

CRAFT BEER C

11th

CHINA 2026

Conference & Exhibition



展后报告 Post-show Report

www.cbcechina.com

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 (SNIEC)

B

C

E

主办单位:
Organizers:

NÜRNBERG
MESSE

BEER!NK

展会概述
OVERVIEW

CBCE 2026 (亚洲国际精酿啤酒会议暨展览会) 于4月7日在上海新国际展览中心圆满落幕。CBCE展览面积至20,000平方米352家参展企业亮相, 较去年增长19%。三日展期共迎来20,224人次专业观众, 覆盖49个国家及地区——这不仅是数字的增长更是一个行业生态的加速成形。

展期3天集中呈现7场同期活动, 内容包括2026国际啤酒酿造峰会、CBCE商业论坛、新产品新技术盘点、布鲁塞尔啤酒挑战赛获奖酒款品鉴会、欧洲之星获奖酒款品鉴会、CBCE中国精酿版图、CBCE 2026“云逛展”、VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼等。

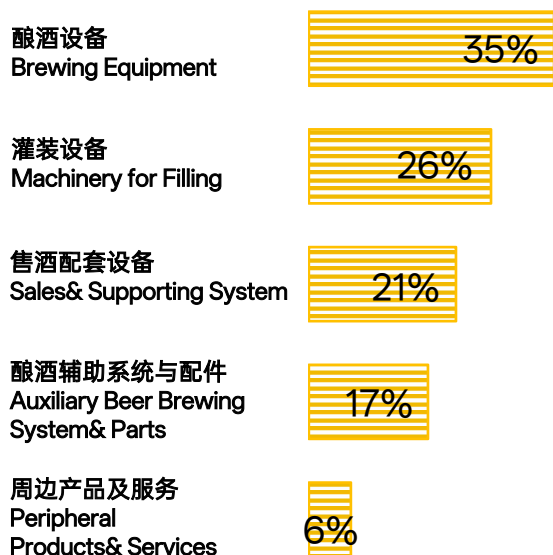
CBCE 2026 (the Craft Beer China Conference & Exhibition) concluded successfully on April 7 at Shanghai New International Expo Centre. Covering an exhibition area of 20,000 square meters, the event attracted 352 exhibitors, a year-on-year increase of 19%.

Over the 3-day show, it received 20,224 professional visitors from 49 countries and regions. These growing figures reflect the accelerated formation of a sound industrial ecosystem. 7 concurrent events were held during the exhibition, namely the 2026 Global Brewing Conference, CBCE Business Conference, CBCE NewTechnology and Product Launch Forum, Brussels Beer Challenge (BBC) Awarding-winning Products Tasting, European Beer Star(EBS) Awarding-winning Products Tasting, CBCE China Craft Beer Map, Online Tour, as well as the Gala Dinner and Brussels Beer Challenge China Award Ceremony.

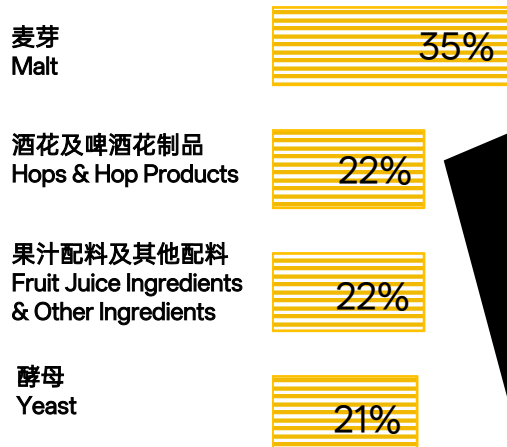


展商领域 Fields of Exhibitors

原料设备 Raw Materials& Equipment

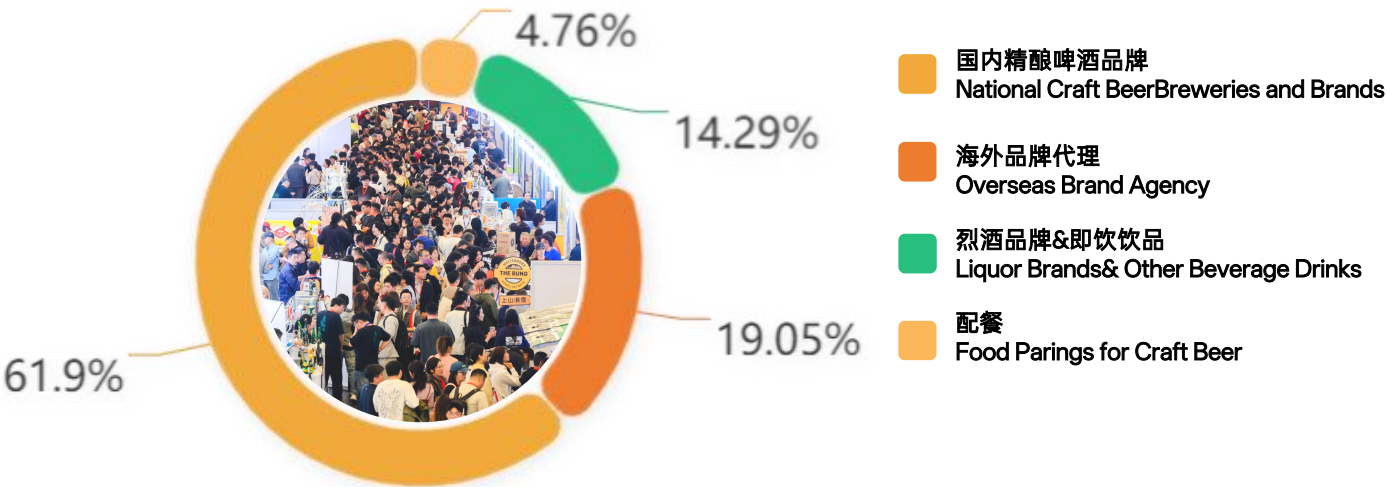


原料 Raw Material

About Exhibitors
关于展商

展商领域 Fields of Exhibitors

酒精饮品品牌商 Alcoholic Beverage Brand



部分展商 Part of Exhibitors

设备类
Equipment

KRONES

Talos
塔罗斯

MICRO
MATIC

LEIHUI
First for value

HEM
赫尔蒙德

申東裝備

Anton Paar

中辰轻机
HFZHONGCHEN

METO
迈拓设备

天泰设备

原料类
Material

Fermentis
by Lesaffre

AEB

YAKIMA

JOYFERM LABS
酵富实验室

Barth Haas

Malteurop

LALLEMAND
LALLEMAND BREWING

塔斯曼
Tasman

Castle
Malting®

鲁丰

酒厂类
Breweries

牛啤堂
NIBER
CRAFT BREWING

道道道
酿造

班马精酿
BENMA CRAFT

优布劳
UIBRO

BREWING & CO.

LIONK
狮王

APPENZELER
BIER

HEROES
BEER CO

*排名不分先后 Not list in order

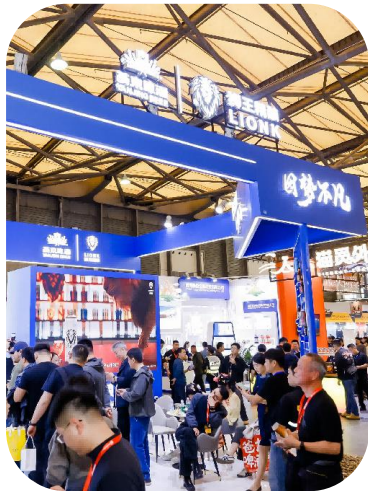
马黎明 迅哲（上海）电子科技有限公司 总经理
Ma Liming , General Manager, Xunzhe (Shanghai) Electronic Technology Co., Ltd.

我们已经连续9年参加CBCE，对我们而言，这里早已不只是一个商业展会，更像是一场属于精酿爱好者的“年度朝圣”。今年我们带来的灌装设备刚一亮相，就吸引了大批家酿爱好者围拢过来——有人蹲在展台前仔细研究设备的灌装系统，有人拿着手机拍摄灌装机的细节，还有不少人拉着我们的技术人员聊起自己在家酿啤酒时遇到的问题。他们眼里的光，让我们看到了精酿行业最鲜活的生命力。

这些看似只是“玩票”的家酿爱好者，其实是未来小型精酿厂的“种子力量”——很多人都在和我们交流时提到，希望能把自己的爱好变成事业，从家庭作坊一步步做成小酒厂。而CBCE这个平台，刚好为我们搭建了和这些潜在客户深度连接的桥梁。我们也期待能借助这个行业盛会，让更多人了解我们的设备，帮助更多精酿爱好者实现从“爱好”到“事业”的跨越。

We have participated in CBCE for 9 years. For us, it has long ceased to be just a trade show—it has become an annual pilgrimage for craft beer enthusiasts. This year, our filling equipment drew a crowd of homebrewers as soon as it was unveiled—some crouched down to study the system, others took out their phones to capture details, and many pulled our technicians aside to discuss problems they faced at home. The spark in their eyes showed us the most vibrant energy of the craft beer industry.

These homebrewers, who might seem like for fun, are actually the 'seed force' of future small craft breweries—many of them told us they hope to turn their passion into a business, evolving step by step from home setups into real breweries. CBCE provides the perfect platform for us to build deep connections with these potential customers. We look forward to leveraging this industry event to help more people learn about our equipment and support more craft beer lovers in making the leap from 'hobby' to 'career'.



苏智鹏 北京燕京啤酒股份有限公司 品牌推广部总监
Su Zhipeng , Director of Brand Promotion Department, Beijing Yanjing Brewery Co., Ltd.

2026 亚洲国际精酿啤酒展是亚洲极具影响力的专业行业盛会，汇聚全球精酿全产业链企业、专业采购商及行业大咖，集中展示酿造新技术、特色原料与多元精酿新品。展会聚焦智能酿造、风味创新、低度潮流、国潮融合等发展方向，为行业交流、趋势研判、商贸合作搭建了高端平台。作为燕京旗下高端精酿品牌，狮王精酿积极参展，通过品牌亮相、现场品鉴、行业交流，充分展示品牌实力与产品特色，精准把握行业发展新风向，拓展渠道合作资源。本次展会有效助推国内精酿向高端化、品质化、国际化升级，未来狮王精酿将坚守匠心酿造，持续创新升级，助力国产精酿行业稳步发展。

CBCE 2026 is a key industry event that brings together global players to showcase new technologies, ingredients, and products. It provides a premium platform for exchange, trend analysis, and cooperation. As Yanjing's premium craft brand, LIONK Craft Beer. participates to demonstrate our strength, identify new trends, and expand channel resources. The expo promotes the upgrade of China's craft beer sector. We will continue to innovate and support the steady development of the domestic craft beer industry.

银海 牛啤堂 创始人
Yin Hai, Founder of NBeer Craft Brewing Co.

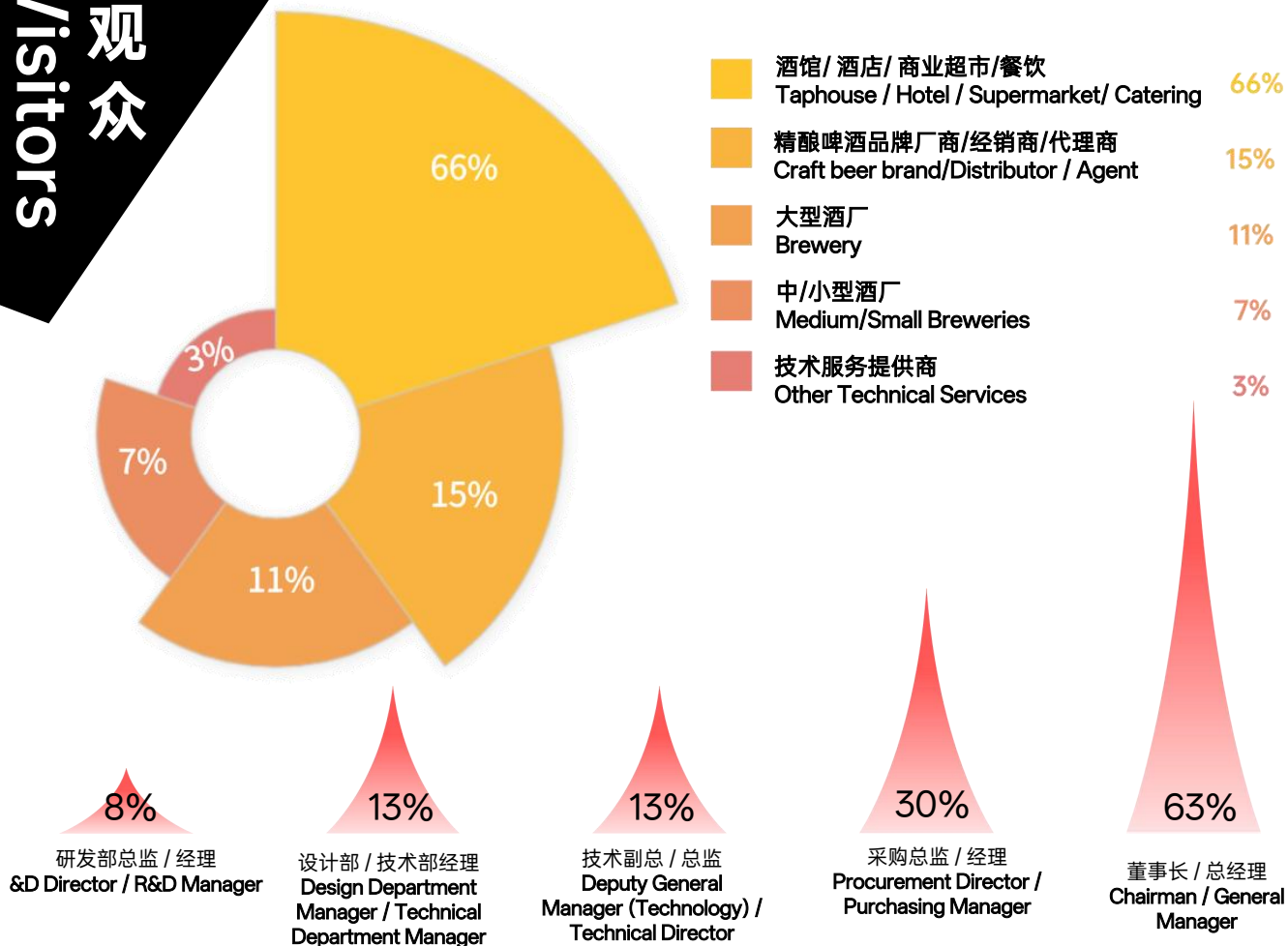
作为深耕精酿的中国本土品牌，我们共同见证了CBCE从一场专业展会，成长为全行业的“年度聚光灯”。我们每年如约而来，不仅因为CBCE搭建了高效的合作通路，更因为它让我们确信：精酿的下一站，不是盲目内卷，而是专业共识下的共同进化。在这里，我们展示新品、交换经验、找到伙伴，也一次次校准品牌的航向。

As a local Chinese brand deeply rooted in craft beer, we have witnessed CBCE grow from a professional exhibition into the 'annual spotlight' of the entire industry. We return every year not only because CBCE creates efficient cooperation channels, but also because it reassures us that the next stop for craft beer is not senseless involution, but collective evolution based on professional consensus. Here, we showcase new products, exchange experiences, find partners, and repeatedly recalibrate our brand's direction.



关于观众 About Visitors

观众领域 Fields of Visitors



CBCE 2026吸引了大量的终端销售和消费渠道，其中酒馆、酒店和商业超市占据了最大的比例，达到了66%，终端渠道不再是“你供什么我卖什么”的被动角色，他们主动出击，寻找符合自己客群定位的差异化产品。

其次，经销商和代理商也占据了15%的份额，这表明CBCE为酒类行业的分销网络提供了一个重要的交流平台，他们紧盯着市场趋势，在选品上越来越专业。

CBCE 2026 attracted a large number of end retailers and consumption channels, among which pubs, hotels and commercial supermarkets accounted for the largest proportion at 66%. End channels are no longer in the passive role of selling whatever suppliers provide. Instead, they take the initiative to source differentiated products that match their customer positioning.

In addition, distributors and agents took up a 15% share, indicating that CBCE serves as a vital communication platform for the distribution network of the alcoholic beverage industry. They keep a close eye on market trends and have become increasingly professional in product selection.

部分观众 Part of Visitors



*排名不分先后 Not list in order

观众评语 Comments from Visitors

刘国林 金星啤酒集团有限公司 研发副总监

Liu Guolin, Deputy Director of R&D, Henan Kingstar Brewery Co., Ltd.

展会组织有序、配套完善，商贸对接高效，行业交流氛围浓厚，是精酿行业标杆展会，为从业者搭建了优质的合作与创新平台；现场人流较大，建议后续优化动线与洽谈区布局，体验会更上一层。

The exhibition is well-organized with complete supporting facilities and efficient business docking, boasting a strong atmosphere for industry exchanges. It stands as a benchmark exhibition in the craft beer industry, building a high-quality platform for cooperation and innovation for practitioners. Given the large on-site visitor flow, it is suggested to optimize the visitor circulation route and the layout of negotiation areas in subsequent sessions to further elevate the overall experience.

单蕾 千岛湖啤酒公司 市场

Shan Lei, Marketing Department, Cheerday Brewery

CBCE展会专业高效，展商优质、有助于了解行业信息和业界动态，方便确认市场风向，期待来年。

CBCE is a professional and efficient exhibition with high-quality exhibitors. It helps us keep abreast of industry information and market trends, and grasp market development directions. Looking forward to next year.

彭发裕 广西杜鹃江酒业有限公司 副总经理

Peng Fayu, Deputy General Manager, Guangxi Dujianjiang Liquor Industry Co., Ltd.

本次CBCE精酿展会组织工作专业且全面，前期规划周密，现场运营高效，工作人员响应及时。展会融合产品展示、技术交流、市场合作于一体，不仅拓宽了行业视野，也为精酿从业者创造了优质的沟通桥梁，期待下次再会。

CBCE 2026 features professional and comprehensive organization, thorough preliminary planning and efficient on-site operation, with staff offering timely responses. Integrating product exhibition, technical exchanges and market cooperation, the exhibition not only broadens industry horizons but also builds a premium communication bridge for craft beer practitioners. We looking forward to the next year.

Global Brewing Conference

国际啤酒酿造峰会



**CRAFT BEER
CHINA 2026**
Conference & Exhibition



25

演讲嘉宾
Speakers



10

大板块
Sections



22

主题演讲及圆桌讨论
Session Topics & Panel
Discussion

CBCE联合欧洲酿造协会（EBC），邀请25位全球专家围绕10大板块、22场主题演讲与圆桌讨论。这场CBCE同期的核心会议——2026国际啤酒酿造峰会，已在上海新国际博览中心圆满落幕，汇聚全球酿造界精英，留下了沉甸甸的干货与深刻启示。

本次峰会以“高端化、技术创新、可持续发展”为核心主题，两天的议程紧凑而高效。来自全球顶尖机构与知名酒厂的行业大咖、资深从业者齐聚一堂，打破地域与行业壁垒，搭建起全球酿造智慧交流、创新理念碰撞的核心平台。峰会共探行业发展新趋势，共商产业升级新路径，圆满完成所有既定议程，为全球啤酒产业的高质量发展注入了新动能。

The 2026 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 25 global experts for 22 keynote speeches and roundtable discussions across 10 key sectors. The flagship concurrent event wrapped up successfully at Shanghai New International Expo Centre, bringing together worldwide brewing professionals to share valuable experience and insightful views.

Focusing on high-end development, technological innovation and sustainable growth, the two-day conference facilitated cross-border industry exchanges, explored new development trends and industrial upgrading strategies, and boosted high-quality progress of the global beer sector.



彭聪 Sally Peng



Benet Fité



Zoran Gojkovic



Björn Klotzbücher



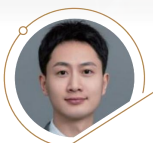
周志宏 Zhihong Zhou



王金晶 Jinjing Wang



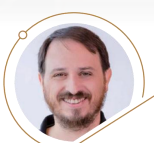
Ricardo Obara



尤贺 He You



Gino Baart



Javier Aldea



孙洁 Jie Sun



孙金成 JinCheng Sun



林智平 ZhiPing Lin



敬东凯 Dongkai Jing



王健 Jian Wang



熊丹 Dan Xiong



李崎 Qi Li



Klaus Reich



王梓鹤 Zihe Wang



崔树茂 Shumao Cui



Filip Dobosz



许成军 Michael Xu



Michelle



Alejandro Cortés González



刘俊杰 Junjie Liu



Joshua Staines



金圣平 Shengping Jin

*排名不分先后
Not list in order



同期会议

Accompanying Conferences

商业论坛汇聚 14位演讲嘉宾带来4大板块、14场主题演讲，聚焦品牌差异化、即时零售、跨界开店等更贴近市场端的课题，新产品新技术盘点则呈现了当前最新技术与产品演示。

CBCE Commercial Conference brings together 14 speakers delivering 14 keynote speeches across four major sections, focusing on market-oriented topics such as brand differentiation, instant retail, and cross-border store openings. CBCE NewTechnology and Product Launch Forum showcase presents the latest technological and product demonstrations.

- CBCE 亚洲国际精酿啤酒商业论坛
CBCE Commercial Conference
- CBCE 新产品新技术盘点
CBCE NewTechnology and Product Launch Forum

国际精酿赛事酒款品鉴会

International Craft Beer Competition Tasting Events

欧洲之星获奖产品品鉴会与布鲁塞尔挑战赛获奖产品品鉴会同期举行。从德式小麦到增味酸啤，每一款获奖作品都引发了热烈讨论。品鉴会不仅是一场味觉盛宴，更是一次国际酿造水准的集中展示。

European Beer Star(EBS) and Brussels Beer Challenge (BBC) award-winning products Tastings were held concurrently. Featuring styles ranging from German wheat beer to fruited sour beer, all award entries sparked heated discussions. Beyond a delightful tasting feast, the events fully showcased the top standards of global brewing industry.

- 布鲁塞尔挑战赛获奖酒款品鉴会
Brussels Beer Challenge (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



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

CBCE 2026 VIP晚宴在开展首日隆重举行。布鲁塞尔挑战赛中国区颁奖典礼在晚宴上正式揭晓获奖名单。22家中国本土精酿厂牌登上领奖台，从BBC主席LUC手中接过荣誉奖状。这一时刻不仅是对获奖品牌的肯定，更标志着中国精酿在国际舞台上的持续进步与影响力提升。

The CBCE 2026 Gala Dinner was grandly held on the opening day. The winners of the Brussels Beer Challenge China Awards were officially announced at the dinner. A total of 22 domestic chinese craft breweries took the stage to receive certificates of honor from BBC President LUC. This moment recognizes outstanding local brands and marks the steady progress and rising global influence of China's craft beer industry.

同期活动 Accompanying Events



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，更有2大国际啤酒大赛评委现场直播交流。

CBCE combine live streaming and offline exhibition to comprehensively show new products and new techniques of craft beer. Inviting influencers to visit booth, providing a detailed introduction to raw materials, technology equipments and breweries. Moreover, judges from 2 major international beer competitions will engage in live-streamed discussions on site.



348.8万浏览量，认同感在屏幕与对话中生长

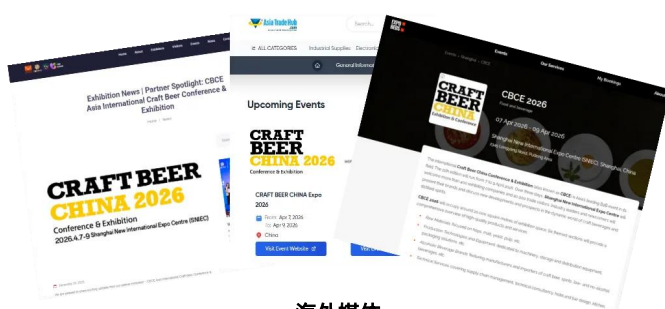
CBCE通过官方媒体、行业媒体、微信公众号、客户端、网站、抖音、小红书等渠道对展会进行了追踪报道，其中抖音、小红书等新媒体平台浏览量达348.8万，让精酿的声音穿透屏幕，在一次次互动与分享中，生长出更深的认同感。

CBCE covered the exhibition via official media, industry outlets, WeChat official accounts, apps, websites, Douyin(Tik Tok), RED and other platforms. New media channels including Douyin(Tik Tok) and RED achieved a total view count of 3.488 million. It widely spread craft beer culture and built stronger public recognition through continuous interaction and content sharing.

展会媒体
Media



小红书
red note



海外媒体
Via official media

支持媒体 Media Partner



展会合作伙伴 Exhibition Partner



*排名不分先后 Not list in order



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See you in 2027

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亚洲国际精酿啤酒
会议暨展览会

2027.4.26-28

上海新国际博览中心
Shanghai New International Expo Centre (SNIEC)

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