

CRAFT BEER CHINA 2024

Conference & Exhibition

2024亚洲国际精酿啤酒会议暨展览会 (CBCE 2024)

2024.4.25-27 上海新国际博览中心
Shanghai New International Expo Center (SNIEC)

Find your Craft Beer
community in China.
开创精彩的中国精酿

www.cbcechina.com



CBCE微信公众号
CBCE Official Wechat

主办单位：

Organizers:

NÜRNBERG MESSE

BEER!INK

CBCE 2024展会介绍 Introduction

18,000+

平米展出面积
Square
Meters

400+

展商
Exhibitors

15,000+

专业观众
Professional
Visitors

10+

同期活动
Accompanying
Programs

- 亚洲精酿啤酒会议暨展览会（CBCE）近年来不断积蓄能量，增强资源配置能力，打造亚太地区一站式精酿平台，从酿酒原料、装备制造再到终端消费，云集海内外知名品牌企业，致力成为国际精酿行业发展的重要风向标

In recent years, Craft Beer China Conference & Exhibition (CBCE) has continuously accumulated energy, enhanced resource allocation ability, and built a one-stop craft brewing platform in the Asia Pacific region. From brewing equipment, raw material to end-user, it has gathered well-known brand enterprises at home and abroad, and is committed to becoming an important weather vane for the development of the international craft brewing industry.

- 多元化融合发展，拓宽跑道，CBCE 2024持续拓展以威士忌、金酒为代表的蒸馏酒领域和硬苏打低度酒领域，更新增个性化酒饮及潮流高端饮品等。CBCE希望通过产业延伸，形成多元化生态优势，为精酿周边区域创新发展探路。

To promote the diversified and integrated development of craft beer and broaden the track, CBCE 2024 will continue to expand the field of Liquor represented by whisky and gin, and the field of low alcohol liquor represented by hard seltzer and Non-alcohol beverage, even adds New Liquor and High-end beverage. CBCE hope from diversified ecological advantages through industrial extension, and explore the way for innovative development of craft beer.

- CBCE作为引领亚洲精酿业发展的专业博览会，宏观层面深度剖析精酿行业的现状与未来，重塑竞争新优势，赋能行业新发展。

As a professional exhibition leading the development of the Asian craft beer industry, CBCE deeply analyzes the current situation and future of the craft beer, reshapes new competitive advantages, and empowers the industry to develop new ways.

展品范围 Exhibit Profiles



原料 Raw Material

酒花及啤酒花制品	Hops & hop products
酵母	Yeast
麦芽	Malt
果浆	Fruit pulp
风味剂稳定剂	Flavor stabilizer



生产技术与设备 Production Technology and Equipment

原料储藏设备	Storage installations for raw material
原料制备设备	Machinery for processing of raw material
水处理设备	Machinery for water treatment
麦汁制备设备	Machinery for wort treatment
糖化发酵设备	Machinery for fermentation
过滤分离设备	Machinery for filtering & separating
灌装设备	Machinery for filling
封口、贴标设备	Sealing, Labeling Machine
酒储配设备	Storage and distribution equipment
包装材料和容器制品	Packaging materials and container products
辅助生产设备	Auxiliary production equipment
控制系统	Control systems
分析、清洗、处理设备	Equipment for analysis, cleaning, & processing
蒸馏设备 New	Distillation equipment
橡木桶 New	Oak Barre
阀门、泵配件	Valve, Pump accessories
家酿自酿设备	Home brewing equipment



酒精饮品品牌商 Alcoholic Beverage Brand

精酿啤酒品牌厂商	
清酒	
蒸馏酒（白兰地、威士忌、伏特加、朗姆酒、金酒） New	
低酒精饮品（低酒精气泡水、低度果酒及茶饮、特调鸡尾酒、苹果酒） New	
其他饮料饮品（直饮咖啡、碳酸饮品、个性化高端饮品）	
进口商/代理商	



技术与服务 Technical Services

售酒及配套设备	Beer sales and supporting equipment
啤酒分发设备	Beer dispensing equipment
酒吧饭店供应	Bar & restaurant suppliers
酒厂评估	Brewery valuations
技术咨询供应商	Technic consulting providers
供应链管理	Supply chain management
冷藏链物流及仓储系统	Cold chain transportation & storage systems
酒店内供酒系统及外观设计	Hotel internal supplying systems & appearance design
啤酒交钥匙供应商	Turnkey beer suppliers
酒吧设计	Bars design
酒吧订单系统	Bars ordering systems
精酿配餐	Food pairings for craft beer



市场营销与其他服务 Marketing Services & Other Services

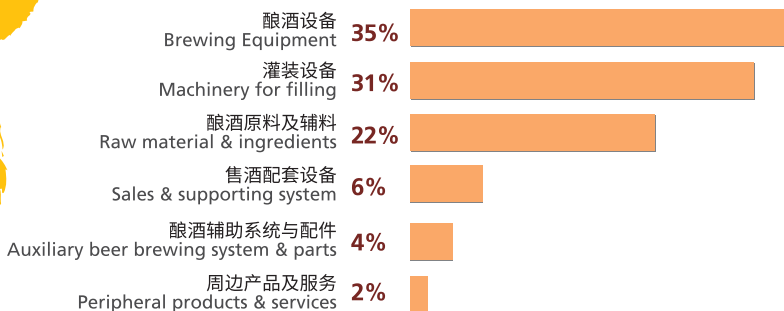
市场营销服务	Marketing services
标签/包装设计	Label / package design
市场营销与公关服务	Marketing & public relations services
媒体/出版物	Media / publication
物联网+营销模式策划	IOT & marketing model planning
啤酒图像设计	Beer graphic design
其他服务	Other services
法律服务	Legal services
数据公司	Data company
啤酒周边文化产品	Peripheral and cultural products
设计与供应	Design & supplies

Craft beer brand owner
Sake New
Liquor (Brandy, Whisky, Vodka, Rum, Gin)
Low-alcohol drinks (Hard Seltzer, Low-alcohol fruit wine and tea, Cocktail, Cider)
Other Beverage drinks (RTD coffee, Soda, High-end Beverage)
Importer/Agent

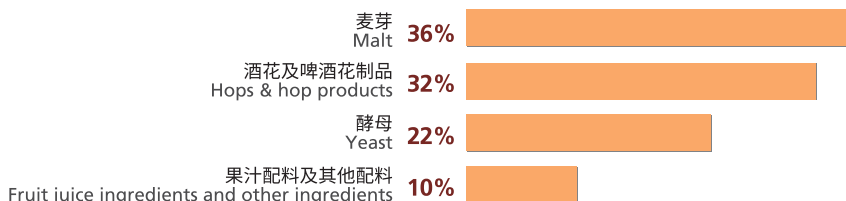
关于展商 About Exhibitors

展商领域 Fields of Exhibitors

原料设备 Raw Materials & Equipment



原料 Raw Material



酒精饮品品牌商 Alcoholic Beverage Brand



部分展商 Parts of Exhibitors

设备类 Equipment	LEHUI First for value HEM 赫尔蒙 中辰轻机 HFZHONG CHEN SANDE BEER EQUIPMENT COLTD TWELVETAP KRONES Talos 塔罗斯
原料类 Material	HGM 沪港 BEST 贝斯特 申东装备 DYE DAEVVO TECH.CO.,LTD.WENZHOU smi SHUOHUA 硕华 TONSEN 三传装备 HMMMMO
酒厂类 Breweries	Fermentis by Lesaffre AEB Angel 安琪 Malteurop 上海金啤 CENTURY 中粮 COFCO YAKIMA CHIEF -HOPS- Castle Malting 城堡麦芽 富勒生物 Fuller Biotech U.S. GRAINS COUNCIL BarthHaas GOOSE ISLAND BREWING CAFE 厚浪 BREWING ALSDUNG 京 A BREWING CO. BROOKLYN BREWERY IPMAN 伊普曼 或不凡 优布芳 UIBRO 汉德酒业 HANDE BEER

*排名不分先后 Not list in order

展商评语 Comments from Exhibitors



邓平, 茨恩特(北京)技术有限公司, 总经理
Ping Deng, General Manager Of Centec (Beijing) Technology Co., Ltd.

作为CBCE的忠实粉丝, Centec中国于2023年再次亮相CBCE上海展会, 收获颇丰。同时参与了本届技术高峰论坛, 介绍并展示Centec特种啤酒生产的工艺, 以及特有的无醇啤酒, 蒸馏啤酒及硬苏打等生产设备及分析仪表。在展会中及展会后均收到了众多精酿生产工厂的关注及咨询, 非常感谢CBCE平台, 并期待下一次相遇。

As a loyal fan of CBCE, Centec China coming out at the CBCE again in 2023 and we gained a lot. At the same time, we participated in technical forum and showed the production process of Centec special beer, the unique production equipment and analytical instruments for alcohol-free beer, distilled beer, and hard seltzer. We have received attention and consultation from numerous craft beer breweries during the exhibition. We are very grateful to the CBCE and look forward to the next year.



莫佳妙, 台州特万太博流体有限公司, 销售经理
Jiamiao Mo, Sales Manager of Yuhuan Televetap Fluid Tech Co., Ltd.

我们非常荣幸能够参加本次啤酒展会。这是一个非常棒的机会, 让我们展示我们的产品和服务, 并与其他行业专业人士交流。我们的展位设计精美, 吸引了很多参观者的目光。工作人员热情友好, 专业的服务态度得到了参观者的高度评价。通过本次展会, 我们不仅扩大了我们的品牌知名度, 还结识了很多有趣的人, 并了解了当前行业趋势。我们期待着下一次CBCE啤酒展会, 再次与大家见面!

We are honored to participate in CBCE. This is a great opportunity for us to show our products and services and communicate with other industry professionals. Our booth design is exquisite and has attracted the attention of many visitors. The staff is friendly, and their professional service attitude has been highly praised by the visitors. Through CBCE, we not only expanded our brand awareness, but also met many friends and get some information of current industry trends. We look forward to meet everyone again in CBCE!



金伟国, 山东东特中科智能装备集团有限公司, CEO
Weiguo Jin, Developtech Group (Shandong) Co., Ltd.

祝贺2023亚洲国际精酿啤酒会议暨展览会 (CBCE 2023) 在上海新国际博览中心圆满落幕。自2017年上海世博馆至2023年新国际博览中心, 申东装备和贝斯特酿造积极参与并见证了精酿啤酒会议及其行业的蓬勃发展, 自身也从单一啤酒设备制造商发展为专注食品饮料行业装备智造企业, 以做中国酿造行业专业的装备制造商及技术服务商为己任, 为中国精酿事业贡献绵薄之力! 预祝2024亚洲国际精酿啤酒会议暨展览会再谱新篇, 永创佳绩!

Congratulations on the successful conclusion of the 2023 Craft Beer China Conference & Exhibition (CBCE 2023) at the Shanghai New International Expo Center. From 2017 to 2023, Shendong Equipment and Best Brewery actively participated in and witnessed the vigorous development of CBCE. We also developed from beer equipment manufacturer to specialized equipment intelligent manufacturing enterprise in the food and beverage industry, we take it as our responsibility to become a professional equipment manufacturer and technical service provider in the Chinese craft beer industry! Wish the CBCE 2024 will have a great success!



姚蕾, 比利时城堡麦芽, 中国区代表
Lei Yao, China Representative of Castle Malting S.A

谢谢CBCE每年组织的精酿行业盛会, 把原料、酿酒师、经销商和从业人员聚在一起, 有这样一个相互认识和交流的平台! 希望今后能加强和每一位展商的沟通合作!

Thanks to CBCE for organizing the Craft Beer Exhibition every year, which brings together raw materials, brewers, distributors, and industry professionals, providing such a good platform for mutual understanding and communication! We hope to strengthen communication and cooperation with exhibitors in the future!



美国雅基玛酒花有限公司
Yakima Chief Hops Co., Ltd.

CBCE是中国精酿啤酒的年度盛会和行业交流的重要窗口, 美国雅基玛酒花有限公司 (Yakima Chief Hops) 一直与CBCE保持紧密的战略合作, 与中国啤酒行业共同成长和发展, 每一届展会我们都高度重视、充分筹备, 为客户和参观者呈现全方位的酒花产品、新型技术和市场信息的展示和难忘的现场体验。每一年, 雅基玛酒花的专题讲座都在CBCE的技术论坛受到与会者的欢迎和好评, 由雅基玛酒花与国内外精酿厂商使用新品酒花联合酿造的展会定制啤酒使人耳目一新、深受启发。我们许多新客户都在CBCE和雅基玛酒花结缘。期待CBCE越办越好, 不断促进行业发展, 扩大展览面积, 迎来更多的客户和精酿爱好者, 成为中国精酿啤酒的一个标志性活动和网红打卡地。

CBCE is the annual event of China's craft beer and an important platform for industry communication. Yakima Chief Hops has always maintained close strategic cooperation with CBCE, growing and developing together with Chinese beer industry. We attach great importance to and fully prepare for each exhibition, showing hops products, new technologies and market information to customers and visitors, and unforgettable on-site experience. Every year, Yakima Hops' special lectures are welcomed and praised by attendees at the CBCE technical forum. Craft beer brewed by Yakima Hops with domestic and foreign craft brewers using new hops is refreshing and deeply inspiring. Many of our new clients are getting touched with Yakima Hops at CBCE. Looking forward to CBCE becoming better and better, continuously promoting industry development, expanding exhibition space, welcoming more customers and craft beer fans, and becoming the best activity of Chinese craft beer.

*排名不分先后 Not list in order



部分观众 Parts of Visitors

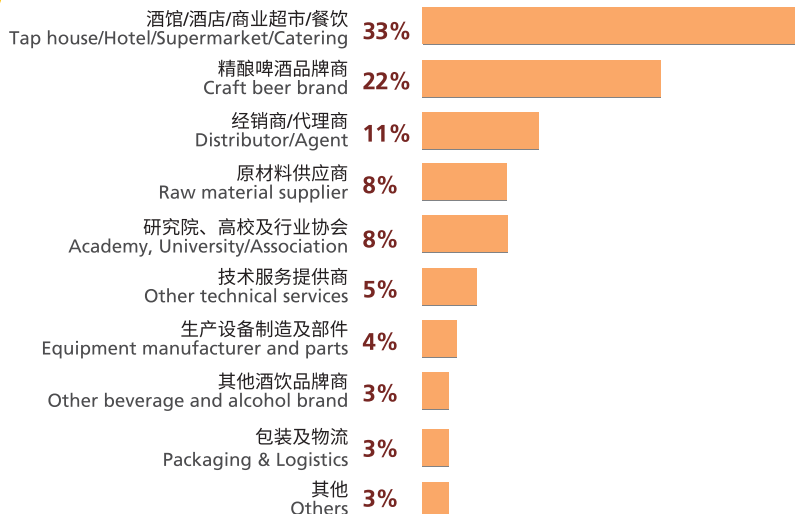


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关于观众 About Visitors



观众领域 Fields of Visitors



观众采购决策权 Visitor Roles in Purchasing

27%
提供采购建议
Purchasing advisor

24%
参与采购决策
Participant in purchasing



41%
拥有采购决策权
Decision maker in
purchasing

观众评语 Comments from Visitors

王芸华, 山西杏花酒业集团有限公司销售经理
Yunhua Wang, Sales Manager of Shanxi Xinghua Liquor Industry Group Co., Ltd.

很荣幸参加CBCE 2023, CBCE作为国内精酿行业的盛会不容错过, 展会展出的原材料, 设备, 精酿啤酒都是我司关注的焦点, 通过本届CBCE还获取了许多新知识, 望CBCE发展越来越好!

It is an honor to participate in CBCE 2023. As a grand event in the domestic craft beer, CBCE cannot be missed. The raw materials, equipment, and craft beer at the exhibition are all the focus of our company's attention. Through this year's CBCE, we have also gained a lot of new knowledge. We hope CBCE can develop better and better!

管清树, 安徽慕尼黑啤酒有限公司执行总裁
Qingshu Guan, Executive President of Anhui Munich Beer Co., Ltd.

本次精酿啤酒展会办的比较成功, 为中国精酿企业提供了很好互相交流学习的机会, 也是精酿向社会全面展示的机会!

CBCE was hold successfully, it provided a good platform for Chinese craft beer industry to communicate and learn from each other, and also provided an opportunity for the craft beer to be fully displayed to society!

张辉, 金色三麦(苏州)餐饮管理有限公司供应链主任
Hui Zhang, Supply Chain Director of Golden Sanmai (Suzhou) Catering Management Co., Ltd.

这届CBCE精酿啤酒展会办得不错, 希望未来规模不断扩大, 高峰会议内容不断提升, 期待更好的CBCE!

This CBCE Craft Beer Exhibition has been well organized, and we hope that the scale will continue to expand in the future. The content of the conference will continue to improve, and we look forward to a wonderful CBCE!

刘榴, 燕京啤酒(桂林漓泉)股份有限公司研发中心研发中心技术员
Liu Liu, Technician of R&D Center of R&D Center of Beijing Yanjing Brewery (Guilin Liqueur) Co., Ltd.

今年CBCE展会来了很多优质的原料设备商, 酒厂也毫不逊色, 在现场品尝到各种创新的啤酒风味, 为我司日后的发展提供了许多灵感。感谢CBCE构筑了这样的高端平台, 让我们在沟通交流中不断学习与探索, 祝CBCE越办越好!

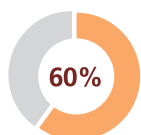
This year's CBCE exhibition attracted many high-quality raw materials and equipment, and the breweries are also pretty good. They tasted various innovative beer flavors on site, providing many inspirations for our company's future development. Thank you to CBCE for creating such a high-end platform, allowing us to continuously learn and explore through communication and exchange. Wishing CBCE has a great success!

李灵凯, 上海肆望饮料有限公司供应部原料端采购部负责人
Ling kai Li, Head of Raw Material Procurement Department of Shanghai Siwang Beverage Co., Ltd.

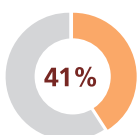
CBCE整体观展体验不错, 在本次展会看到很多优质原料设备商, 发现许多独特新颖的原料和创新设备, 收获颇多, 期待来年再见!

The overall visiting experience of CBCE was good. I found many high-quality raw materials and equipment at this exhibition, and discovered many unique and innovative raw materials and equipment, We gained a lot. We look forward to seeing you in CBCE again next year!

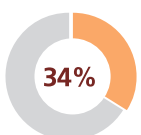
观众参观目的 Purposes of Visiting



搜集市场信息
Collect market
information



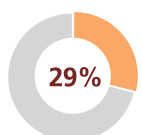
对新技术和新知识的获取
Access to new technologies
and knowledge



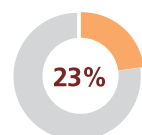
投资与采购
Invest
and purchase



建立新的合作
Create new
cooperation



维持商业联系
Maintain business
contacts



经验交流
Exchange
experience



同期活动 Accompanying Events

高峰论坛 Conference

邀请业界行业专家从宏观层面深度剖析精酿行业的现状与未来，重塑竞争新优势，赋能行业新发展。

High-level industry experts are invited to deeply analyze the current situation and future of the craft beer industry from a macro level, reshape new competitive advantages, and empower the development of craft beer.

布鲁塞尔挑战赛获奖酒款品鉴会

Brussels Beer Challenge Award-winning Products Tasting Event

CBCE 2023展会现场由BBC主席Luc De Raedemaeker亲自主持获奖啤酒的品鉴会，带领大家现场解读品鉴。

At the CBCE 2023 exhibition, BBC Chairman Luc De Raedemaeker personally hosted the Brussels Beer Challenge Award-Winning Beer Tasting Event, and leading audience to taste on-site.

CBCE精酿之旅版图

CBCE Map of Craft Beer Breweries

CBCE精酿之旅版图在精酿社区再次上线，汇聚共136家精酿厂牌，汇聚全国19个省市以及北美、欧洲、东亚多个精酿高消费海外地区，展示近年来精酿品牌百花齐放的蓬勃发展，迎来众多观众打卡拍照。

CBCE Map of Craft Beer Breweries has once again set up in the craft community, a total of 136 craft brewery brands have gathered, covering 19 provinces and cities in China and many overseas regions with high consumption of craft beer in North America, Europe and East Asia. It shows that the blossoming development of craft beer brands in recent years, it becomes a welcomed spot in CBCE 2023.

VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼

Gala Dinner and Brussels Beer Challenge China Award Ceremony

为答谢给予CBCE支持和信任的各位展商和嘉宾，CBCE 2023于首日举办CBCE精酿晚宴暨布鲁塞尔啤酒挑战赛颁奖典礼，在场嘉宾共同见证中国军团此次取得的优异成绩。此次晚宴菜单有布鲁塞尔啤酒挑战赛大赛主席与上海淳大万丽酒店联合打造，美味佳肴搭配拾捌精酿、华润雪花、纸飞机酿造、牛啤堂等6款布鲁塞尔挑战赛金奖精酿，在享受饕餮盛宴之余无不感叹中国精酿近年来的蓬勃发展。

In order to thank all exhibitors and guests for their support and trust, CBCE held the Gala Dinner and the Brussels Beer Challenge China Award Ceremony in May 30th. All the guests present witnessed the excellent achievements made by China delegation this time. The dinner menu was jointly created by Brussels Beer Challenge chairman Luc De Raedemaeker and Chief of Renaissance Shanghai Hotel. The delicious food was paired with 6 Brussels Challenge Gold Award Craft beer, while enjoying the freezing beer, everyone marvels at the booming development of Chinese craft beer in recent years.

现场直播 Live Streaming

本次展会采用线上线下结合方式，全方位展示精酿新产品、新科技。邀请重量级嘉宾带领大家参观各个展位，对酿造原料、设备技术和酒厂做细致分析与讲解，更有两大赛事主席和总监空降现场进行直播访谈。展会现场共开设7场直播，本次线上活动吸引共达8,846人次。

CBCE combine live streaming and offline exhibition to comprehensively show new products and new techniques of craft beer. Inviting influencers to visit booth, give a detailed introduction to raw material, equipment technology and breweries, and also interview the chairman and director of two major beer competitions. CBCE conducted 7 live streaming and attracted 8,846 people in total.



展会信息 Exhibition Information

时间: 2024年4月25-27日

展馆: 上海新国际博览中心 W1&W2馆

地址: 上海市浦东新区龙阳路2345号

Date: April. 25-27, 2024

Venue: Hall W1&W2, Shanghai New International Expo Center

Address: No. 2345, Longyang Rd., Pudong New District, Shanghai, China



CBCE微信公众号
Scan the QR code to
follow us

- W1** • 原料
Raw Material
- 生产技术与设备
Production Technology and Equipment
- 市场营销与其他服务
Marketing Services Other Services
- W2** • 精酿啤酒品牌厂商
Craft beer brand owner
- 个性化酒饮及潮流高端饮品(含酒精饮品、清酒、气泡水、直饮咖啡、烈酒、鸡尾酒饮品)
New Liquor & High-end beverage (Alcoholic drinks, Sake, Soda, Rtd coffee, Liquor, Rtd cocktail)

