



Member of the **Beviale Family**

**Optimizing beverage production.**

**Innovating business opportunities.**

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**NÜRNBERG**  **MESSE**

## **Beviale Moscow 2022**

Trade fair for beverage production.

Beer | Juices | Water | Wine | Spirits | Dairy  
Sokolniki, Moscow, Russia | 29-31 March



## One holistic exhibition concept for the entire beverage industry in Russia and Eastern Europe.









Beviale Moscow transports the pragmatic but highly effective BrauBeviale concept to the Russian market. Along the entire process chain of beverage production, producers and professionals will find everything they need for their own innovative production and marketing of beverages. From raw materials to production technology, filling and packaging to marketing and logistics - modern suppliers from all these areas are in demand.

No beverage segment is left out: In addition to the traditionally well-presented brewing sector, wine production as well as soft drinks and mineral water are increasingly gaining in importance among Russian trade visitors.

### German Exhibition Excellence combined with Russian Industry Support

As a member of the Beviale Family, we place the highest demands on the event implementation of Beviale Moscow. This concerns both the conception as well as the organization. In particular, we are aware that it is sometimes a big step especially for SMEs to participate in a trade fair in Russia and, building on this, to expand their business to the Russian market. That is why we offer ready-to-go stand packages and place particular emphasis on personal support for our exhibitors. Together with Messe Frankfurt as our local operator partner, we succeed in building a smooth bridge to the Russian market without losing any exhibition excellence.

Locally and internationally, many key institutions from the beverage industry support Beviale Moscow. This includes the relevant political bodies, such as the Russian Ministry of Agriculture, but also the leading industry associations in the respective beverage segments.

 Ministry of Agriculture of the Russian Federation	 Chamber of Commerce and Industry of the Russian Federation	 Federation Council of the Federal Assembly of the Russian Federation
 Barley, Malt and Beer Union of Russia	 Private Brauereien Deutschland e.V.	 Russian Union of Winegrowers and Winemakers
 Vinitech Innovation Tour	 SouzNapiitki – Russian Union of Juice and Soft Drink Producers	...plus over 20 local and international partner institutions.

## The Russian Market at a glance

Have the courage to expand your business to the Russian market! You can expect one of the world's largest consumer societies, established and reliable market structures and, above all, a special demand for international quality products. Retail sales of food, beverages and tobacco products are around 200 billion euros. Since 2012, they have increased by 50% on a ruble basis.

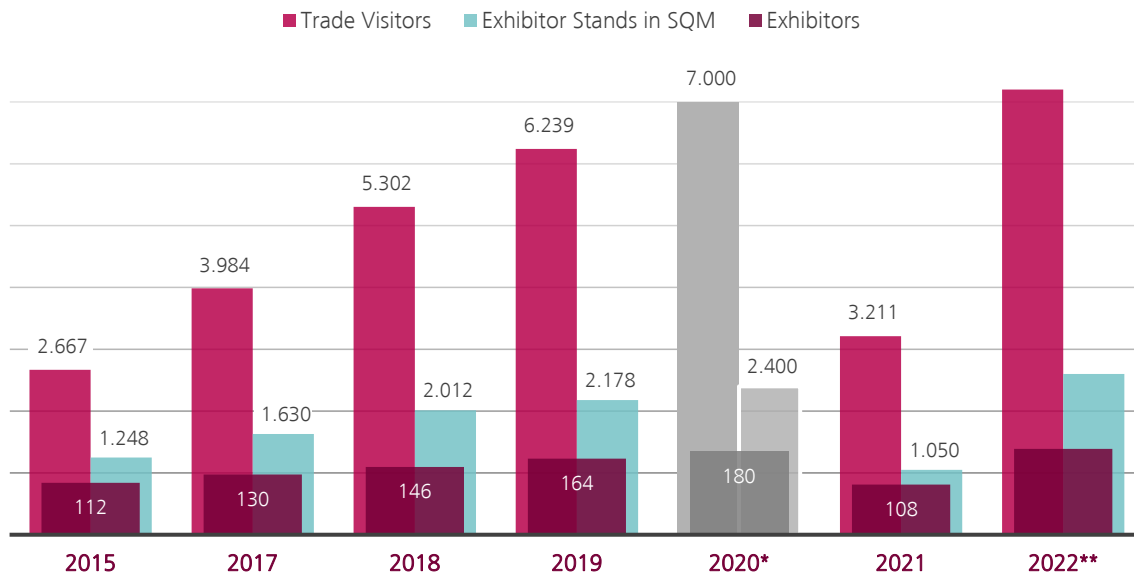
The food industry is among the most important manufacturing sectors in Russia. Whereas in past times, a few large monopolists were responsible for the majority of beverage production and much was also imported, today a clear shift towards small and medium-sized beverage producers is visible. Innovation, creativity and variety determine today's demand for beverages. Likewise, producers need appropriate suppliers to help shape trends and develop their business. Politically, the development is not only accompanied but sometimes pushed by governmental targets and import substitutions.

If you have any doubts or inquiries regarding the Russian market, please do not hesitate to contact us with your questions. In addition to our own experience, we have the best contacts in the Russian beverage industry and are sure to be able to advise you in the best possible way.



### At myBeviale.com we continuously share market insights with you:

- [Business opportunities in Russia's beverage industry - a market report](#)
- [Imports to Russia - this is how it works](#)
- [Craft Beer in Moscow](#)



\*the 2020 edition was cancelled shortly before its start due to the Covid-Pandemic | \*\*Forecasted figures

## A short but yet highly successful exhibition history

Beviale Moscow was launched in 2015 with the aim of convincing with a clear concept and structured product portfolio and developing into the central market platform in Russia and Eastern Europe.

Its development has always been characterized by steady growth. In particular, the disproportionate increase in trade visitors in relation to exhibitors confirms the great interest of local beverage producers in innovative solutions.

### The pandemic as the final proof of relevance

In March 2020, Beviale Moscow would have celebrated its fifth anniversary and once again further growth was on the books. Unfortunately, the circumstances of the Covid19 pandemic led to the cancellation of the fair two weeks before its opening.

It was the explicit expression of demand from Russian beverage producers and suppliers to allow the trade fair to take place in the following year, even under difficult circumstances, and so Beviale Moscow 2021 was able to maintain its position as one of the very few trade exhibitions in Europe as a presence event in spring of 2021. A great success in difficult times, even though numerous visitors and the vast majority of non-Russian exhibitors unfortunately had to forego participation once again.

For 2022, the signs are already good to build on old successes.

### Let's call it as it is

Considering its clear and structured concept, tailored precisely and exclusively to the beverage industry, in combination with its growth course to date, Beviale Moscow can undoubtedly be considered the most relevant and largest trade fair for beverage production in Russia.

It is the place to be for local beverage producers and, in this respect, also the central point of sale for every supplier operating in this market.

Don't miss out on finding and using your own opportunities at Beviale Moscow.

*„We take part in Beviale Moscow because we search new clients and maintain our contacts with existing ones here. Beviale Moscow for this is a good exhibition since almost all large companies go here to expand partnerships and introduce new products and services.“*

**Pentair Food & Beverages**

Anastasia Kravchenko, Administrative Manager, after Beviale Moscow 2018

*“It was a wonderful exhibition and the results are great. Beviale Moscow exceeded all our expectations speaking about the quantity of visitors. All three days there was a crowd of people around our stand. Frankly speaking, there was not enough space, and if we knew that there would be so many of our clients, we would have taken a bigger stand. Which is what we are planning to do next year.“*

**GEA | Sergey Kornakov,**

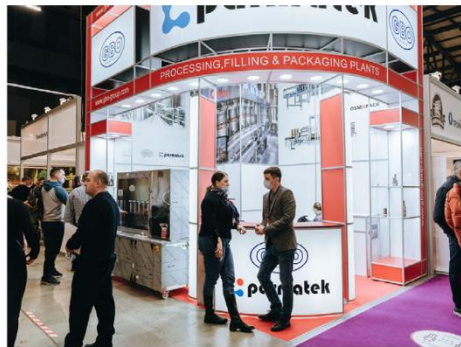
Head of Beer and Beverages Department, after Beviale Moscow 2021

*“Beviale Moscow is our main industry exhibition and every year we take part in it. As the business missed the entire last year, this time the exhibition was special - there were a lot of visitors, including many new customers. This is an effective exhibition for us, we feel very satisfied with the results. Thanks to the organizers, they helped us at each step and promptly answered our questions. For sure we will take part in Beviale Moscow 2022!“*

**NPM | Oksana Patrusheva, Marketing Director,** after Beviale Moscow 2021

# Selection of exhibitors since Beviale Moscow 2015


# Impressions from Beviale Moscow 2021



# Participation options entirely according to your needs

## Stand types and prices

Whether you are an experienced player at Russian trade shows, want to limit your effort, or are just trying out participation in the first place, we specialize in tailoring your participation to suit you.

Of course you have the possibility to realize your own stand construction on the booked area or alternatively to use one of our complete packages. On this page will find various options as well as initial pricing information.

### Prices for Stand Space

In-line Stand (one side open)	260 EUR/m <sup>2</sup>
Corner Stand (two sides open)	270 EUR/m <sup>2</sup>
Peninsula Stand (three sides open)	285 EUR/m <sup>2</sup>
Island Stand (four open sides)	295 EUR/m <sup>2</sup>
Mandatory Registration Fee	250 EUR/Exhibitor

### Early Bird Discounts

We grant determination and quick commitment. Until May 2021 you have the opportunity to benefit from our Early Bird Discounts which depend on the date of registration.

DISCOUNT HEIGHT	CONDITION
15% on Stand Space	Application Form signed and submitted by 02 April 2021
10% on Stand Space	Application Form signed and submitted by 09 April 2021
5% on Stand Space	Application Form signed and submitted by 31 May 2021

## How we assign stand locations

From the very beginning, we are working from a fully laid-out hall plan, from which you will be able to see all the exhibitors who have already signed up, together with their stand positions and all available stand spaces. In discussion with us, you will select your favorite space and, if possible, have the opportunity to adjust it in size and shape. Subsequently, you submit your signed application. Until that point, the selected stand will of course remain reserved for you.



### Stand Package

If you decide to book our Stand Package together with your space, you will receive a fully equipped booth from us, plus advice on the design and customization of your stand.

We use only Octanorm MAXIMA profiles for the Stand Package. These 80mm x 80mm thick aluminum profiles go beyond the usual standard and give your booth a solid appearance.

Our Standard Stand Package includes tables, chairs, electrical connection, coat rack, trash can and lighting.

The price for the Stand Package is 90 EUR/m<sup>2</sup>.

## The Team of Beviale Moscow is looking forward to hearing from you!



# Contact Information

## Contact for international exhibitors



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## Contact for local exhibitors



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