



中国国际精酿啤酒会议暨展览会 China Craft Beer Conference & Exhibition 2017.05.25-27 中国·上海·世博展览馆 SWECC Shanghai, China

2016 China Craft Beer Conference & Exhibition (May 26-27, 2016, Shanghai) **Promoting Craft Beer with Global Horizon**

The craft beer and its culture are all the go in Europe and America where a mature market environment and industrial chain have been formed after years of rapid development. Now this trend is sweeping through China. Craft beer breweries spring up in large cities like Shanghai and Beijing, more and more common consumers start to try craft beer and more and more practitioners go into the craft beer business for the huge market demand, which even draws the close attention of the capital market. However, there is no clear definition for craft beer in China so far, most consumers and practitioners have only a vague idea of what craft beer is, which, to some extent, restricts the development of the craft beer industry in China.

To help the industry break predicament and meet the huge market demand, the first edition of China Craft Beer Conference & Exhibition, organized by NürnbergMesse China and The Beer Link, was held from May 26 to 27 in Shanghai, China. The two day event integrates international leading craft brewing know-how and experiences and creates a professional and open exhibition and conference platform for all the craft beer practitioners. **37 key opinion leaders** from USA, Germany, Belgium, Italy, Brazil, New Zealand and China share expertise and experience on the conference. They include founders and brew masters from Brooklyn Brewery, Firestone Walker, New Holland, Goose Island, Boxing Cat Brewery, Great Leap and so on. Marketization and business operation of craft beer, an extremely popular topic, is settled into in-depth discussion led by experts such as Crafting A Strategy on the conference.

Concurrently, **14 national and 16 international craft beer ingredients and equipment suppliers** from 13 countries and regions, such as Hop Growers of America, White Labs, Fermentis, GEA, Kronen, Pentair, Tarlos, Speidel, Wild Goose Canning, HGM and Leihui, participate CBCE as exhibitors. The exhibition allows exhibitors and buyers to develop profitable business relationships and helps brewers and breweries encounter the latest and the best products and services industry vendors have to offer. 80% of current exhibitors already confirm their participation with larger booth for next year right after the show. The rest 20% also give positive feedbacks for CBCE 2016.

Apart from conference and exhibition, CBCE offers a variety of accompanying events to the delegates, for instance, brewery tour, which showcases the status quo of craft brewery in China. Onsite beer corner introduces the delegates more than 20 kinds of craft beer.

The whole event attracts **673 delegates**, international delegates accounting for 28%.

The next CBCE will be held from **May 25 to 27, 2017** in Shanghai World Expo Exhibition & Convention Center, and offer a more precisely and clearly structured conference program, larger exhibition space and precise exhibit segmentation. Academic exchange and business opportunities, these are what CBCE will offer during the three days.