

CRAFT BEER CHINA 2019

Conference & Exhibition

NÜRNBERG MESSE

2019中国国际精酿啤酒会议暨展览会 (CBCE 2019)

2019.5.15-17 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

Member of the Beviare Family

展后报告
Post-show Report

www.cbcechina.com



主办单位 :
Organizers:



BEER ! INK

NÜRNBERG MESSE



10649

位专业观众
trader visitors

来自
from

45

个国家和地区
countries and regions



223

家展商来自
exhibitors from

11

个国家和地区
countries and regions

15,000

平米展出面积
square meters of exhibition area

34

位演讲嘉宾
speakers

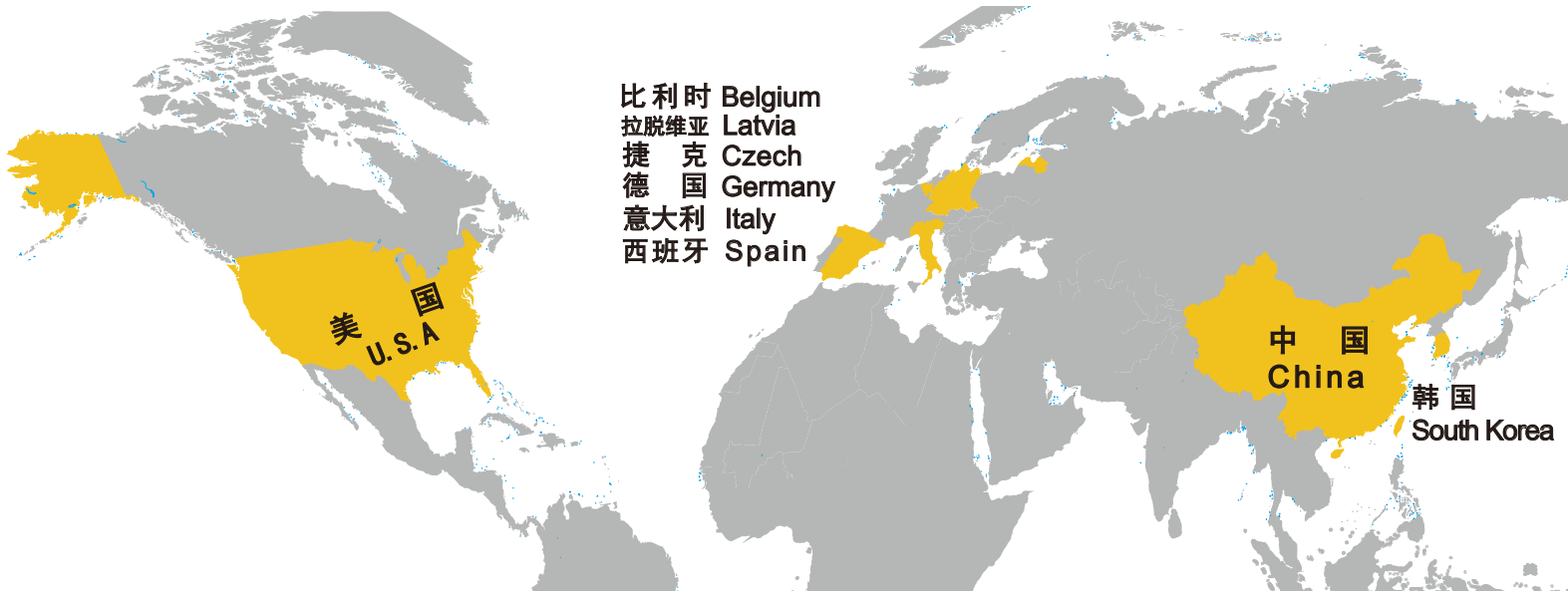
800

位参会代表
delegates

展商领域 Field of Exhibitors



参展商国别分布
Country of Origin of Exhibitors



部分展商 Part of Exhibitors



展商评语 Exhibitors' Statements



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 2019在展览面积、展商数量、观众人数以及会议筹划等方面都有了很大提高。在本次展会上, 我们接待了很多新老客户, 介绍了我们的最新设备与解决方案。同时, 我们还在研讨会上讨论了精酿如何与消费者更好地连接。通过这些年的发展, CBCE已经证明了这是一个成功的活动, 明年我们会更一如既往地参与展览与会议, 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 scale, the number of exhibitors, the number of visitors and the quality of the conference of CBCE 2019 has been greatly improved. With these years' development, CBCE has proved to be a successful event. For CBCE 2020, we would like to participate in the exhibition and conference again, to provide better products and services for China and the world.



黄粤宁, 宁波乐惠国际工程装备股份有限公司 总经理
Yuening Huang, General Manager of Ningbo Lehui International

通过CBCE这个平台, 向广大客户展示了乐惠国际在海内外建设的精酿项目, 尤其是智能化精酿整厂的解决方案, 得到了客户的好评, 展会期间就有很多客户确定了合作意向, 我们的技术人员参加了CBCE的会议和一些讲座, 受益匪浅, 希望CBCE不断创新, 将世界精酿文化引进来。

At the platform of CBCE, we displayed Lehui International's craft beer projects from China and abroad to the customers, especially the solutions of a whole intelligent craft beer plant, which were well received by the customers. Many customers determined the cooperation intentions during the exhibition already. Our technicians participated in the conference and some lectures at CBCE, and benefited a lot. I hope CBCE will constantly innovate and introduce the world's craft beer culture.





马云鹰, 塔罗斯控股大中国区 营销总监

Max Ma, Taloso Marketing & Sales Director of Greater China

CBCE作为精酿啤酒界的一个重要展会, 自开办以来一直是塔罗斯展示最新的桶啤分发设备解决方案的重要场所; 这几年来CBCE在精酿啤酒圈的影响力越来越广泛, 逐步传播到传统啤酒领域的厂商与终端客户。刚刚过去的2019展会, 我们展示了配合三, 五升装太空桶使用的家用级啤酒机和可以配合任何规格种类桶啤使用的手动便携式打酒机, 突破了桶装啤酒无法居家饮用的限制。展会上来询问这两款家用打酒设备的客户有大型啤酒集团, 小型精酿啤酒厂, 啤酒经销商和酒吧餐饮终端, 数量之多和群体之广泛是历届最多一次。感谢CBCE一直以来提供这样一个让我们与用户接触的平台, 明年们将继续在这个平台上展现最新研发的桶啤解决方案, 让更多客户了解桶装啤酒的美妙之处。

As an important exhibition in the craft beer industry, CBCE has been an important place for Taloso to showcase the latest keg beer dispensing equipment solutions since its inception. In recent years, CBCE has become more and more influential in the craft beer circle to manufacturers and end customers in the traditional beer sector. In the past 2019 exhibition, we showed a household-grade beer cooler for use with three or five-liter Taloso Keg and a manual portable beer cooler that can be used with any type of beer keg, breaking the limit that keg beer can not be used at home. At the show, the customers who asked about these two types of household equipment included large beer groups, small craft breweries, beer distributors and end users. Thanks to CBCE for providing such a platform for us to contact with users, next year we will continue to showcase the latest development of dispensing solution on this platform, so that more customers can understand the beauty of the keg beer.



邬善远, 安琪酵母酿造事业部 副总经理

Ryan Wu Deputy GM of BU ANGEL YEAST CO., LTD.

CBCE作为精酿啤酒行业权威的国际盛会, 是啤酒酿造原辅料、生产设备、市场交流的很好平台。作为精酿啤酒重要原料供应商, 安琪已连续三年参展, 与众多新老客户建立了良好的合作关系, 从中受益匪浅。在此次展会上, 以“这杯啤酒的香味来自酵母”为主题, 安琪团队展示了在精酿啤酒领域的最新研发成果及产品应用解决方案, 重点推介了安琪与战略合作伙伴复兴公司联合开发的新产品——赛松酵母S129, 在精酿圈引起了强烈的反响。我们将继续加强产品创新, 助力中国精酿行业的繁荣发展。

As an authoritative international event in the craft beer industry, CBCE is a good platform for beer brewing of raw materials, beer equipment and market communication. As an important raw material supplier for craft beer, Angel has been attended the exhibition for three consecutive years, and has established good relationship with many customers. With the theme of "The Aroma of this beer comes from yeast" during the exhibition, Angel team showed the latest R&D and product application solutions on craft beer. It is introduced on new yeast, Saison Yeast S129, jointly developed by Angel and strategic partner Renaissance Company with strong effect in craft beer circle. We will continue to strengthen product innovation and assist the prosperity of China's craft beer industry.



BARTH-HAAS GROUP CHINA

吴一瑶, 巴特哈斯(北京)贸易有限公司 总经理

Yiyao Wu, General Manager of Barth Haas (Beijing) trading co., LTD

这是一次美好的相聚, 巴特哈斯(北京)贸易有限公司又一次和大家相聚在CBCE。老友畅谈, 结识新友, 感谢CBCE搭建了一个这么好的平台, 这次的CBCE在深度和广度上都有了延伸, 是汇聚了原料, 精酿啤酒, 工业啤酒, 设备等的一次行业盛会, 为大家提供了一个难得的机会, 能够完全融入到啤酒世界中! 相信日后CBCE的配套设施会更加完善, 行业信息更加全面, 交流更加深入, 期待下次再见!

This is a wonderful gathering at CBCE, Barth Haas (Beijing) trading co., LTD is here again. Thanks to CBCE for setting up such a good platform! This time the CBCE has been extended in depth and breadth. It is a grand gathering of raw materials, craft beer, industrial beer and equipment, providing a rare opportunity for us to fully integrate into the beer world! I believe the supporting facilities of CBCE will be more perfect in the future, and the industry information will be more comprehensive and the exchanges will be more in-depth. I look forward to seeing you next time.



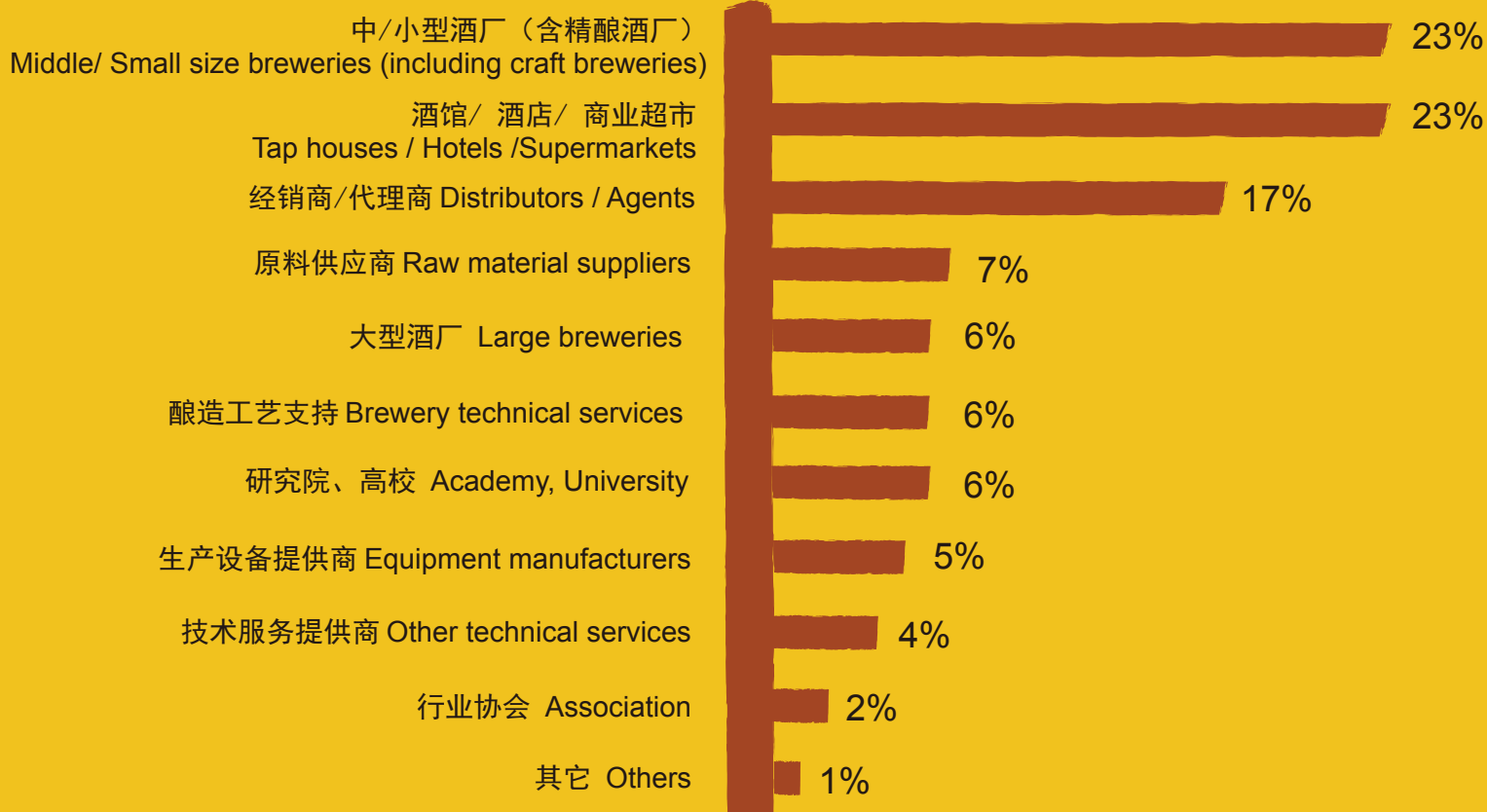
鲁栋梁, 杭州千岛湖啤酒有限公司 副总经理

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

CBCE 2019展商和观众众多, 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。如今国内精酿啤酒发展势头迅猛, 相信展会的规模和质量还将进一步增长。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。

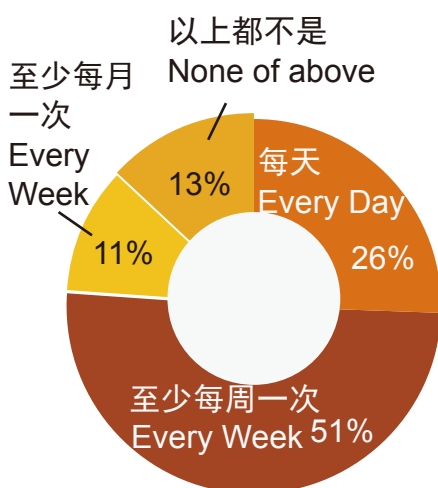
Numerous exhibitors and audiences were attracted to CBCE 2019, a wonderful party in the craft beer industry. At the same time, a high-quality forum was held where participants could exchange ideas and experience the craft beer culture. Nowadays, the domestic craft beer is developing rapidly and I believe the scale and quality of the exhibition will be further increased. At the CBCE, we received many friends who like craft beer, and our products were widely praised. Cheerday brewery will not forget the original idea of "To be an intelligent manufacturer of characteristic craft beer in the world", and brew better and better craft beer to contribute to the prosperity of domestic craft beer market.

观众领域 Field of Visitors



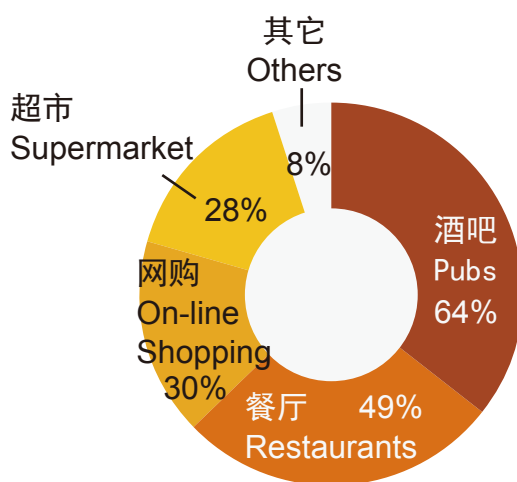
喝精酿啤酒的频率

Frequency of Drinking Craft Beer



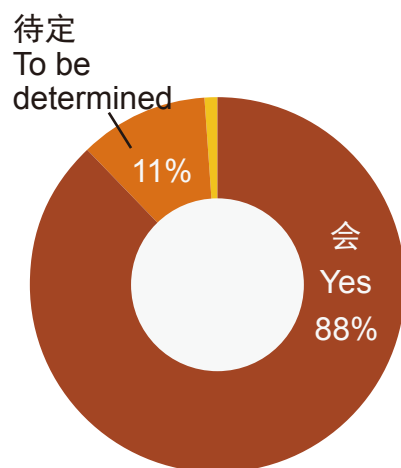
未来精酿啤酒最大的销售渠道

The major sales channel for craft beer in future



是否会参加下一届CBCE

Will visit CBCE 2020



部分观众 Part of Visitors



观众评语 Visitors' Statements

刘维泽, 乐飞品牌经理, 百威英博

David Liu, Leffe Brand Manager, AB InBev

作为少有的平等信息交流平台, CBCE无疑已成为目前最具影响力以及兼具前沿远见以及落地实现的展会组织。现在的CBCE不仅有国内外产业技术的交流、同时从一开始以国外品牌线为主演变到如今本土精酿与外国大厂对半势均力敌、外加上港澳大台华人圈的新起之秀, 无疑见证了中国精酿的复兴之路。我所认识的CBCE精神、就是将每一个精酿人的热爱、推广到还未接触到精酿文化的广大群众, 自信谦逊和开明包容。有着业内良性竞争、和每一个匠人的介绍宣传, 期待每一次CBCE的盛会, 见证中国精酿下一个高度。CBCE加油、中国精酿加油!

As one of the few unbiased and equitable information exchange platform, CBCE has undoubtedly become the most influential and forward-looking expo with incredible execution. Now, in addition to highlighting cutting-edge technologies developed locally and internationally, CBCE has evolved from mainly showcasing international brands to featuring a 50/50 mix of local and international craft beer breweries and rising stars in China including mainland China, Hong Kong, Macau and Taiwan. It's a veritable witness to the growth of the craft beer industry in China. To me, CBCE means passion, confidence, modesty, cheerfulness and inclusiveness. It promotes the craft beer culture among those with little knowledge about it. It encourages fair play in the craft beer industry, and introduces and publicizes distinguished craft beer professionals. I look forward to see CBCE bring the Chinese craft beer industry to the next level. Come on, CBCE! Come on, the Chinese craft beer industry!



高再富, 高级质量经理, 嘉士伯啤酒(广东)有限公司广州分公司

Gao Zaifu, Senior Quality Manager of Carlsberg Brewery (Guangdong) Co., Ltd.

2019中国国际精酿啤酒会议暨展览会, 参展原料和设备展示了高品质和丰富性, 各种研讨会、品酒会、颁奖会、新书发布会大腕云集。CBCE的年度展会, 已经成为中国啤酒精酿行业的盛会, 推动了精酿行业的进步, 构筑了行业沟通交流的高端平台, 并引领了精酿文化的发展。祝CBCE越办越好!

CBCE 2019 showcased a rich variety of high-quality raw materials and equipment, and featured insightful seminars, beer tasting events, awards, new book releases, and influential speakers. The annual event has become a must-visit gala for the craft beer industry in China, driving the advancement of the latter. It creates a high-end platform for communications and interactions among craft beer professionals, and is leading the development of the craft beer culture. I wish greater successes for CBCE!

同期活动 Accompanying Programs



大咖品酒会

Beer Tasting Event

精选出六款精酿，由布鲁塞尔国际啤酒挑战赛评委会主席Luc De Raedemaker先生主持，向国内近百位酒吧、餐厅经营者、酿酒师传授精酿啤酒品鉴的独门秘籍，解读何为颠覆舌尖的力量。

The Director of the Brussels Beer Challenge, Mr. Luc De Raedemaeker hosted a beer tasting onsite. Based on the selected six kinds of craft beer, he transmitted the unique secrets of craft beer tasting to nearly 100 people including bar operators, restaurant operators and brewers from China and abroad and explained what amazing flavors the tongue is able to taste.



精酿啤酒论坛

Craft Beer Forum

熊猫、梦想酿造、优布劳、莱宝……等众多知名品牌分享品牌故事、解读行业趋势与现状。

In the craft beer forum companies, such as Panda Brew, Dream Brewing, URBREW and many other famous brands shared their brand stories, interpreted industry trends and current situation.



四场新书发布签售会

Book signings

“啤酒酿造技术译丛”（《酒花》《水》《麦芽》《酵母》）

Technical Translation Collection of Beer Brewing (Hops, Water, Malt, Yeast)

《自酿啤酒精进指南》—— 崔云前

Self-brewed Beer Guide ——— Yunqian Cui

《如何畅享啤酒》—— John Holl

Drink Beer, Think Beer ——— John Holl

《精酿啤酒酿造技术》—— 聂聪

Craft Beer Brewing Technology ——— Cong Nie



Cicerone 瑕疵啤酒案例分享课程

Cicerone Flawed Beers Course

Cicerone Certification Program的创始人兼总监Ray Daniels先生开设主题讲座，向业内人士传授来自欧美最先进的精酿啤酒课程。

Mr. Ray Daniels, founder and director from Cicerone Certification Program, delivered a lecture about flawed beers.



第二届中国精酿啤酒明星奖评选活

The 2nd 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150,000+的超高关注，线上线下投票数累计超过90,000票，最终评选活动取得了巨大效应与成功。

The 2nd Chinese Craft Beer Star Award, which aimed at popularizing the craft beer culture and giving publicity to the domestic craft beer brands, had 150,000+ views and a total of more than 90,000 votes online.



精酿智慧角

Craft Beer Wisdom Wall

由CBCE合作媒体啤酒日报主笔，为现场观众带来精酿知识趣味有奖问答，得到了精酿爱好者们的积极参与，互动礼品全部发放完毕。

An interesting, exciting and rewarding quiz, with all questions designed by Beer Daily, a media partner of CBCE, to test participants' knowledge about craft beer, was highlighted. Craft beer fans enthusiastically participated in the quizzes, and gifts were given out to reward the winners.

中国国际精酿啤酒会议 CBCE Conference

34

位演讲嘉宾
speakers

800

位参会代表
delegates

7

大最热议题
hot topics

演讲企业 Speakers' Company



七大会议主题 Seven Topics

- 精酿行业政策及趋势研讨专场
- 国际精酿酒厂管理运营经验和商业见解
- 精酿啤酒酿造技术专场
- 生鲜啤酒讨论专场
- 精酿啤酒酿造技术
- 中国精酿酒厂经验分享专场
- 市场与渠道

Craft Beer Industry Policy and Trends
Management, Operation & Business Insights
Brewing Technology of Craft Beer
Draft and Fresh Beer
Brewing Technology of Craft Beer
Draft and Fresh Beer
Marketing and Channels



思路造就价值

TURNING IDEAS INTO VALUE

NÜRNBERG MESSE

纽伦堡国际博览集团是全球15大展览公司之一，集团在纽伦堡及世界各地举办的展览与会议多达120个。纽伦堡会展（上海）有限公司，作为纽伦堡国际博览集团在中国的第一个全资子公司，于2007年在上海正式成立，专注于专业化的细分领域，着眼于未来话题，关注消费品、加工制造、汽车、城市建设等主题，以广泛的关系网络，国际化的资源以及专业的服务品质，为客户打造一个理想的交易与推广平台。

NürnbergMesse is now among the 15 largest exhibition companies in the world. It has held about 120 exhibitions and conferences around the world. As the first independent subsidiary in China, NürnbergMesse China was formally established in Shanghai in 2007, focusing on the specialized subdivision areas and future topics including consumer goods, processing and manufacturing, automotive industry, urban construction etc. Creating an ideal trading and promotion platform for customers through a wide relationship network, international resources and professional service quality.

820+

展商赴海外参展

Exhibitors for
oversea exhibitions

1,300+

展商
Exhibitors

70,000+

专业买家
Visitors

76,000 m²

展会总面积
Square meters



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上海市静安区天目西路218号嘉里不夜城第一座3507-3510室

Rm. 3507-3510, Tower 1, Kerry Everbright City,

No. 218 Tianmu Rd. (W),

T: +86 21 6036 1200 F: +86 21 5228 4011

Web: www.nm-china.com.cn

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