

PRESS RELEASE

May 2015

Beviale Moscow 2015: Start in new markets

- For the first time: international trade fair with focus on the Eastern European beverages market
- Unique: exhibition in Russia presents the entire value-added chain for the beverages industry
- Notethe date: 6 to 8 October 2015, Crocus Expo, Moscow

Na sdorowje! That will be the message in early October in Moscow at the newly created Beviale Moscow from NürnbergMesse. The new offshoot of BrauBeviale in Nuremberg, the world's most important trade fair for investment goods in the beverages industry this year, is concentrating on the Eastern European market and will be held for the first time from 6 to 8 October 2015 at the Crocus Expo Exhibition Centre in Moscow. The specialist range of products and services extends across the entire value-added chain of beverages production: from high-quality raw materials through to innovative technologies and tailor-made logistics up to creative marketing ideas. For the trade visitors from the Eastern European region Beviale Moscow offers the ideal platform enabling them to find individual solutions for their requirements at the event.

"The new Beviale Moscow is unique in Eastern Europe", says Thimo Holst, Project Coordinator, Beviale Moscow at NürnbergMesse. "It clearly sets itself apart from the previous beverages fairs in this market, as it covers the complete value-added chain of production in all the beverages segments. Up to now there has been no such event." The Eastern European market is ready for a comprehensive exhibition of this kind. Edgar-George Petsche, Manager Market Zone Europe/CIS, KHS GmbH: "Every market has its highlight – and Beviale Moscow promises to be the trade fair highlight in Russia. For us it is clear that we must be part of this and are looking forward to meeting our customers in their market."

Honorary sponsors

Barley, Malt and Beer Union, Russia
Private Brauereien Deutschland e.V.,
Germany

Conference organizer

Versuchs- und Lehranstalt
für Brauerei in Berlin e.V. (VLB),
Germany

Local event producer

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Regional Identity

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Registration number

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Eastern Europe the focal point

Beviale Moscow sees itself as the gateway to the growth markets of Russia and its immediate neighbours. International and Russian suppliers – global players as well as small and medium-sized companies – make use of the three compact trade fair days in Moscow to present solutions covering all beverages segments in the areas of raw materials, technology, logistics and marketing to their customers at the event.

NürnbergMesse is an experienced organizer in the international beverages industry. In 2014, BrauBeviale with 1,128 exhibitors and 37,200 visitors, was once again the meeting place for the European beverages specialist world. NürnbergMesse is thus bundling its know-how with the expertise of the honorary sponsors of Beviale Moscow, the Barley, Malt and Beer Union, Russia, and the Private Brauereien Deutschland e. V. (German Private Breweries Association). With this new trade fair it is offering the best possible opportunity for companies to position themselves within the Eastern European market in good time. Those companies, who would like to take the first step into the market, can also seize their opportunity and participate in the Beviale Pavilion with an all-in-one service package.

The application forms are available here:

www.beviale-moscow.com/application

The products on display in detail:

Raw materials

- Raw materials and drinks as raw materials

Technologies

- Machinery and installations for production, filling and packaging of beverages
- Packaging materials and supplies, packaging ancillaries, closure systems
- Automation and IT
- Operating and laboratory equipment, process and auxiliary materials, beer refinement
- Installations for energy, compressed air/gases, industrial safety, environmental protection

Logistics

- Materials-handling and loading equipment, material flow and storage systems, transport equipment and industrial trucks, vehicles

Marketing

- Marketing and catering equipment
- Services, institutes, research, media

Regional demand meets global solutions

The direct exchange at the event with existing customers and the making of new contacts on the Eastern European market, especially in Russia, Belarus, Moldavia, the Baltic States and the Caucasus Region, are at the forefront at Beviale Moscow. In a constructive working atmosphere companies along with representatives of beverages producers and experts from the plant and engineering sector, hotel and catering industry, retail and service sector will be analysing the current challenges in one of the future markets of the beverages industry and working on individual solutions.

Further training included

A specialist highlight in the supporting program: the flanking congress organized by the Versuchs- und Lehranstalt für Brauerei in Berlin e. V. (Research and Teaching Institute for Brewing, VLB), the VLB seminar for the brewing and beverages industry in Russia and the MicroBrew Symposium Russia. The much-in demand further training events for management personnel from the industry as well as craft brewers and breweries are also established in Russia and from 2015 will be held parallel to Beviale Moscow.

For the latest information go to: www.beviale-moscow.com/en

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All press articles along with additional information and photos are available at: www.beviale-moscow.com/press