

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

January 2018

Beviale Family to collaborate with Doemens and VLB Berlin

- Education and training establishments as international sponsors
- International expertise of the Beviale Family further reinforced

As of now, NürnbergMesse Group is collaborating with Doemens Akademie in Gräfelfing near Munich and VLB (Research and Teaching Institute for Brewing) in Berlin. The Beviale Family – which includes the events BrauBeviale, Beviale Moscow, CRAFT BEER ITALY, CRAFT BEER CHINA and Feira Brasileira da Cerveja – will now benefit from a framework agreement on international collaboration signed by NürnbergMesse, Doemens and VLB Berlin during the premiere of CRAFT BEER ITALY.

“We are very proud that we have been able to get these two renowned education and training establishments on board as partners for our product family,” explains Peter Ottmann, CEO of NürnbergMesse Group, underlining the international appeal of both institutes. “We look forward to working with our international sponsors, who will provide inspiration and ideas as they play an active role in shaping our network and Beviale Family events in the future.” Through this alliance, NürnbergMesse is underpinning its expertise in the beverage industry on the worldwide market. “This is the ideal alliance for the ongoing development of our portfolio in beverage technology,” says the CEO of NürnbergMesse Group Dr Roland Fleck.

Doemens also expects positive synergies in the future. “The collaboration with the Beviale Family on an international stage underscores the international expertise of Doemens Akademie. We are proud to support the internationalisation strategy of the Beviale product family and help drive it forward to the advantage of all parties,” says Dr Werner Gloßner, Managing Director of Doemens Akademie.

The alliance will open up new avenues for all parties, and VLB Berlin is also looking forward to interesting opportunities. “This new collaboration is

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an outstanding opportunity to continue to develop our common strengths in the craft beer sector at international level,” says VLB Managing Director Dr Josef Fontaine. “The successful launch of CRAFT BEER ITALY has more than confirmed this view.”

Beviale Family: International expertise in the beverage industry

The NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage. The original event is BrauBeviale, the international capital goods exhibition for the beverage industry in Nuremberg. This is where, for over 40 years, the sector has been showcasing all aspects of the production process chain for beverages: raw materials, technologies, logistics and marketing. Other members of the product family are operating in important growth markets worldwide. Beviale Moscow, for example, is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is becoming established as the gathering place for the Chinese craft beer community, while CRAFT BEER ITALY in Milan is the B2B platform for the Italian sector. The Beviale product family is also represented in Brazil, as the Feira Brasileira da Cerveja in Blumenau is “supported by BrauBeviale”. Other projects are in the planning phase. www.beviale-family.com

Dates Beviale Family:

Beviale Moscow:	27 February – 1 March 2018
Feira Brasileira da Cerveja:	7 – 9 March 2018
CRAFT BEER CHINA:	16 – 18 May 2018
BrauBeviale:	13 – 15 November 2018
CRAFT BEER ITALY:	27 – 28 March 2019

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Photo:



Caption: Happy faces from NürnbergMesse, Doemens and VLB Berlin (not pictured) during the signing of the agreement at CRAFT BEER ITALY.

From left to right: Peter Ottmann, CEO NürnbergMesse Group, Dr Werner Gloßner, Managing Director Doemens, Dr Roland Fleck, CEO NürnbergMesse Group. Absent from photo: Dr Josef Fontaine, Managing Director VLB Berlin

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More than a single event – the Beviale Family:

www.beviale-family.com

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