酒行业内建立起人脉圈子。我们期待明年再次参加CBCE展会，在更大的展台上，认识更多精酿啤酒圈内的朋友。

As the beginning to promote Petainer Kegs in China, KHS achieved great success in the CBCE event. We have received a big Petainer order together with KHS Innokeg PETBoy Machine sold during the exhibition and many orders following up after the exhibition. Our colleagues also had the chance to know many craft beer industrial experts and build business network in the craft beer industry. We expect to attend the next year CBCE with a bigger stand and make more friends in the craft beer industry.

Chris McEwan, Petainer集团 业务开发总监

Chris McEwan, Group Business Development Director at Petainer

在我们刚踏入中国市场的时候，非常感谢CBCE主办方提供此次专业的精酿啤酒平台来展示Petainer公司以及我们的战略合作伙伴科埃斯KHS公司。展会期间，我们接触到非常多的优质客户，他们对Petainer的一次性PET酒桶以及Petainer提供的高质量服务十分感兴趣。中国的精酿啤酒市场正在不断地飞速发展，Petainer非常期待中国精酿市场中存在的商机。此次CBCE无论对精酿啤酒行业还是供应商企业都是非常专业的交流与展示平台。

As a new supplier to the Chinese market, the CBCE provided an excellent launch platform to introduce Petainer and our distribution partner, KHS. During the show, we met many high calibre customer contacts and found that interest in our one-way PET kegs and the other services we provide was extremely high. China is an exciting opportunity for Petainer as its craft beer market continues to grow apace – CBCE was an excellent showcase for the industry and its suppliers.

史佳宁, Fermentis大中国区啤酒应用项目经理, Fermentis – Division of S. I. Lesaffre
Jianing Shi, Fermentis Beer Application Project Manager Fermentis –
Division of S. I. Lesaffre

CBCE 2017无论是展会规模还是展品数量都相比于去年有了显著提升。并且，今年的研讨会很有质量，国际化程度很高，话题也非常丰富。同时，通过CBCE这样一个精酿原材料与设备的专业展示平台，我们很好地向中国市场推广了Fermentis新菌株产品，并成功与目标客户进行了面对面的交流与洽谈，达成了很多合作。明年的活动我们会继续参加，从而为中国精酿市场提供更加优质的发酵服务。

Disregarding the scope of CBCE 2017, the number of exhibits has been significantly improved comparing to last year. Moreover, the conference this year is very high level with a high percentage of internationals and impressive topics. At the same time, CBCE, as a professional display platform for craft beer raw materials and equipment, provided us the opportunity to promote Fermentis' new bacterial strain products to the Chinese market. We also exchanged and negotiated successfully with our target customers face to face and started a lot of cooperation. We will continue to participate in the activities next year, so as to provide more quality fermentation services to the craft beer market in China.