

CRAFT BEER

CHINA 2026

Conference & Exhibition



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亚洲国际精酿啤酒 会议暨展览会

2026.4.7-9

上海新国际博览中心

Shanghai New International Expo Centre

11th

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E

主办单位:
Organizers:

NÜRNBERG MESSE

BEER ! INK



砺行.聚势.领新程

Forging Ahead. Gathering Momentum
Charting a New Course



展会介绍

EXHIBITION INTRODUCTION

- 亚洲精酿啤酒会议暨展览会 (CBCE) 自2016年创办以来, 历经十年深耕, CBCE已发展成亚洲极具规模和影响力的精酿啤酒行业盛会。作为覆盖全产业链的行业平台, CBCE汇聚从酿酒原料、酿造设备、精酿品牌、餐饮搭配、文创衍生及终端消费的全产业链资源生态体系, 已成为亚太地区集商贸洽谈、新品发布、技术交流、趋势研判于一体的标杆性平台。CBCE站在第二个十年新起点, CBCE 2026全方位升级: 持续扩大展会规模, 加大海外买家邀约力度, 丰富展品品类, 创新服务模式, 将进一步整合全球优质资源, 引进国际前沿技术, 共同开启产业发展的新黄金十年!
- 国际视野, 全球链接: 进一步拓展全球版图, 吸引更多国际采购商与顶尖品牌、行业领袖共襄盛举, 深化全球精酿产业合作与交流。
- 跨界融合、探索共生: 深度聚焦精酿与饮料、餐饮的创新融合, 探索更多消费新场景, 持续拓展边界: 以威士忌、金酒为代表的蒸馏酒领域及硬苏打、低度酒新式酒饮, 为展商共同构建多元化、强韧性的精酿生态圈、精酿周边产业开辟创新发展路径。
- 多维驱动, 引领趋势: 作为引领亚洲精酿行业发展的平台, CBCE 2026将继续汇聚全球行业智慧与创新力量, 搭建专业高效的交流学习桥梁, 分享最新的市场趋势、创新技术和成功案例, 探讨行业面临的挑战、机遇和解决方案, 持续为中国精酿啤酒产业高质量发展提供强劲动力!

- Since its inception in 2016, the Craft Beer China Conference & Exhibition (CBCE) has evolved over the past decade of dedicated cultivation into Asia's premier craft beer industry event, renowned for its scale and influence.
- As an industry platform spanning the entire supply chain, CBCE brings together a comprehensive ecosystem of resources—from brewing ingredients and equipment to craft beer brands, food pairings, cultural derivatives, and end consumers. It stands as a benchmark event in the Asia-Pacific region for business networking, product launches, technical exchange, and trend forecasting.
- Standing at the dawn of its second decade, CBCE 2026 will undergo comprehensive upgrades: expanding exhibition scale, enhancing overseas buyer engagement, diversifying product categories, and pioneering service innovations. These initiatives will further consolidate global premium resources and introduce cutting-edge international technologies, ushering in a new golden decade of industry growth!
- With a Global Vision and Worldwide Connections, CBCE will further expand its global footprint, attracting more leading international brands, buyers, and industry leaders to participate. This will deepen global collaboration and exchange across the craft beverage industry.
- Through Cross-Industry Synergy and Exploring Co-Creation, CBCE will intensify focus on the innovative integration of craft beer with the broader beverage sector and the culinary world. With the newly introduced "Brewery Kitchen System" and a continuously expanding into the distilled spirits sector represented by whisky and gin, as well as the hard seltzer and low-alcohol beverage segments, CBCE will lead exhibitors to collectively build a diversified and resilient craft beer ecosystem and pioneer innovative
- As Multi-Dimensional Innovation and Leading Trends, CBCE as the platform spearheading the development of Asia's craft beer industry, will continue to convene global industry expertise and innovation, providing a professional and efficient bridge for communication and learning. It will share insights into cutting-edge market trends, provide access to advanced innovative technologies, draw from proven success stories, and collaboration on future growth opportunities, injecting dynamic momentum into the continued prosperity and growth of craft beer culture across Asia and globally!

20000+ m²
规模 Scale

20000+
观众 Audience

400+
展商 Exhibitor

10+
活动 Activity

展品范围



EXHIBIT PROFILES

原料 Raw Materials

- 酒花及啤酒花制品
Hop & Hop Product
- 酵母
Yeast
- 果浆
Fruit Pulp
- 风味剂稳定剂
Flavor Stabilizer

酒精饮品品牌商 Alcoholic Beverage Brands

- 精酿啤酒品牌厂商
Craft Beer Brand Owner
- **NEW** 蒸馏酒 (白兰地、威士忌、伏特加、朗姆酒、金酒)
Liquor (Brandy, Whisky, Vodka, Rum, Gin)
- **NEW** 低酒精饮品 (低酒精气泡水、低度果酒及茶饮、特调鸡尾酒)
Low-Alcohol Drinks (Hard Seltzer, Low-Alcohol Fruit Wine and Tea, Cocktail)
- 进口商/代理商
Importer/Agent

生产技术与设备 Production Technology and Equipments

- 原料储藏设备
Storage Installation 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
- 酒桶配设备
Storage and Distribution Equipment
- 包装材料和容器制品
Packaging Material and Container Product
- 辅助生产设备
Auxiliary Production Equipment
- 控制系统
Control System
- 分析、清洗、处理设备
Equipment for Analysis, Cleaning, Processing
- **NEW** 蒸馏设备
Distillation Equipment
- **NEW** 橡木桶
Oak Barrel

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 Supplier
- 酒厂评估
Brewery Valuation
- 技术咨询供应商
Technic Consulting Provider
- 供应链管理
Supply Chain Management
- 冷藏链物流及仓储系统
Cold chain transportation & Storage System
- 酒店内供酒系统及外观设计
Hotel Internal Supplying System & Appearance Design
- 啤酒交钥匙供应商
Turnkey Beer Supplier
- 酒吧设计
Bars Design
- 酒吧订单系统
Bars Ordering System
- 精酿配餐
Food Pairing for Craft Beer
- **NEW** 精酿厨房系统
Kitchen System
- 阀门、泵配件
Valve, Pump Accessory
- 家酿自酿设备
Home Brewing Equipment

市场营销与 其他服务

- Marketing Services
Other Services
- 市场营销服务
Marketing Service
- 标签/包装设计
Label /Package Design
- 市场营销与公关服务
Marketing Public Relations Service
- 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

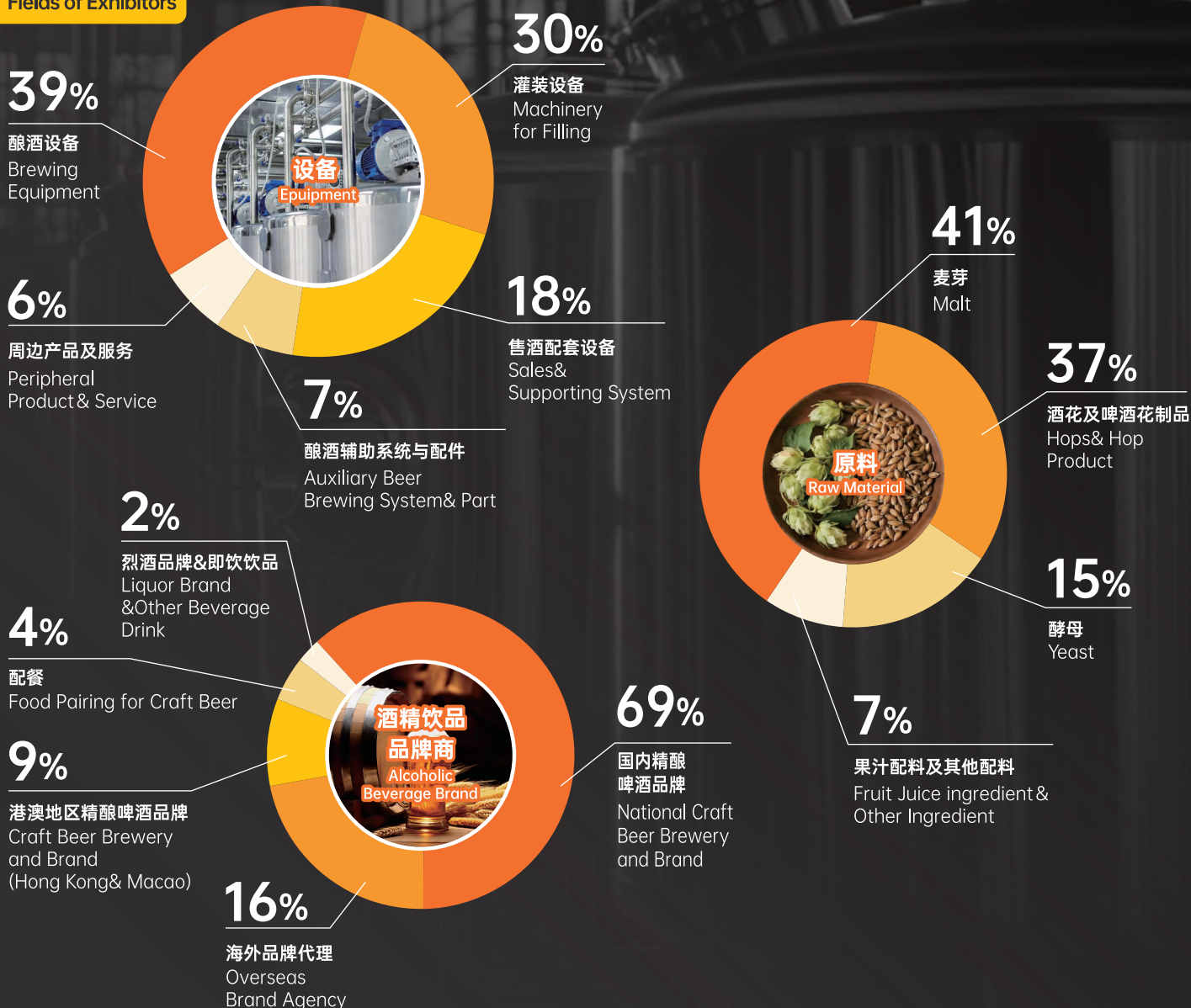
其他服务 Other services

- 法律服务
Legal Service
- 数据公司
Data Company
- 啤酒周边文化产品
Peripheral and Cultural Product
- 设计与供应
Design Supply



展商领域

Fields of Exhibitors



部分展商

Parts of Exhibitors

设备类

Equipment



原料类

Raw Material



酒厂类

Brewery



展商评语

EXHIBITOR COMMENTS

张龙, 迈克罗迈帝克饮料设备(天津)有限公司, 全国销售总监

Long Zhang, National Sales Director of Micro Matic Beverage Equipment (Tianjin) Co Ltd.

此次10周年CBCE展会让人眼前一亮! 丰富多样的各种啤酒设备和解决方案, 火热的精酿馆, 更能直观感受到行业的活力。众多客户专程前来咨询迈克罗的打酒系统及创新解决方案, 他们对扎啤品质与打酒质量的执着追求, 在当下内卷的市场环境中尤为可贵, 这种坚持, 也让我们深受感动和鼓舞。作为深耕啤酒饮料分配设备领域的专业供应商, 品质始终是我们立足市场的根基。未来, 我们将持续创新和坚定不移践行“打好每一杯扎啤”的核心理念, 与大家携手共进!

The 10th CBCE exhibition is really eye-catching! With a wide range of beer equipment and comprehensive solutions on display, along with the vibrant atmosphere of the craft beer booths, the dynamic pulse of the industry was palpable. Many customers specially come to consult about Micro Matic's beer equipment and innovation solutions. Their persistent pursuit of the quality of draft beer and brewing is particularly valuable in the current competitive market environment, and this persistence has deeply moved and inspired us. As a professional supplier specializing in beer and beverage dispensing equipment, quality has always been the foundation of our market presence. In the future, we will continue to innovate and steadfastly practice the core concept of "making every perfect draft beer", and work hand in hand with everyone!

庄仲荫, 美国亚基玛酒花公司, 亚洲区销售与市场经理

Carl Zhuang, Sales and Marketing Manager, Asia, Yakima Chief Hops

2025CBCE取得了预期的宣传效果, 通过场内、场外的各个论坛、会议等宣传平台, 收到了良好的反馈和互动, 并与新、老客户建立了合作关系或达成合作意向, 期待CBCE 2026再接再厉, 再创佳绩!

The 2025 CBCE achieved its desired publicity effect. Through various promotional platforms such as on-site and off-site forums and conferences, it received positive feedback and active engagement. New and existing clients have established cooperative relationships or reached cooperation intentions with the event. We look forward to CBCE 2026 striving for even greater success!

关于观众

ABOUT VISITORS

从事酒馆/酒店/商业超市、经销商/代理商、大/中/小型酒厂(含精酿酒厂)等专业观众占8成。

Professional visitors engaged in Taphouse/ Hotel/ Supermarket/ Catering, Distributor / Agent, Large/ Medium/ Small Breweries (including Craft beer brand) accounted for 84%.



%

观众领域

Fields of Visitors

30.68%

酒馆/ 酒店/ 商业超市/餐饮
Taphouse/Hotel/ Supermarket/ Catering

19.32%

经销商/代理商
Distributor / Agent

18.64%

大型酒厂
Large Brewery

15.23%

中/小型酒厂(含精酿酒厂)
M& S Brewery(including Creaft Beer Brand)

13.64%

酿造工艺支持
Brewing Technology Support

10.23%

生产设备制造及部件
Equipment Manufacturer and Part

6.82%

研究院、高校及行业协会
Academy, University / Association

5.68%

原材料供应商
Academy, University/Association

4.77%

技术服务提供商
Other Technical Service

3.41%

其他
Other

观众参观目的

Purposes of visiting

53%

决策者
Decision Maker

37%

建议者/影响者
Purchasing Advisor

10%

其他
Other

30%

投资与采购
Invest and Purchase

20%

搜集市场信息
Collect Market information

16%

建立新的合作
Create New Cooperation

12%

对新技术和新知识的获取
Access to New
T.Technology and Knowledge

12%

经验交流
Exchange Experience

10%

维持商业联系
Maintain Business Contact

部分观众 Part of Visitors



排名不分先后
Not list in order

高之皓， 华润万象生活招商部经理

Zhihao Gao, Manager of the Marketing Department of China Resources Mixc Life

在CBCE 展会上邂逅了能深度合作的宝藏展商，这些面向 TO B 的优质企业，无论是产品供应链，还是服务体系，都与商超渠道需求高度匹配，这次真的不虚此行。展会现场品牌云集、商机涌动，不过火爆的人气也带来了一些小困扰，摩肩接踵的人流让沟通洽谈偶尔被打断，展位参观也有些仓促。要是未来展会能在场地规划或人流疏导上多些巧思，比如错峰安排热门展商活动，或是扩大展览空间，体验感肯定会更上一层楼。还是很感谢 CBCE 展会，期待下次相遇时，能在更从容的氛围里挖掘更多商业机遇！

At CBCE, I discovered some truly valuable exhibitors ripe for deep collaboration. These high-caliber, B2B-focused companies align perfectly with supermarket channel requirements—both in supply chain capabilities and service systems—making this trip truly rewarding. While the exhibition buzzed with brands and business opportunities, the overwhelming crowds occasionally interrupted meetings and made booth visits feel rushed. Future events could enhance the experience through smarter venue planning—perhaps staggering popular exhibitor activities or expanding floor space. Still, kudos to CBCE—I look forward to uncovering more opportunities in a more relaxed setting next time!

唐薏， 浙江严州府餐饮有限公司经理

Yi Tang, Manager of Zhejiang Yanzhoufu Catering Co., Ltd.

原本是了解市场动态的心态前来，却意外邂逅了完全契合需求的产品。CBCE展会用优质的产品和暖心的服务，打造了一场无可挑剔的行业盛会，期待未来还能在这里收获更多惊喜！

Initially attending CBCE primarily to gauge market trends, I was delighted to discover products that perfectly aligned with our needs. With its top-tier offerings and thoughtful services, CBCE delivered an exceptional industry showcase. I look forward to many more rewarding discoveries here in the future!

胡世明， 御尚坊酒店经理

Shiming Hu, Manager of Yushangfang Hotel

参加CBCE展会的经历，就像一场满载惊喜的行业盛宴！在这里，幸运地遇见了与公司发展方向高度契合的展商，他们的产品理念与我们不谋而合，目前已经在积极筹备采购合作计划，特别期待未来能携手创造更多价值。展会最大的亮点，莫过于汇聚了琳琅满目的优质品牌，让我一次性接触到行业内众多前沿产品。真心感谢 CBCE 展会搭建的优质平台，期待下次还能在这里探索更多可能！

My experience at CBCE felt like a treasure trove of industry surprises! Here, I fortuitously connected with exhibitors whose vision aligns seamlessly with our company's direction. Their product philosophy resonates deeply with ours, and we're now actively developing procurement plans—eager to co-create value together. The true highlight? An immersive showcase of premium brands that let me explore cutting-edge industry innovations all at once. Heartfelt thanks to CBCE for this exceptional platform—can't wait to return for more discoveries!

史雯菁， 泰州市梅兰春酒厂有限公司经理

Wenjing Shi, Manager of Taizhou Meilan Chun Brewery Co., Ltd.

本想先探探行情，却幸运地遇到了上海奇逸酿造，他们的产品理念与我的需求完美契合，当场就决定追加采购预算。整体而言，CBCE 展会的专业度和品质感，绝对值得再赴约！

My primary mission at CBCE was mapping craft beer trends, yet the discovery of Shanghai Qiyi Brewing proved transformative. Their visionary approach resonated at such a fundamental level that we executed on-the-spot budget augmentation. This exemplifies why CBCE remains the definitive destination for industry advancement

同期活动



ACCOMPANYING EVENTS

国际啤酒酿造峰会

Global Brewing Conference



2025国际啤酒酿造峰会由CBCE与欧洲酿造协会(EBC)携手合作, 江南大学与澜埔学院联合协办, 汇聚来自世界各地的39位行业专家, 共同探讨行业前沿技术, 分享创新理念, 进一步推动全球酿造技术的共享与创新。本次峰会围绕六大核心板块展开, 涵盖从创新趋势到商业战略的全方位议题。聚集近200+国内外酒饮企业的研发技术部门及酿酒师参会交流, 了解国际先进的酿造工艺和技术, 与来自全球啤酒行业同仁进行深入交流。

The 2025 Global Brewing Conference, co-hosted by CBCE and the European Brewery Convention (EBC), and co-organized by Jiangnan University and ZW-Lab International Brewing Academy, gathered 39 industry experts worldwide to explore cutting-edge technologies, share innovative ideas, and boost global brewing technology sharing and innovation. This conference centered on six core sections, covering a comprehensive range of topics from innovation trends to business strategies. It brought together top experts, scholars, investors, and well-known brand companies from domestic and international spheres. The summit attracted R&D departments and brewers from nearly 200 beverage companies worldwide to exchange ideas, learn advanced brewing techniques, and engage in in-depth communication with global industry peers.

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



十周年荣耀之夜, 黄浦江畔的星光时刻——纽伦堡会展集团CEO亲临致辞, 高举酒杯致敬精酿行业黄金十年。晚宴现场为十周年伙伴展商授勋, 致谢一路并肩前行的行业先驱。布鲁塞尔挑战赛颁奖环节, 邀请BBC的CEO Thomas为中国获奖酒厂颁发奖牌和证书, 中国精酿力量闪耀国际舞台! 游轮晚宴颁奖礼上, 奖杯与黄浦江的灯火交相辉映, 见证中国精酿黄金时代。游轮甲板化身流动酒馆, 江风微醺, 麦香交融, 行业大咖畅聊精酿未来!

Gala Night Celebrating a Decade of Splendor by the Huangpu River's Starlight - The CEO of NurembergMesse Group attended and toasted the golden decade of craft brewing. Ten-year partner awardees were honored for their journey with the industry. At the Brussels Challenge Awards, BBC's CEO Thomas presented medals and certificates to Chinese winning breweries, showcasing China's craft beer power on the global stage. On the cruise banquet and award-giving deck, trophies shone with the Huangpu River's lights, symbolizing China's craft beer golden age. The deck turned into a moving pub where industry experts talked about craft beer's future amid river breeze and malt aroma.

同期会议

Accompanying Conferences



会议涵盖精酿行业趋势、渠道销售策略、品牌建设与创新、供应链创新等主题, 集结55+行业大咖, 分享了40+主题演讲&圆桌论坛, 吸引众多现场观众参与。

The conference covered themes including craft beer industry trends, sales channel strategy, brand building and innovation, and supply chain innovation. It gathered more than 55 industry experts who delivered over 40 keynote speeches and participated in panel discussions, attracting a large number of visitors.

CBCE 亚洲国际精酿啤酒商业论坛

CBCE Commercial Conference

2025新酒饮及其生产技术应用论坛——探索未来酒饮创新之路

Forum on New Beverage and Production Technology Application for 2025 — Exploring the Future Path of Beverage Innovation

国际精酿赛事酒款品鉴会

International Craft Beer Competition Tasting Events



展会现场邀请布鲁塞尔挑战赛CEO Thomas Costenoble和欧洲啤酒之星赛事顾问 Kilian Kittl亲自主持获奖酒款品鉴会, 带领大家现场解读品鉴。

The CEO of the Brussels Beer Challenge Thomas Costenoble, and the Project Director of European Beer Star Kilian Kittl, were invited to personally host the award-winning products tasting events, leading visitors to taste on site.

布鲁塞尔挑战赛获奖酒款品鉴会

Brussels Beerchallenge(BBC)Awarding-winning Products Tasting

欧洲啤酒之星获奖酒款品鉴会

European Beer Star(EBS)Awarding-winning Products Tasting

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、设备技术和学院酒厂做分析与讲解, 邀请业界大咖在现场举行新书分享会, 更有4大国际啤酒大赛评委和4位海外及香港酒厂主理人现场直播交流。

CBCE combined live streaming and offline exhibition to comprehensively showcase new products and new techniques of craft beer. They invited influencers to visit the booth and provided a detailed introduction to raw materials, technology, equipment, and breweries. The chairs and project director of two major competitions made a special appearance to host tasting sessions. There were also live exchanges with 4 international beer competition judges and 4 brewers from overseas and Hong Kong breweries.

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 Service & Other Service

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
Production Technology and Equipment
(含酒精饮品、清酒、气泡水、直饮咖啡、烈酒、鸡尾酒饮品)
(Alcoholic drinks, Sake, soda, Rtd coffee, Liquor, Rtd cocktail)
精酿配餐
Food Pairings for Craft Beer
啤酒周边文化产品
Peripheral and Cultural Product

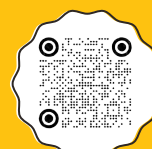
Hall W1&W2
CRAFT BEER
CHINA 2026
Conference & Exhibition



微信公众号
Wechat



小程序
Mini Program



小红书
Xiaohongshu



领英
Linkedin

时间: 2026年4月7日-9日

Date: April. 7-9, 2026

展馆: 上海新国际博览中心

Venue: Shanghai New International Expo Centre

地址: 上海市浦东新区龙阳路 2345 号

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