

Munich, October 21, 2020

## **Final report**

### **CHINA BREW CHINA BEVERAGE**

## **Trade fair in China: a strong signal for the beverage industry**

- CBB: Asia's biggest trade fair in the beverage and liquid food industry
- International participation despite restrictions due to the coronavirus
- 519 exhibitors, 31.781 visitors, 60,000 m<sup>2</sup>

**The need for B2B networking and information was high – it was palpable at the world's second-largest trade fair in the beverage and liquid food industry. CHINA BREW CHINA BEVERAGE (CBB) took place from October 13 to 16, 2020 in Shanghai. Due to the coronavirus, the trade fair had a largely national focus, although 101 exhibitors were from other countries.**

"The fact that the CBB took place successfully sends a positive signal for our global drinktec network, as well as the trade fair industry as a whole," explains Dr. Reinhard Pfeiffer, Managing Director of Messe München. "Especially in difficult times, it is important to maintain your business, stay informed and search out new opportunities. CBB has once again confirmed its position as a leading trade fair in the Asian market." Petra Westphal, Exhibition Group Director at drinktec, adds, "To us, CBB is an important milestone on the way toward the world's leading trade fair drinktec 2021 in Munich, with many exhibitors having already firmly booked. This shows that the industry is confident and committed to planning the industry gathering in Munich."

### **China remains important sales market**

"China remains one of the most important sales markets for suppliers of machinery and systems for the production, filling and packaging of beverages", emphasizes Richard Clemens, Managing Director VDMA Food Processing and Packaging Machinery Association. "Against the background of the global corona pandemic and the associated travel restrictions, investments in machinery and equipment are temporarily lower than in previous years. The China Brew & China Beverage 2020 trade fair shows that there is a high level of interest in technologies for efficient, hygienic and flexible beverage production. The CBB has sent important signals and we hope that the investment projects discussed can be implemented soon", says Richard Clemens.

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## **A new start for the industry in the Southeast Asia region**

CBB was seen by many decision makers in the industry as a chance to re-start their business. The trade fair attracted 31.781 visitors comprising around 30 delegations, including those from the National Food Management Center of China Light Industry, the China National Research Institute of Food & Fermentation Industries and the Guangdong Beer Association.

418 Chinese exhibitors and 101 international companies presented their innovations and products – with the latter largely represented by their subsidiaries in China. International industry giants such as ABC Compressor, Alfa Laval, Anton Paar, Arol, Atlas Copco, Barth Haas, Endress+Hauser, Fermentis, GEA, Heuft, Kalsec, KHS, NORD, ocme, Pall, Pentair, Pressco, Schneider, SEW Eurodrive, SMI, Yakima Chief Hops and Ziemann Holvrieka were represented across 60,000 m<sup>2</sup>.

There, a German Pavilion was set up for companies such as BBull, Hottinger Baldwin, Jاسبos, Lechler, ProLeit, WiKa and Xispek.

Among others, the national exhibitors included Best Crown, Diron, E-STAR, GDXL, GsPak, HGM, Kelang, Lehui, Newamstar, Precise, Talos, Tech-Long, Tiantai, VANTA, YoungSun, YueDong, ZhongChen and Zhongya.

## **Valuable platform for business opportunities**

The exhibitors were relieved that CBB was able to offer them an efficient platform again. Ivan Liu, General Manager of Beverage and Filling Technology, GEA China, states: “CBB is an influential large-scale exhibition for the beverage industry in Asia. It has greatly contributed to the liquid food processing and packaging industry in China. Although the current market is unsteady owing to the Covid-19 pandemic, we still decided to take part in this exhibition as scheduled. The prevention measures and exhibition preparation work are very impressive and professional. The results have exceeded our expectations.”

Christian Blatt, General Manager of ZIEMANN HOLVRIEKA Asia Co., emphasizes: “This year our business was also affected by the Covid-19 pandemic, but CBB was a big help for our communication with Chinese customers. Since CBB moved to Shanghai, the show facilities have highly improved, and it is also very professional. I hope that in two years’ time, once the international situation has changed, CBB will continue to bring new opportunities for the liquid and beverage industry in other countries and regions.”

## **Varied supporting program**

The supporting program offered an attractive knowledge platform. During the “CBB International Forum” organized by Doemens e.V. for example, experts spoke about trends, requirements and challenges in the South Asian beverage and liquid food industry, while visitors had the opportunity to taste different beers under the guidance of a beer sommelier during the “Doemens Tasting Class.”

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Further information: <http://www.chinabrew-beverage.com/english/>



CBB sends positive signal for the global drinktec network.

### **About CHINA BREW CHINA BEVERAGE**

CHINA BREW CHINA BEVERAGE (CBB) is the leading trade fair for the beverage and liquid food industry in Asia. Exhibitors present offerings from the areas of processing, packaging, bottling, logistics and raw materials. Beijing Zhongqing Heli International Exhibition Co., Ltd. is the organizer of CHINA BREW CHINA BEVERAGE. Messe München has been co-organizing the event since 2011. In this function it serves, together with the subsidiary MM Shanghai, as the contact and contractual partner for all international exhibitors. The trade fair takes place every two years at the Shanghai New International Exhibition Centre. In 2020 about 32.000 visitors took part and learned about the latest technologies and solutions from 519 exhibitors.

### **About the bev & food tec network powered by drinktec**

The bev & food tec network is the leading global network for the beverage, food and liquid food industry. It consists of drinktec (Germany), oils+fats (Germany and India), Home & Craft (Germany), drink technology India (India) and food & drink technology Africa (South Africa) as well as the cooperation event CHINA BREW CHINA BEVERAGE (China). With a total of almost 3,000 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading organizer for the beverage, food and liquid food industry.

### **About Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.