

CRAFT BEER CHINA 2023

Conference & Exhibition

2023 亚洲国际精酿啤酒会议暨展览会 (CBCE 2023)

2023.5.30-6.1 上海新国际博览中心

Shanghai New International Expo Center

Member of the **Beviale Family**

NÜRNBERG MESSE

BEER ! INK 喜啤士

展后报告

Post-show Report

www.cbcechina.com



247

家专业展商
Exhibitors

13,000

平米展览面积
Square meters of exhibition area

13,140

人次专业观众
Visitors

13

场同期活动
Accompanying events

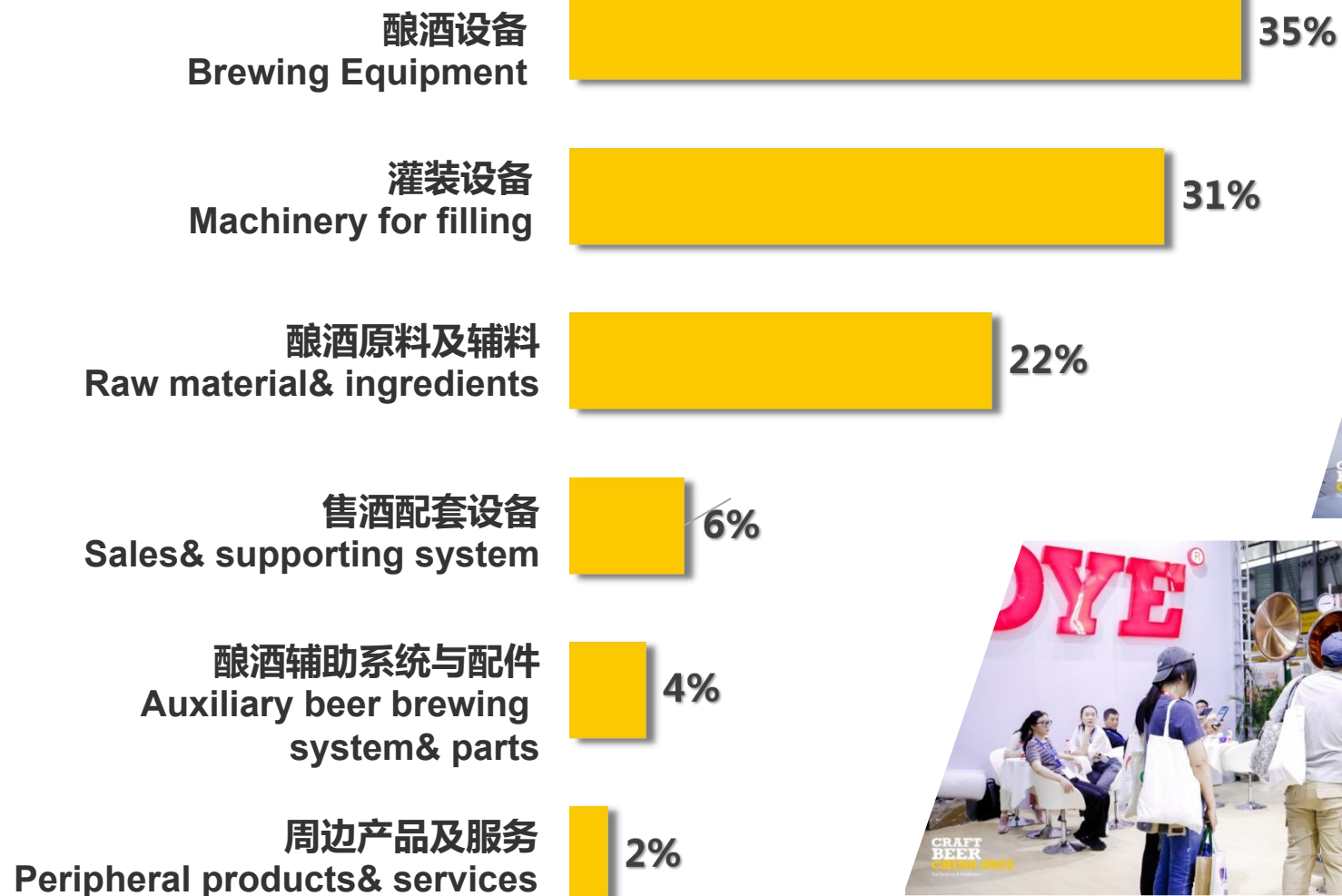
2023年5月30日-6月1日，2023亚洲国际精酿啤酒会议暨展览会（CBCE 2023）在上海新国际博览中心圆满举行。作为亚太地区精酿啤酒专业展会，展现出高质量的办展水平与组织能力，提振精酿业发展信心，充分激发了市场潜力，创造更多精酿业发展机遇。本届展会接待观众达13,140人次，举办同期活动13场，内容包括高峰会议《赋能新思路，激发新市场》、布鲁塞尔啤酒挑战赛获奖酒款品鉴会、中国轻工业出版社新书推介会、CBCE中国精酿之旅版图、CBCE Beer collection、CBCE 2023“云逛展”与线上直播访谈、VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼等。

Craft Beer China Conference & Exhibition (CBCE 2023) was successfully held in Shanghai New International Expo Center from May 30 to June 1, 2023. As a professional exhibition for craft beer in the Asia Pacific region, it has demonstrated high-quality exhibition level and organizational capabilities, boosted confidence in the development of the craft beer industry, fully stimulated market potential, and created more opportunities for the development of the craft beer industry.

This exhibition received 13,140 visitors and held 13 accompany events: The Conference “*Energizing New Thoughts, Inspiring New Market*”, Brussels Beer Challenge Awarding-winning Products Tasting Event, Book Promotion Meeting – by China Light Industry Press, CBCE Chinese Map of Craft Beer Breweries, CBCE 2023 online exhibition tour and live interviews, Gala Dinner and Brussels Beer Challenge China Award Ceremony.

展商领域 Fields of Exhibitors

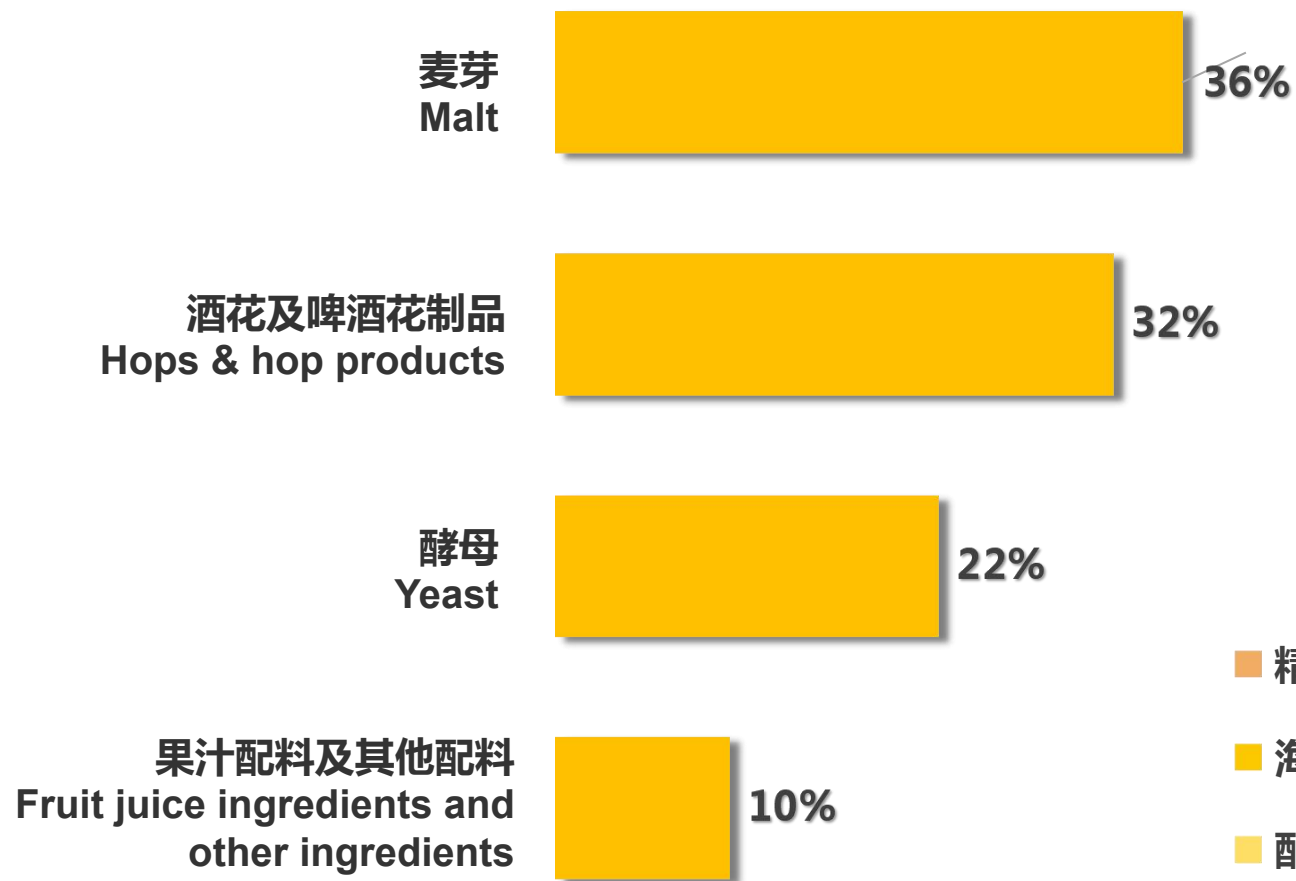
原料设备 Raw materials& equipment



关于展商
About Exhibitors

展商领域 Fields of Exhibitors

原料 Raw material



酒精饮品品牌商 Alcoholic Beverage Brand



关于展商
About Exhibitors

部分展商 Part of Exhibitors

*排名不分先后 Not list in order

设备类
Equipment



原料类
Material



酒厂类
Breweries



关于展商
About Exhibitors

展商评语 Comments from Exhibitors



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2023亚洲国际精酿啤酒会议暨展览会（CBCE 2023）在上海新国际博览中心圆满落幕。自2017年上海世博馆至2023年新国际博览中心，申东装备和贝斯特酿造积极参与并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，以做中国酿造行业专业的装备制造及技术服务商为己任，为中国精酿事业贡献绵薄之力！预祝2024亚洲国际精酿啤酒会议暨展览会再谱新篇，永创佳绩！

Congratulations on the successful conclusion of the 2023 Craft Beer China Conference & Exhibition (CBCE 2023) at the Shanghai New International Expo Center. From 2017 to 2023, Shendong Equipment and Best Brewery actively participated in and witnessed the vigorous development of CBCE. We also developed from beer equipment manufacturer to specialized equipment intelligent manufacturing enterprise in the food and beverage industry, We take it as our responsibility to become a professional equipment manufacturer and technical service provider in the Chinese craft beer industry! Wish the CBCE 2024 will has a great success!



莫佳妙，台州特万太博流体有限公司，销售经理
Jiamiao Mo, Sales Manager Of Yuhuan Televetap Fluid Tech Co., Ltd

我们非常荣幸能够参加本次啤酒展会。这是一个非常棒的机会，让我们展示我们的产品和服务，并与其他行业专业人士交流。我们的展位设计精美，吸引了很多参观者的目光。工作人员热情友好，专业的服务态度得到了参观者的高度评价。通过本次展会，我们不仅扩大了我们的品牌知名度，还结识了很多有趣的人，并了解了当前行业趋势。我们期待着下一次CBCE啤酒展会，再次与大家见面！

We are honored to participate in CBCE. This is a great opportunity for us to show our products and services and communicate with other industry professionals. Our booth design is exquisite and has attracted the attention of many visitors. The staff are friendly, and their professional service attitude has been highly praised by the visitors. Through CBCE, we not only expanded our brand awareness, but also met many friends and get some information of current industry trends. We look forward to meet everyone again in CBCE!

关于展商
About Exhibitors



美国雅基玛酒花有限公司 Yakima Chief Hops Co., Ltd

CBCE是中国精酿啤酒的年度盛会和行业交流的重要窗口，美国雅基玛酒花有限公司（Yakima Chief Hops）一直与CBCE保持紧密的战略合作，与中国啤酒行业共同成长和发展，每一届展会我们都高度重视、充分筹备，为客户和参观者呈现全方位的酒花产品、新型技术和市场信息的展示和难忘的现场体验。每一年，雅基玛酒花的专题讲座都在CBCE的技术论坛受到与会者的欢迎和好评，由雅基玛酒花与国内外精酿厂商使用新品酒花联合酿造的展会定制啤酒使人耳目一新、深受启发。我们许多新客户都在CBCE和雅基玛酒花结缘。期待CBCE越办越好，不断促进行业发展，扩大展览面积，迎来更多的客户和精酿爱好者，成为中国精酿啤酒的一个标志性活动和网红打卡地。

CBCE is the annual event of China's craft beer and an important platform for industry communication. Yakima Chief Hops has always maintained close strategic cooperation with CBCE, growing and developing together with Chinese beer industry. We attach great importance to and fully prepare for each exhibition, showing hops products, new technologies and market information to customers and visitors, and unforgettable on-site experience. Every year, Yakima Hops' special lectures are welcomed and praised by attendees at the CBCE technical forum. Craft beer brewed by Yakima Hops with domestic and foreign craft brewers using new hops is refreshing and deeply inspiring. Many of our new clients are getting touched with Yakima Hops at CBCE. Looking forward to CBCE becoming better and better, continuously promoting industry development, expanding exhibition space, welcoming more customers and craft beer fans, and becoming the best activity for Chinese craft beer.



邓平，茨恩特（北京）技术有限公司，总经理 Ping Deng, General Manager Of Centec(Beijing) Technology Co., Ltd

作为CBCE的忠实粉丝，Centec中国于2023年再次亮相CBCE上海展会，收获颇丰。同时参与了本届技术高峰会议，介绍并展示Centec特种啤酒生产的工艺，以及特有的无醇啤酒，蒸馏啤酒及硬苏打等生产设备及分析仪表。在展会中及展会后均收到了众多精酿生产工厂的关注及咨询，非常感谢CBCE平台，并期待下一次相遇。

As a loyal fan of CBCE, Centec China coming out at the CBCE again in 2023 and we gained a lot. At the same time, we participated in technical forum and showed the production process of Centec special beer, the unique production equipment and analytical instruments for alcohol-free beer, distilled beer, and hard soda. We have received attention and consultation from numerous craft beer breweries during the exhibition. We are very grateful to the CBCE and look forward to the next year.



姚蕾，比利时城堡麦芽，中国区代表 Lei Yao, China Representative of Castle Malting S.A

谢谢CBCE每年组织的精酿行业盛会，把原料、酿酒师、经销商和从业人员聚在一起，有这样一个相互认识和交流的平台！希望今后能加强和每一位展商的沟通合作！

Thanks to CBCE for organizing the Craft Beer Exhibition every year, which brings together raw materials, brewers, distributors, and industry professionals, providing such a good platform for mutual understanding and communication! We hope to strengthen communication and cooperation with exhibitors in the future!

关于展商 About Exhibitors

观众领域 Fields of Visitors



关于观众
About Visitors

观众参观目的 Purposes of Visiting

60% 搜集市场信息
Collect market information

34% 投资与采购
Invest and purchase

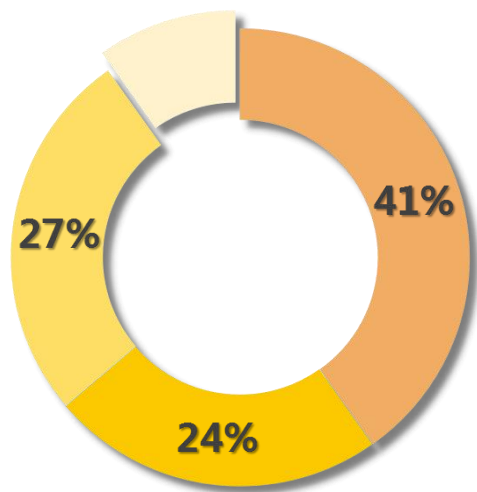
30% 建立新的合作
Create new cooperation

23% 经验交流
Exchange experience

41% 对新技术和新知识的获取
Access to new technologies and knowledge

29% 维持商业联系
Maintain business contacts

观众采购决定权 Visitor Roles in Purchasing



拥有采购决策权 Decision maker in purchasing

参与采购决策 Participant in purchasing

提供采购建议 Purchasing advisor

部分观众 Part of Visitors



观众评语 Comments from Visitors

刘榴，燕京啤酒（桂林漓泉）股份有限公司研发中心研发中心技术员

Liu Liu, Technician of R&D Center of R&D Center of Beijing Yanjing Brewery (Guilin Liqueur) Co., Ltd

今年CBCE展会来了很多优质的原料设备商，酒厂也毫不逊色，在现场品尝到各种创新的啤酒风味，为我司日后的发展提供了许多灵感。感谢CBCE构筑了这样的高端平台，让我们在沟通交流中不断学习与探索，祝CBCE越办越好！

This year's CBCE exhibition attracted many high-quality raw materials and equipment, and the breweries are also pretty good. They tasted various innovative beer flavors on site, providing many inspirations for our company's future development. Thank you to CBCE for creating such a high-end platform, allowing us to continuously learn and explore through communication and exchange. Wishing CBCE have a great success!

李灵凯，上海肆望饮料有限公司供应部原料端采购部负责人

Lingkai Li, Head of Raw Material Procurement Department of Shanghai Siwang Beverage Co., Ltd

CBCE整体观展体验不错，在本次展会看到很多优质原料设备商，发现许多独特新颖的原料和创新设备，收获颇多，期待来年再见！

The overall visiting experience of CBCE was good. I found many high-quality raw materials and equipment at this exhibition, and discovered many unique and innovative raw materials and equipment, We gained a lot. We look forward to seeing you in CBCE again next year!

王芸华，山西杏花酒业集团有限公司销售经理

Yunhua Wang , Sales Manager of Shanxi Xinghua Liquor Industry Group Co., Ltd

很荣幸参加CBCE 2023，CBCE作为国内精酿行业的盛会不容错过，展会展出的原材料，设备，精酿啤酒都是我司关注的焦点，通过本届CBCE还获取了许多新知识，望CBCE发展越来越好！

It is an honor to participate in CBCE 2023. As a grand event in the domestic craft beer, CBCE cannot be missed. The raw materials, equipment, and craft beer at the exhibition are all the focus of our company's attention. Through this year's CBCE, we have also gained a lot of new knowledge. We hope CBCE can develop better and better!

管清树，安徽慕尼黑啤酒有限公司执行总裁

Qingshu Guan , Executive President of Anhui Munich Beer Co., Ltd.

本次精酿啤酒展会办的比较成功，为中国精酿界企业提供了很好互相交流学习的平台，也是精酿向社会全面展示的机会！

CBCE was hold successfully, it provided a good platform for Chinese craft beer industry to communicate and learn from each other, and also provided an opportunity for the craft beer to be fully displayed to society!

曹卫忠，天津渤海职业技术学院副教授

Weizhong Cao , Associate Professor of Tianjin Bohai Vocational and Technical College

CBCE 2023又见辉煌，既有熟悉的企业，熟悉的老朋友，知名的大咖，又有新企业，新面孔，新朋友，新知识。CBCE带来了美妙的啤酒，硬核的知识，蓬勃的生机，无尽的商机。祝CBCE越办越好。

CBCE 2023 is once again shining, with both familiar enterprises, familiar friends, industry celebrities , as well as new enterprises, new friends, and new knowledge. CBCE brings wonderful beer, hardcore knowledge, vibrant vitality, and endless business opportunities. Wishing CBCE better and better.

张辉，金色三麦（苏州）餐饮管理有限公司供应链主任

Hui Zhang , Supply Chain Director of Golden Sanmai (Suzhou) Catering Management Co., Ltd

这届CBCE精酿啤酒展会办得不错，希望未来规模不断扩大，高峰会议内容不断提升，期待更好的CBCE！

This CBCE Craft Beer Exhibition has been well organized, and we hope that the scale will continue to expand in the future. The content of the conference will continue to improve, and we look forward to a wonderful CBCE !

高峰论坛 Conferences

本届2023亚洲国际精酿啤酒高峰会议以商业场和技术场双论坛形式携手精酿行业53位中外名企高层、品牌主理人、行业专家、学者、投资机构，从宏观层面深度剖析精酿行业的现状与未来，重塑竞争新优势，赋能行业新发展。

CBCE 2023 conference invited 53 speakers which from world-famous companies in the craft beer industry, to deeply analyze the current situation and future of the craft beer industry from a macro level, reshape new competitive advantages, and empower the development of craft beer.

《赋能新思路 激发新市场》

Energizing New Thoughts & Inspiring New Market



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

CRAFT BEER CHINA 2023
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布鲁塞尔挑战赛获奖酒款品鉴会

Brussels Beer Challenge Awarding-winning Products Tasting Event

CBCE 2023展会现场由BBC主席Luc De Raedemaeker亲自主持获奖啤酒的品鉴会，带领大家现场解读品鉴。

At the CBCE 2023 exhibition, BBC Chairman Luc De Raedemaeker personally hosted the Brussels Beer Challenge Award-Winning Beer Tasting Event, and leading audience to taste on-site.



CBCE精酿之旅版图

CBCE Map of Craft Beer Breweries

CBCE精酿之旅版图在精酿社区再次上线，汇聚共136家精酿厂牌，汇聚全国19个省市以及北美、欧洲、东亚多个精酿高消费国家，展示近年来精酿品牌百花齐放的蓬勃发展，迎来众多观众打卡拍照。CBCE Map of Craft Beer Breweries has once again set up in the craft community, A total of 136 craft brewery brands have been gathered, covering 19 provinces and cities across multiple high consumption of Craft Beer countries such as North America, Europe, and East Asia. It shows that the blossoming development of craft beer brands in recent years, it becomes a welcomed spot in CBCE 2023.



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

为答谢给予我们支持和信任的各位展商和嘉宾，CBCE于首日举办CBCE精酿晚宴暨布鲁塞尔啤酒挑战赛颁奖典礼，在场嘉宾为中国军团取得空前成绩掌声雷动，此次晚宴菜单有布鲁塞尔啤酒挑战赛大赛主席与上海淳大万丽酒店联合打造，美味佳肴搭配拾捌精酿、华润雪花、纸飞机酿造、牛啤堂等6款布鲁塞尔挑战赛金奖精酿，在享受饕餮盛宴之余无不感叹中国精酿近年来的蓬勃发展。

In order to thank all exhibitors and guests who have given us support and trust, CBCE held the CBCE Gala Dinner and the Brussels Beer Challenge China Award Ceremony in May 30th. The guests present applauded the unprecedented achievements of the Chinese delegation. The dinner menu was jointly created by Brussels Beer Challenge chairman Luc and Chief of Renaissance Shanghai Hotel. The delicious food was paired with 6 Brussels Challenge Gold Award Craft beer, While enjoying the freezing beer, everyone marvels at the booming development of Chinese craft beer in recent years.



专业媒体 Professional Media











大众媒体 Public Media





















自媒体 We Media













CBCE拥有全面的行业媒体矩阵专注精酿行业的各个领域，宣传渠道包括行业协会、大众媒体、专业媒体、短信、微信、电子期刊等助力品牌宣传。
CBCE has a comprehensive industry media matrix focused on various fields of the craft beer industry, with promotion channels including industry associations, public media, professional media, SMS, WeChat, electronic journals, etc. to assist in brand promotion.

CRAFT BEER CHINA 2023 Conference & Exhibition

展会媒体 Media

专业媒体 Professional Media

大众媒体 Public Media

自媒体 We Media

展会媒体 Media

CRAFT BEER CHINA 2023 Conference & Exhibition



2 场云逛展

3 场线上圆桌论坛

8000+ 人次观众

现场直播
Live Streaming

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细致分析与讲解，更有两大赛事主席和总监空降现场进行直播访谈。展会现场共开设7场直播，本次线上活动吸引共达8,846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, give a detailed introduction to raw material, equipment technology and breweries, and also interview the chairman and director of two major beer competitions. CBCE conducted 7 live streaming and attracted 8,846 people in total.

BrauBeviale

国际啤酒、酿酒设备及饮料设备技术展
德国·纽伦堡

BevialeMoscow

莫斯科(国际)啤酒、酿酒设备及饮料设备技术展
俄罗斯·莫斯科

BEERX*

CRAFT
BEER
ITALY

意大利精酿啤酒展览会
意大利·米兰

CRAFT
BEER
CHINA

亚洲国际精酿啤酒会议暨展览会
2024年4月25-27日
中国·上海

KIBEX*

SEA Brew*

BevialeMexico

墨西哥(国际)啤酒、酿酒设备及饮料设备技术展
墨西哥·墨西哥城

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da Cerveja*

Expo Wine + Beer*

全球啤酒、酿酒及饮料设备技术展

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CRAFT BEER CHINA 2024

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2024中国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

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