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## Press release

### **CHINA BREW CHINA BEVERAGE is in the starting blocks**

- Leading event for the beverage and liquid food industry in Asia with 92,000 square meters exhibition space
- CBB establishes itself as a driving force on the Asian market
- The CBB Forum picks up on the key issues of sustainability and digitization

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#### **CHINA BREW CHINA BEVERAGE (CBB) draws on the success of 2016:**

**Just under three weeks before the beginning of the exhibition, the halls of the Shanghai New International Exhibition Centre (SNIEC) are almost fully booked. The exhibition space of the international companies is once again increasing. This underlines the importance of the event as an international trade fair for the beverage and liquid food industry. The extensive supporting program, including the CBB Forum, Round Table Talks and the International Beer Smart Factory & Brewing Technology Forum, will additionally shed light on what is moving the industry today and tomorrow.**

CBB, which takes place from October 23 to 26, is the most important meeting point for the beverage and liquid food industry in Asia. Thanks to its wealth of topics and offerings, it provides visitors comprehensive insights into trends and developments. “As a leading technology platform, CBB promotes the exchange of information within the industry. The presentations of the exhibitors on the one hand and our supporting program on the other provide for a complete and forward-looking overview of the beverage and liquid food market”, said Petra Westphal, Project Group Leader Messe München.

Richard Clemens, Managing Director of the VDMA Food Processing and Packaging Machinery Association, also underlines the importance of the event: “The Chinese beverage market is continuing to grow. Over the next five years, a

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further annual growth of nine percent is expected. Therefore, we expect CBB to provide considerable impetus for the industry.”

More than 860 exhibitors have already registered. Among them are national and international industry leaders such as Alfa Laval, GEA, Husky, KHS, Krones, SACMI, Sidel and Siemens located in the international exhibition halls. And GDXL, HGM, Lehui, Newamstar, Tech-Long and Zhongya in the national exhibition halls.

**The CBB supporting program: Key issues of sustainability and digitization**

In addition to industry solutions from exhibitors, attendees can look forward to the unique CBB supporting program. This year, the CBB Forum will focus on the topics of sustainability and digitization. First-class speakers will provide insights and outlooks, including Dr. Ning Ding, General Manager of the Food & Beverage Division at Siemens. In his presentation, the expert will show how digital twins support the digital transformation of the food and beverage production. Another presentation on digitization comes from Sylvain Charlebois, Dean of the Faculty of Management at Dalhousie University. Charlebois will address crypto currencies and blockchain technologies that offer huge potential for the agricultural and food sector. He will raise the question: “To address lurking food safety and fraud concerns, can blockchain technologies be the answer? ”

Prof. William Chen, Director of the Food Science and Technology Programme at Nanyang Technological University Singapore is going to deal with sustainability.

The title of his presentation is: “Fermentation for Upcycling of Brewer's Spent Grains: Potential for Zero Waste Food Processing and Circular Economy.”

Further presentations on digitization and sustainability will be given by Richard Clemens, Managing Director of the VDMA Food Processing and Packaging Machinery Association, and Winston Boyd, Technical Director at Gold Coast Ingredients Inc.

Another highlight of the supporting program are the newly introduced Round Table Talks. Here, industry experts will discuss important topics relating to PET and the developments on the Chinese beer and beverage market today and in the future. Representatives of companies like AB InBev, Snow, Suntyech Process Engineering, Tsingtao and Voss (Hubei) Water & Beverage will talk

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about dairy trends, innovative product concepts as well as opportunities and challenges regarding packaging and beer trends and many other topics.

Visitors can discover even more about beer. At CBB, every brewer should be able to find what he or she is looking for. The International Beer Smart Factory and Brewing Technology Forum will also address the needs of the local [brewing industry](#), whether it is micro breweries, medium-sized or industrial breweries—at CBB they will all make their finds.

### **Service**

Visitors can register in advance, either [online](#) or at the fairgrounds. Access to Round Table Talks, CBB Forum and further program items is included in the exhibition ticket. Visitors can find further information on the supporting program [here](#).

For further information about the exhibition, please visit [www.cbb.drinktec.com](http://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**

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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 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.