

CBCE 2018 何止是成功!
CBCE 2018, MORE THAN A GREAT SUCCESS!

展示面积达到 10,000 平方米

海内外知名精酿品牌齐聚 CBCE2018

汇聚 50 个国家 9841 位专业观众和 12 个国家和地区 180 余家参展商

40 余位来自全球的重量级演讲嘉宾，与 800 余位业内参会者分享独到见解

CBCE 中国精酿明星奖评选活动吸引了 900,000+ 的点击，总投票数突破 10 万大观

An exhibition scale of 10,000 square meters

Well-known craft beer brands from China and abroad gathered at CBCE 2018

9,841 trade visitors from 50 countries and more than 180 exhibitors from 12 countries and

regions have been onsite

More than 40 influential guest speakers from different parts of the world shared unique

insights with over 800 craft beer professionals

More than 900,000 clicks and 100,000 votes received for CBCE Craft Beer Star Award

2018 年 5 月 18 日，一年一度的精酿行业盛会，上海国际精酿啤酒会议暨展览会，在大家的流连中落下帷幕。在主办单位纽伦堡会展（上海）有限公司、北京喜啤士文化发展有限公司、中国轻工机械协会的精心筹备下，在海内外政府机构、行业各个领域的重要商业团体、行业协会以及新闻媒体的鼎力支持下，今年展会的各项数据再创历史新高：相较去年展会面积实现倍增，达到 10,000 平方米；展商数量方面，为期三天的展会，共吸引了 180 余家来自 12 个国家及地区的企业参展，同比展商数的增幅超过 80%。

On May 18, 2018, Craft Beer China Conference & Exhibition 2018 (CBCE 2018), an important annual event for the craft beer industry, closed its doors. Co-organized by NürnbergMesse China Co., Ltd., The Beer Link and the China Light Industry Machinery Association and with the full support from local and international government agencies, leading companies from all related industry chains, and influential trade associations and media, it broke new records this year. The exhibition scale has been doubled compared to the previous year, now reaching 10,000 square meters. Besides that it attracted more than 180 exhibitors from 12 countries and regions within the three days of exhibition, which means more than 80 percent on top when compared with the previous year.

与展览面积的扩大、参展企业数量的增长齐头并进的还有专业观众数量的提升，在去年的基础上，观众增幅达到 85%。据不完全统计，莅临本届展会的专业观众达到了 9,841 人，观众国别也在去年展会的基础上，提升了 50%，达到了 50 个国家和地区之多。而从观众的组成来看，2018 年除了来自精酿产业链各端口的企业外，包括有很多专业观众来自青岛、燕京、雪花、百威啤酒等在内的传统啤酒大厂，更值得行业鼓舞的就是类似泸州老窖、山东鲁花等国家重点龙头企业的高管、技术骨干也出现在观众阵营当中，这些跨界发展的势头振奋着整个精酿行业；另外，数据显示，本届展会，长三角乃至全国的餐饮、酒吧、酒店，以及商超、百货、电商等领域的观众数量和占比也呈现出迅猛的增长势头，传统和新兴渠道对精酿产业的关注由此可见一斑。

Aside from the expansion of the exhibition scale and the increase in the number of exhibitors, there was also a rise in the number of trade visitors. Compared with the figure of the previous year, the number of visitors rose by 85% on top of 2017's figures. According to the current statistics, the number of trade visitors of CBCE 2018 amounts 9,841. Those visitors came from 50 countries and regions, representing an increase of 50% when compared with last year. As for the composition, trade visitors came from leading craft beer companies, well-established beer producers such as Tsing Tao, Yanjing, Snow Beer and Budweiser, as well as senior executives and technical experts from leading Chinese brands such as Luzhou Laojiao and Shandong Luhua, whose efforts to seek crossover possibilities had greatly inspired the whole craft beer industry. Besides, data shows that there was a rapid increase in the number and percentage of visitors from restaurants, bars, hotels, supermarkets, department stores, e-commerce platforms and other business sectors in the Yangtze River Delta and even China. This indicates intense interest from traditional and emerging sectors in the craft beer industry.

与上一届展会相比，今年展会三大主要产品板块——原料、生产技术及设备、啤酒生产厂，不论在规模还是质量上都实现了大幅的增长，除此之外，精酿技术服务、精酿品牌属性的参展商同样较上一年有了明显的增加。

Compared with the previous exhibition, three major product categories have been showcased at CBCE 2018 - namely, raw materials, production technology and equipment, and beer breweries – and have achieved significant growth both in scale and quality. There was also a striking rise in the number of exhibitors of technical services and branding solutions for craft beer compared to the previous year.

行业的展，行业的芯

精彩纷呈、含金量极高的同期活动历来都是 CBCE 备受业界瞩目的另一大焦点。与展商、观众数量和质量大幅提升相得益彰的展会同期活动，会议、论坛和晚宴，同样得到了与会各界的广泛好评。

The Exhibition for the Craft Beer Industry

The splendid and high-quality activities organized during the exhibition were another reason for CBCE to capture attention. In addition to remarkable improvement in the number and quality of exhibitors and visitors, accompanying programs, including seminars, forums and dinners, were widely acclaimed.

展会主办方与包括海内外政府机构、行业协会、研究机构和专业媒体等行业各领域合作伙伴联手，精心炮制的主题丰富多样，且兼顾前瞻性和务实性的中国国际精酿啤酒会议，不仅提供了全面的行业最新资讯和发展趋势，也满足了展商、观众提升自身专业能力，讨教行业意见领袖、结交更多志同道合者的深层次需求。

The organizers joined hands with partners from different fields, including local and international government agencies, trade associations, research institutes and professional media, to hold seminars with interesting topics featuring both forward-looking and pragmatic elements. They

provided comprehensive information on the latest trends of the craft beer industry and met the profound needs of exhibitors and visitors to improve expertise, learn from opinion leaders, and build relationships with like-minded people.

来自全球的 40 余位重量级演讲嘉宾，分别就相关细分议题进行了深入的分析 and 研判，分享生产运营中所遇到的痛点和难点，与总计超过 800 位的参会代表深入互动，为参会代表提供了解决问题的灵感与思路。

More than 40 opinion leading speakers from around the world were invited to analyze and discuss in depth a wide range of topics, share sticking points and challenges encountered during production and business operation, and interact with more than 800 attendees to provide insights and perspectives on how to address problems.

欧洲精酿啤酒酿造商协会秘书长 Pierre-Olivier Bergeron、英国独立酿造商协会运营总监 Nick Stafford、百威集团 ZX Venture 亚太运营总监 Rafael Pizzato、阿里巴巴天猫酒类总经理程艳、青岛啤酒股份有限公司科研开发中心主任尹花、华润雪花啤酒（中国）有限公司总部技术质量部总监钟俊辉、北京燕京啤酒集团副总工程师林智平.....来自海内外的业界大咖纷纷在 CBCE 中国国际精酿啤酒会议的舞台上亮相，而他们分享的内容，更是让与会嘉宾受益匪浅。Exceptional figures from China and other countries enriched CBCE, including Pierre Olivier Bergeron, Secretary-general of The Brewers of Europe, Nick Stafford, Operations Director of the Society of Independent Brewers UK, Rafael Pizzato, Operations Director of Asia Pacific for ZX Venture of Budweiser Group, Betty Cheng, General Manager of Tmall Beverage of Alibaba Group, Yin Hua, Technical Director of Tsing Tao, Zhong Junhui, Director of the Technical Quality Department of China Resources Snow Beer (China) Co., Ltd., and Lin Zhiping, Vice Technical Director of Yanjing Group. The content they shared was greatly inspiring and beneficial to the audience.

另外，本届展会，参展企业举办的形式多样的品牌宣传推广活动也较往年明显增加，KHS、Petainer、莱宝等多家知名品牌在这里完成了 2018 年新品首秀；法国诺盟、白色酵母实验室、巴兰德真味等国际展商专程前来与行业同仁分享各自的经营心得；碧山精酿、优布劳、口袋精酿.....众多人气品牌更是把精酿论坛内的一方舞台看作是讲述品牌故事，推广品牌文化的秀场。展会主办方还特邀全美十六大侍酒大师之一，美国精酿啤酒解决方案公司 Cirecone Certification Program 的创始人，Neil Witte 先生在展会前两天，开设了两场“精酿啤酒异味课程”主题讲座.....从场场爆满、座无虚席的现场情况来看，展商们都完美实现了借力 CBCE 平台，最大化提升品牌知名度和美誉度的预期，而到场观众也都从各品牌活动中开阔了眼界，汲取了养分，可谓是收获颇丰。

Besides, there was a remarkable increase in brand communication and promotion events by exhibitors. Well-known brands such as KHS, Petainer, and Leybold released new products for 2018 at CBCE. International exhibitors, such as Lamothe-Abiet, White Labs and Brander Urstoff published business ideas and thoughts. Popular brands, including Bishan Craft Beer, Urbräu and Pocket Brewery told brand stories and promoted their brands at the forum. Moreover, the organizers invited Mr. Neil Witte, one of the 16 Master Cicerones in America and founder of Cicerone Certification Program, to provide two sessions of the Cicerone Off-Flavor Course two days

during the exhibition. High attendances indicated that exhibitors achieved the goal of using the platform of CBCE to improve brand awareness and reputation in an optimal way, while attendees were able to broaden horizons and acquire knowledge.

重展示、更重分享

事实上，不论是展会还是上述提及的各种形式的同期活动，主办方意图达到的目的，除了助力企业宣传，增益品牌推广效果，助推行业发展之外，还有另外一个重要考量——搭建平台，增进业界的交流和分享。

Sharing Is a Highlight at the Exhibition

In essence, the exhibition and its accompanying events mentioned above were organized for the same purposes: In addition to promoting brands and supporting the development of the craft beer industry, the organizers also wanted to establish a networking platform for information sharing and expertise exchange.

人潮如织的展位前、精酿社区内，座无虚席的会议室、论坛区，交流氛围浓厚的 VIP Room、媒体中心，甚至是餐厅、吸烟室，行业中人们把酒言欢、寒暄交流的场景随处可见。

At the booths, the craft beer community, seminars, forums, VIP rooms, media centers, and even restaurants, people were seen greeting, exchanging ideas and clinking glasses.

而除了这些传统的场景，CBCE 着力营造展会交流氛围，可谓是不遗余力：不论是开幕晚宴、CBCE2018 中国精酿明星奖颁奖盛典，精酿行业社交酒会，还是由比利时布鲁塞尔国际啤酒挑战赛联合创始人 Luc 先生主持的大咖品酒会；也不论是展会与沪上近十家顶级精酿酒吧、餐厅联合推出的 PUB CRAWL 活动，还是线上微信、抖音平台上的互动.....CBCE 2018 俨然成为了一个为包括参展商、专业观众等在内的精酿人度身定制的展馆内外、线上线下，多维、立体、长效的交流和分享平台。

Apart from those traditional activities, CBCE spared no effort to launch a series of events to encourage exchanges, including the opening dinner and awarding ceremony of the CBCE Craft Beer Star Award, matchmaking dinners, a beer tasting hosted by Luc De Raedemaeker, co-founder of Brussels Beer Challenge, a PUB CRAWL co-organized by CBCE and nearly 10 leading craft beer bars and restaurants in Shanghai, and online interactions via WeChat and Douyin. Thus, it became an information exchange and sharing platform with wide reach and lasting influence for exhibitors and trade visitors.

重整行装，CBCE 再踏征程

A New Start, A New Journey

虽说天下没有不散的筵席，但是为期三天的盛宴宣告结束，还是让参与其中的所有人感到意犹未尽。好在展会的胜利落幕在为过去一年来所有人的努力画上一个圆满句号的同时，也勾勒出了一条全新的起跑线。从展会落幕的那一刻起，CBCE 2019 已同所有志同道合者一道，踏上新的征程。

While it's a wide belief that endings are a permanent theme in our lives, all those involved still felt that the conclusion of the three-day event came too soon. Fortunately, the successful completion

of the event is a great credit for all the efforts made over the past year and marks a new start. Now, CBCE 2019 is ready to join hands with its partners for a new journey.

过去几年来，上海精酿啤酒会议暨展览会从精酿细分领域发力，在横向持续扩充展会规模的同时，更注重向纵深提升平台服务水平挖潜。坚守着最初的创业精神、创新精神，秉持着如履薄冰、如临深渊的谨慎态度，展会一步步发展壮大。

In the past few years, CBCE has been expanding its scale while further improving its service quality. With persistent entrepreneurship, innovativeness, prudence and cautiousness, the exhibition has been growing steadily.

一年后，CBCE 2019 将移师上海世博展览馆 2 号馆，就让我们从今天开始，共同期待 2019 年的 5 月 15 日，一个云集国内、国际精酿行业展商、专业观众，集信息交流、推广、社交、教育、行销及贸易于一体的一站式精酿行业交流服务平台，CBCE 2019 再度盛大启幕时刻的到来。

Next year, CBCE 2019 will open its doors at Hall 2 of Shanghai World Expo Exhibition & Convention Center on May 15, 2019. An one-stop service platform for local and international craft beer exhibitors and trade visitors that facilitates information sharing, product promotion, matchmaking, education, marketing and trade in the craft beer industry. CBCE 2019 is expected to be a must-visit event for the craft beer industry.