

06.10.2015

The first and exclusive international trade fair in Russia covering the entire beverage production and marketing value chain takes place in the form of Beviale Moscow in Crocus Expo.

The following representatives took part in the ceremonial opening of the exhibition and welcomed participants and visitors of Beviale Moscow:

- Alexander Mordovin – the President of Barley, Malt, Hops & Beer Union, having read a letter on behalf of the Deputy Chairman of the Government of the RF, the Chairman of the Government Commission for Competitive Growth and Alcohol Market Regulation A. G. Khloponin:

*“On behalf of the Government of the RF, I welcome you at the first international trade fair Beviale Moscow 2015. Any industry, including alcohol, is inconceivable without its own professional business event – a platform for demonstration of technological achievements, communication of representatives of science and business, experts and leaders of any levels, holding of forums, training courses and awarding of the best representatives of the industry.*

*Beviale Moscow 2015 is an important platform for implementation of alcohol strategy developed by the Government of the RF, Food Safety Doctrine, the State Program for the Development of Agriculture and Regulation of Agricultural Markets for 2015-2020, creation of conditions for import phase out and expanding of export potential.*

*I believe that all recommendations and proposals of the participants of Beviale Moscow will be useful for the state policy directed to the regulation of alcohol production and circulation. I wish you fruitful work, hot discussions and enthusiasm!*

- Serge Levin- the Deputy Minister of Agriculture, having read a welcome letter on behalf of the Minister of Agriculture A.N. Tkachev

*“Food security and competitiveness of any state is based on high quality production. Russian agrarian sector – an all-powerful competitor for developed countries and a future supporter of Asian countries and Indo-China. Food industry became the most important instrument of the external policy. It bears noting that Russian beverage companies: dairy, wine and brewing, take a good position in the common consumer basket.*

*For the development of any industry and forming of an expert and scientific opinion, it is necessary to hold regular business events, providing a platform for communication of the representative of science, business and government.*

*Despite introduced economic sanctions, organizers of the trade fair are sure in the effectiveness of the chosen cooperation strategy that led to a modern business event Beviale Moscow 2015.*

*I hope that this exhibition will permit us to become familiar with innovations of Russian and foreign science and technology and lay the basis for further cooperation and exchange of experience.*

*I wish all participants, organizers and guests of the exhibition success and fruitful work!”*

Also Sergey Levin presented participants of the trade fair Notes of Acknowledgement “For contribution to the development of the Russian agricultural complex”.

- Irina Gekht – the representative of the Federation Council Committee for Agrarian Policy and Environmental Management, the senator of the Chelyabinsk region, congratulated participants with a professional holiday “Agricultural Worker’s Day” in her own name

and on behalf of the Chairman of the Federation Council Committee for Agrarian Policy and Environmental Management G.A. Gorbunov

Irina Gekht presented the Note of Acknowledgement to Fabrizio Cepollina – the CEO of CNH Industrial

- Vladimir Mishelovich – the representative of the Federal Antimonopoly Service, the Head of the Department for the Government Authorities Control
- Peter Ottmann – the CEO of Nurnberg Messe
- Roland Demleitner - the President of German Independent Brewers

“Beviale Moscow” is about more than just a trade fair – in parallel with special-purpose expositions, visitors and participants will get opportunity for knowledge broadening.

Beviale Moscow combines two key success factors: sustained long-term growth of the Russian market and obvious demand for products of the international quality, from the one hand and Nurnberg Messe – a key expert in the field of beverage trade fair organizers, from the other hand.

Partners of the trade fair are Barley, Malt, Hops & Beer Union and German private breweries, who makes possible to create business contacts in the Russian beverage industry.

Among key business events of Beviale Moscow are:

- annual conference of the Russian Dairy Union
- awarding for the best beverage package from Russian Packers’ Association
- training workshops for managers and craft brewers