

01

Munich, July 03, 2018

Press Release

Beer market in Asia

Broad variety of topics and offers for the beer industry at CHINA BREW CHINA BEVERAGE

- Changing consumer behavior transforms the Asian beer market
- Supporting program addresses Asia's beer trends with International Beer Smart Factory and Brewing Technology Forum
- Growing demand for premium brands and specialty beers in Asia

Quality before quantity—this is how the trend in Asia for the food and beverage sector can be summarized. With increasing income, people do not consume “more” but “better”. No wonder that the interest in beer variations, as shown by the craft beer scene, is growing. CHINA BREW CHINA BEVERAGE (CBB), the international exhibition for brew and beverage processing technology and equipment, offers the brewing industry everything it needs to produce and market beer. The exhibition will take place from October 23 to 26 in Shanghai.

The VDMA Food Processing and Packaging Machinery Association expects an annual growth rate of 4.6 percent for the entire beverage industry in the Asia-Pacific region. According to forecasts by AsiaBriefing, the beer market is expected to reach a volume of around 220 billion US dollars by 2020. Increasing competitive pressure and a stronger presence of foreign breweries will influence the market in the future, as will the increasing popularity of craft beers, increased disposable income and an overall more consumer-oriented behavior. Being the most important industry event for Asia, CBB offers a comprehensive overview of trends and developments: Around 60 percent of CBB exhibitors present solutions and technology surrounding the subject of beer. With the International Beer Smart Factory and Brewing Technology Forum, the supporting program also addresses future topics of the industry.

Isabella Lauf
PR Manager
Tel. +49 89 949-21487
Isabella.lauf@
messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
messe-muenchen.de



Press Release | July 03, 2018 | 2/2

A wide range of offerings for the beer industry at CBB

Around 20,000 square meters of exhibition space will be devoted to beer at this year's CBB. More than 50 craft beer brands will also be present, presenting their specialty beers to the Asian and international audiences. In addition, exhibitors such as Castle Malting, Doehler, DSM, Fermentis, Kalsec, or YAKIMA will be offering special raw materials and custom solutions for the craft beer industry.

Not only craft beer breweries will find innovative products and equipment at CBB. Medium-sized and large breweries, whether national or international, will also find what they are looking for offered by numerous exhibitors from the beer sector: All segments will be represented, from raw materials and process technology to filling and packaging technology. Among others, Anton Paar, Barth Haas, HGM, KHS, Kronen, Lehui, Sidel and Ziemann will be present.

The supporting program with the International Beer Smart Factory and Brewing Technology Forum will also address the needs of the local industry. On the second day of the exhibition, visitors to the Forum will receive practical tips and comprehensive information on beer trends, new technologies in process engineering as well as on modern, smart breweries in China. The Forum thus creates a definite added value, both for exhibitors from the segment and for the exhibition visitors.

In view of this wealth of topics and offerings, every brewer at CBB should be able to find what he or she is looking for—whether for craft beer or large or small.

Trends in the Asian markets: Premium brands and craft beers

The Chinese beer market has been number one in terms of production and total consumption since 2002. After a phase of slightly weaker growth, brewers were pleased with positive developments again last year. Clearly visible: a shift in demand towards higher quality and correspondingly more expensive products. Premium brands are preferred over cheap beer. Brewery group Anheuser-Busch InBev SA/NV, for example, reacts with a broader range and offers more non-alcoholic beer as well as calorie- and carbohydrate-reduced drinks.

Press Release | July 03, 2018 | 3/3

Vietnam is also proving to be a dynamic growth market for beer in the Asia-Pacific region. The country is now the third largest consumer of beer in Asia, after China and Japan. Statista is forecasting sales of just under five billion US dollars by 2021. Other Asian countries such as Korea, Thailand and Myanmar are joining in on the positive trend. In Korea, for example, the trend is towards ales and craft beers. Government reforms pave the way for small, specialized microbreweries. Myanmar is also discovering the taste of malty-hoppy beers and is a future market with good potential. Thailand, on the other hand, is already well established in the beer sector: Thai breweries have a major influence on the market in Southeast Asia and have long been represented on the international market, for example with the Chang and Singha brands.

For more information about the exhibition please visit www.cbb.drinktec.com

Photos and logos are available for download [here](#).

About CHINA BREW CHINA BEVERAGE

CHINA BREW CHINA BEVERAGE (CBB) is the leading trade fair for the beverage and liquid food industry in Asia. Exhibitors present offerings from the areas of processing, packaging, bottling, logistics and raw materials. Beijing Zhongqing Heli International Exhibition Co., Ltd. is the organizer of CHINA BREW CHINA BEVERAGE. Messe München has been co-organizing the event since 2011. In this function it serves, together with the subsidiary MM Shanghai, as the contact and contractual partner for all international exhibitors.

The trade fair takes place every two years at the Shanghai New International Exhibition Centre. CHINA BREW CHINA BEVERAGE 2016 attracted 53,183 participants who learned about the latest technologies and solutions from around 800 exhibitors. The next trade fair will take place from October 23 to 26, 2018.

About drinktec worldwide

drinktec worldwide represents a strong global network that unites drinktec – the world's leading trade fair for the beverage and liquid food industry in Munich – with the drink technology India (dti), CHINA BREW CHINA BEVERAGE (CBB) and food & drink technology Africa (fdt) trade fairs. drink technology India, CHINA BREW CHINA BEVERAGE and the food & drink technology Africa are the leading platforms for the industry in their respective countries. The trade fairs in China (Shanghai) and Africa (Johannesburg) take place every two years. In India the event takes place in Mumbai in even-numbered years. In odd-numbered years the event takes place twice a year: in Bangalore in the spring, in New Delhi in autumn.

With a total of 2,847 exhibitors and more than 140,000 visitors in Munich, India, China and Africa, Messe München is the world's leading event organizer for the beverage, food, packaging, milk and liquid food industry.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the

CHINA BREW 2018 CHINA BEVERAGE 2018

Press Release | July 03, 2018 | 4/4

exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.