

**NEW!**

**Global solutions.**

**Local success.**

[beviale-moscow.com](http://beviale-moscow.com)

# **BevialeMoscow2015**

International trade fair for the beverage industry

Crocus Expo, Moscow, Russia | 6 - 8 October 2015

**NÜRNBERG MESSE**



## Expanding into new markets.

Welcome to the first international trade fair for the beverage industry with a clear focus on Eastern European markets! Beviale Moscow is your chance to tap into the growth markets of Russia and its neighbours.

International technologies are popular everywhere in Eastern Europe. In Russia, more than 60% of investments in the beverages industry are regularly made in foreign high-tech suppliers – and that is precisely why Beviale Moscow is putting the value chain of beverage production and marketing right at the heart of the market in Russia's most modern exhibition centre, Crocus Expo in Moscow.



« Every market has its own highlight - and Beviale Moscow promises to be Russia's trade fair highlight. We know we cannot afford to miss out on this great event and are looking forward to meeting our customers in their market. »

**Edgar-George Petsche, Market Zone Europe/CIS Manager, KHS GmbH**

Beviale Moscow gives you the opportunity to meet your customers and to develop locally adapted solutions with them using both your technologies and innovations. With our expertise and our reputation as an experienced event organizer in the international beverage industry, we are the ideal partner to accompany you into this market of the future. The accompanying conference run by the Versuchs- und Lehranstalt für Brauerei in Berlin e. V. (VLB), a teaching and research institute in Germany's capital, is another great attraction.

**There are so many good reasons for you to be at the trade fair.**

**We look forward to seeing you!**

**Your Beviale Moscow Team**

PS:

Smaller companies can also take their first steps into the Russian market at Beviale Moscow: Simply be part of the Beviale Pavilion and take advantage of its all-in-one service package!



Great atmosphere,

outstanding reception!





As an exhibitor, you will benefit from the unique conditions offered by Russia's biggest and most modern exhibition centre. Welcome your customers in this unparalleled environment, which meets the highest international standards with its modern design.

The Crocus Expo Centre is one of the top addresses in the Russian business world – and provides you with the ideal stage to present your high-tech products in the perfect manner.

## Products on display: The complete process chain

### Raw materials

- › Raw materials and drinks as raw materials

### Technologies

- › Machinery and installations for beverage production and for filling and packaging beverages
- › Packaging materials and supplies, packaging ancillaries, closure systems
- › Automation and IT
- › Operating and laboratory equipment, process and auxiliary materials, beer refinement
- › Installations for energy, compressed air/gases, industrial safety, environmental protection

### Logistics

- › Conveying and loading technology, warehousing and picking systems, transport and material handling equipment and vehicles

### Marketing

- › Marketing and catering equipment
- › Services, institutes, research, media

## Trade visitors: Meet your market

Breweries, malthouses | Mineral spring operations | Manufacturers of alcohol-free drinks | Dairies | Spirits manufacturers | Wine and sparkling wine producers | Hotel and restaurant trade | Speciality drink traders | Wholesale beverage trade | Engineers and planning offices

**Look forward to acquiring new contacts in the Eastern European market, in particular Russia, Belarus, Moldova, the Baltic States and the Caucasus area.**

## The accompanying conference: A technical highlight

Run by the Versuchs- und Lehranstalt für Brauerei in Berlin e. V. (VLB), the Russian symposium for the brewing and beverage industry will bring industrial managers, craft brewers and pub breweries to Moscow.

**You can find out more about the VLB symposium from mid-June onwards at [beviale-moscow.com](http://beviale-moscow.com)**

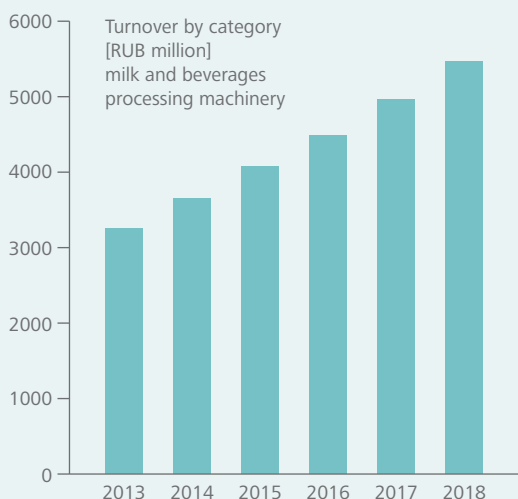
# Attractiveness in

# one single package.



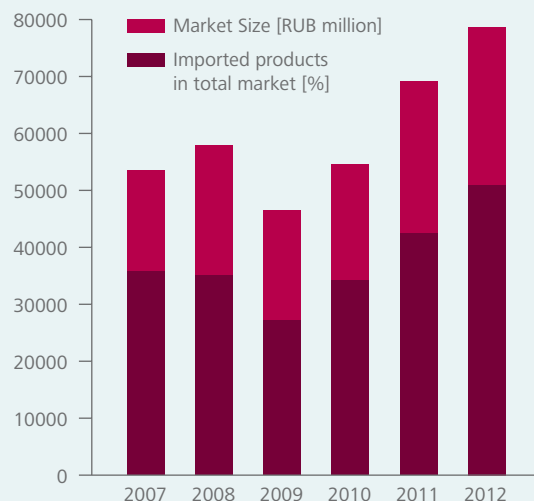
# Growth trend

# uninterrupted!



Substantial sales growth in the Russian market for milk and beverage processing machines.

The Russian market for capital goods in the beverage industry is also expected to continue growing in the coming years.



The entire market has grown and has consistently high proportions of imported technologies.

Source: Euromonitor International from official statistics, trade associations, trade press, company research.

At 90 years old, SALM is one of the oldest brewery equipment manufacturers in Europe and is successful in the Eastern European market. Beviale Moscow will make our position in this market even stronger.

O.SALM & Co GmbH, Walter Welledits, Managing Director



### Your Beviale Moscow Team

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### Your trade visitors are waiting for you!

Become an exhibitor at Beviale Moscow 2015 now.  
Showcase your products in a place where your  
customers are waiting for you. We would be  
happy to help if you have any questions regarding  
participation at the trade fair.

### See you in Moscow!

You can find more  
information at  
[beviale-moscow.com](http://beviale-moscow.com)



### Venue and date

Crocus Expo, Moscow, Russia  
6 – 8 October 2015  
Pavilion 1, hall 1

### Organizer

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg, Germany

### Honorary sponsors

Barley, Malt and Beer Union, Russia  
Private Brauereien Deutschland e. V.,  
Germany

### Conference organizer

Versuchs- und Lehranstalt für  
Brauerei in Berlin e. V. (VLB), Germany

### Local event producer

OOO "Professional Fairs"  
Ul. Profsojuznaja 23, office 4-03  
117997 Moscow, Russia

Bringing Eastern Europe  
to you!

