

# BevialeMoscow2018

Trade fair for beverage production.  
Beer | Juices | Water | Wine | Spirits | Dairy

Crocus Expo, Moscow, Russia

27 February – 1 March

## CLOSING REPORT

March 2018

### **Beviale Moscow 2018: Further growth confirms market potential**

- **Record results for exhibitors, visitors and exhibition space**
- **High quality and a positive atmosphere on all three days**
- **New topic areas of wine and soft drinks highly successful**

**Beviale Moscow – the central platform for the beverage industry in Eastern Europe. It fully justified this definition once again this year, as Thimo Holst, project manager for Beviale Moscow, happily summed up at the end of three packed days: “For the third edition of Beviale Moscow, I am very pleased with the further growth in all three key indicators – exhibitors, visitors and exhibition space – once again, in line with our original expectations.” At the trade fair, held in Moscow from 27 February to 1 March 2018, 146 exhibitors (2017: 130) showed their products and solutions relating to beverage manufacture and marketing to more than 5,300 visitors (2017: 4,000), in an exhibition area of about 2,000 square metres (2017: 1,600). New elements this time were the programme points covering wine and soft drinks, which were very positively received.**

“For its third edition, Beviale Moscow made an excellent and significant step forward,” says Thimo Holst, project manager for Beviale Moscow. “Not only was it much larger, but it was also much better.” This was partly a reflection of the positive atmosphere in the halls, which were full for all three days of the event. The quality of the stands was better, and the visitors themselves had come very well prepared to take part. The all-encompassing approach adopted by Beviale Moscow – covering the entire beverage industry – was adopted again in 2018, and showed the extent of the market potential the event offers. Exhibitors from Eastern Europe and other parts of the continent were clearly very satisfied. “Our company regularly takes part in Beviale Moscow,” comments Yulia Bondarenko, Analyst Manager Baltic Malt Company. “As a trade fair it meets our

Powered by **Beviale Family**

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NÜRNBERG MESSE

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expectations perfectly – an excellent platform to meet with existing customers and get to know potential new customers. We'll be back again in 2019!" Georg Zolnowski, Area Sales Manager Rastal, also sums the event up positively: "Beviale Moscow is a good event for us, because it has grown into a real 'hot spot' for the Russian brewing industry. No other industry get-together does a better job of reflecting this growing market. For us it's an ideal platform for talking with the many young craft brewers who are bringing a breath of fresh air into the scene in Russia too."

## **Wine, beer, soft drinks, PET – topics drawn from the industry to benefit the industry as a whole**

The extensive supporting programme on industry topics of current interest was aimed at decision-makers in the beverage industry. This was the first time the Russian wine industry exhibited at Beviale Moscow. The **wine pavilion**, with experts and vintners from throughout Russia, was very well received. Visitors had the opportunity to take part in professional tasting sessions and talks on the manufacturing process. The half-day seminar programme by the Russian Wine Association was most popular. A **competition for young Russian vintners** to demonstrate their craft skills was held in collaboration with the Worldskills organisation and proved very successful. The subject of soft drinks also premiered at Beviale Moscow this year, in the form of the "Production of non-alcoholic beverages in Russia" conference, held in association with the Union of Producers of Soft Drinks and Mineral Waters. In view of the very positive response, this collaboration will be taken further next year.

The **Craft Drinks Corner**, where visitors were able to taste craft beverages in the presence of the respective manufacturers, also proved very popular. The tasting zone was a collaborative effort with partner entity Association of Beer and Beverage Market. Craft beers were also the focus of the two-day **VLB Seminar for Modern Brewing Technologies**, organised by the Versuchs- und Lehranstalt für Brauerei Berlin (VLB, Research and Teaching Institute for Brewing, Berlin), one of the international sponsors of the Beviale Family. On the first day of the fair, the **Russian ROSGLAVPIVO beer prize**, instituted by the honorary sponsors, the Barley, Malt and Beer Union and Private Brauereien Deutschland e. V.

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(Private Breweries Germany), was awarded for the second time, in 26 categories.

**PETarena powered by PETnology** once again had its finger on the industry pulse this year, offering attractive solutions for the entire PET value chain – a topic that is of strong current interest in the Russian market. Barbara Appel, Managing Director PETnology/tecPET, comments: “Beviale Moscow is a good event for us, since it provides the perfect starting point for developing the Russian markets for beverages, beverage packing and beverage filling. There has been good development in visitor numbers, and visitor quality was also very satisfactory. Organisation of the trade fair, both ahead of the event and on-site, is highly professional and efficient. We believe the trade fair has great potential for further development.”

“We are particularly pleased that the trade fair both cemented existing subject areas and partnerships and integrated new elements into Beviale Moscow, thus highlighting opportunities for further development,” says Thimo Holst, project manager for Beviale Moscow, summarising three inspiring and event-filled days. “The trade fair has thus confirmed its aim to be the leading event for beverage production in the eastern European region.”

## Save the date!

The next edition of Beviale Moscow will once again be held at Crocus Expo, Moscow, on **19-21 February 2019**.

## Beviale Family: international skills in the beverage industry

The NürnbergMesse Group is demonstrating its skills in the beverage industry on an international stage. The “parent” event is BrauBeviale, the international capital goods exhibition for the beverage industry in Nuremberg, where the industry has exhibited every stage of the beverage production process for more than 40 years: raw materials, technologies, logistics and marketing. Other members of the Family are at home in key growth markets around the world: Beviale Moscow is the first and only trade fair for the entire beverage industry in eastern Europe. CRAFT BEER

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CHINA in Shanghai is the meeting place for China's Craft Beer Community, just as CRAFT BEER ITALY in Milan is the B2B platform for the industry in Italy. The Beviale Family is also represented in Brazil, where the Feira Brasileira da Cerveja in Blumenau is supported by BrauBeviale. And the latest additions to the family: CRAFT DRINKS INDIA in Bangalore and collaboration with SIBA's BeerX in the UK. Further projects are in the pipeline. [www.beviale-family.com](http://www.beviale-family.com)

## Forthcoming Beviale Family events

CRAFT BEER CHINA:	16-18 May 2018
CRAFT DRINKS INDIA:	4-5 July 2018
BrauBeviale:	13-15 November 2018
Beviale Moscow:	19-21 February 2019
CRAFT BEER ITALY:	27-28 March 2019
Feira Brasileira da Cerveja:	1 <sup>st</sup> half of 2019

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For all press releases, further information and photos please visit:

[www.beviale-moscow.com/press](http://www.beviale-moscow.com/press)

More than a single event – the Beviale Family:

[www.beviale-family.com](http://www.beviale-family.com)