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**Press Release**

**Exhibitor testimonials – CHINA BREW CHINA BEVERAGE**

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**Graziano Giovati, General Sales Manager, AROL, Italy:**

“CBB is growing this year and we met a lot of new customers and partners here. CBB has become a great platform for technology communication. Thanks to the excellent service from the organizer and we are looking forward to the next CBB 2018 in Shanghai.”

**Gil Cui, Vice president, Solutions sales GEA China, China:**

“GEA Group has successively participated at CBB for many years; we always release the latest technologies and equipment every time. This year, we have brought the most advanced technologies of beer brewing and online mixing, with the hope to attract more prospective and old customers. We have been very much impressed by the quality and quantity of visitors of CBB 2016. Major global customers like Coca Cola, Master Kong, China Resource, and Yili Group have dispatched key personal to visit and negotiate, with industries covering beverage, food, medical, electronics and even real estate. GEA Group wishes still a bigger and stronger CBB in 2018. We will definitely participate CBB 2018.”

**Allen Ennis, Vice President and General Manager, Global Beverage, Graphic Packaging International, INC., USA:**

“It’s the first time for me to attend the show and I was very impressed by the visitor number and quality. The trade fair was very well organized and I was very satisfied with the service. It’s worth for everybody to exhibit at this show.”

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**Alexander Büchler, Managing Director and CEO, hb Media, Germany:**

“It was an extraordinary show. The atmosphere was great and we had very good conversations. It was noticeable, that especially in the PET segment, the Chinese exhibitors had extraordinary exhibits. CBB is the trade fair in Asia which presents new-generation machinery. That’s why it is so important for us to be there. Also our Media Tour in China was a great success. We are very happy to be here in Shanghai. The venue is great, Shanghai is amazing and we will definitely participate in 2018!”

**Jürgen Kurz, General Manager, HEUFT China, China:**

“CBB is the most important trade fair for the brewing and beverages technology in Asia neither in the past or in the future. Our new product “HEUFT Navi” attracts a lot of visitors, many decision makers and prospective customers come to HEUFT. HEUFT will continue to support CBB and participate in CBB 2018.”

**Professor Dr. Ing. Matthias Niemeyer, Managing Director of KHS,**

**Germany:** “We are very happy with the switch to Shanghai. The site is better equipped, more modern and as a result it makes for a more professional presentation. CBB is developing very well. In particular we were delighted with the quality of the trade visitors at both our booths this year.”

**Volker Kronseder, Board Chairman of Kronos AG, Germany:** “The move to the modern expo center in Shanghai has done CBB good. It was extremely busy in the halls. The quality of the visitors coming to our booth was higher and better than in recent years. This shows that the show has developed further.”

**Olaf Müller, Vice President, Food and Beverage Process Solutions,  
PENTAIR Flow & Filtration Solutions, USA:**

“I’ve been participated in CBB for more than 10 years and it’s growing more and more. It’s getting more important and bigger in the food and beverage industry. Many decision makers from international and local Chinese enterprise visited

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our booth. And we also met some international visitors from Thailand, Pakistan and Vietnam. I was very impressed by the visitor quality at this show.”

**Louisa Liao, Managing Director, PE&TMG Packaging (Guangzhou) Co.,Ltd, China:**

“The holding of CBB in Shanghai has attracted more visitors; many of our old friends are also more than willing to come to Shanghai for the exhibition. On the first day, the number of visitors has been obviously increased comparing with previous years. Meanwhile, we have also discovered that, there are quite a few new international exhibitors as well; they have further expanded the user group. I am so grateful that CBB has provided such a nice platform and opportunity for us to communicate with the customers on the latest product information and technologies.”

**Clive Smith, Executive Vice President, Sidel, France:**

“The CHINA BREW CHINA BEVERAGE exhibition is fabulous for us. We met major customers on our stand at the show and we’ve also hold a very interesting gala dinner with 250 customers. We’ve been showcasing service, production, equipment and unpackaging systems. And we look forward to seeing you in 2018.“

**Dennis Chen, DF&PD Divisions Verticals Sales, Siemens Ltd., China:**

“We are honored to participate in CBB this time, which is the leading food and beverage exhibition of all time. On the first day, we received many professional visitors from various regions and we are satisfied with the service from the organizers so that we are convinced that CBB will be more successful afterwards with confidence to join it in the next.”

**Enrico Gribaudo, General Manager, SIPA S.p.A., Italy:**

“We have got a lot of interesting prospects and we are quite happy with the result of CBB visitors. CBB is a very professional show for the brewery and beverage industry, comprehensive and well-organized. CBB is one of the best

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shows in China that we have attended so far and it is the show we will never miss!”

**Qingguang Li, Marketing Division (CN) Vice General Manager, SMC (China) Co., Ltd, China:**

“As a senior exhibitor that has participated CBB for four times, we are very glad to see CBB being held in Shanghai for the first time. SMC has brought the entire series of four major products with the themes of “safety, efficiency, energy saving and customization”. Currently, SMC has relatively higher occupancy rates in automobile, electronics, and medical industries. We hope to improve our market shares in the beer and beverage industry through CBB. SMC will follow the development of CBB and pay close attentions on the industrial trends, so as to seek better and more complete development. We are fully confident to participate CBB 2018.“

**Davide Danna, Managing Director, Smi Group, Italy:**

“CBB is an extraordinary show in Asia. The Smi group followed this show from drinktec in Munich to CBB in Shanghai. We are very happy with the outcome of the exhibition, especially the quantity and quality of the visitors. The internationalization of CBB 2016 impressed us a lot, we never expected so many global buyers this time. I truly believe CBB will be the best and the biggest exhibition for Asia in the future.”

**Richard Clemens, Managing Director, VDMA Food Processing and Packaging Machinery Manufacturers Association, Germany:** “The move from Beijing to Shanghai was a milestone for CHINA BREW CHINA BEVERAGE. CBB is now in the right place for the Asian market and, now that it has the right venue in Shanghai, it has been able to further improve on an already high level.”

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**Frank Zhang, Assistant General Manager, General Manager of Project Steering Center, ZIEMANN HOLVRIEKA Asia Co., Ltd, China:**

“It has been the first time for CBB to be held in Shanghai, which has offered huge conveniences for us in terms of not only the pavilion but also the traffic. We are very satisfied for the services of the sponsor; quality of the visitors is very good as well. CBB is a major platform for beverage technologies, which can help us to discover new customers and create new opportunities.

The next CHINA BREW CHINA BEVERAGE takes place from October 23 to 26, 2018 at the Shanghai New International Exhibition Centre (SNIEC).

Further information on CHINA BREW CHINA BEVERAGE:

<http://www.chinabrew-beverage.com/english/>

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