CRAFT BEER CHINA 2025

Conference & Exhibition

POST SHOW REPORT

2025 Global Brewing Conference

2025 国际酿造峰会

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NÜRNBERG MESSE

峰会概述
OVERVIEW

39
演讲嘉宾
SPEAKERS

29
演讲主题
TOPICS

120+
参会听众
ATTENDEES

2025年4月14日-15日，由CBCE和EBC（欧洲酿造协会）联合主办，由江南大学生物工程学院和澜埔国际酿酒学院联合协办的“2025国际酿造峰会”盛大开幕。

本次峰会嘉宾阵容庞大，集聚了39位来自世界各地的专家学者、具有实战经验的企业家，分享当前国际酿造技术，共同探讨探讨中国精酿啤酒行业的现状和未来，推动亚洲精酿啤酒行业的发展。

CBCE致力于促进国内外啤酒行业的交流与合作，为各规模酿酒厂提供解决方案，帮助中国企业探索本地物产融合，形成具有独特风格且符合本土市场趋势的发展路径。不论企业处于初创、成长或转型阶段，都能从中获得可借鉴经验。

From April 14th to 15th, 2025, the "2025 Global Brewing Conference" was grandly opened. The summit was jointly hosted by CBCE and EBC (European Brewing Convention), and co-organized by the School of Bioengineering of Jiangnan University and ZW-Lab International Brewing Academy.

The summit featured a robust lineup of 39 experts and scholars from around the world, as well as entrepreneurs with practical experience, sharing current international brewing technologies and discussing the current state and future of China's craft beer industry, promoting the development of the Asian craft beer industry.

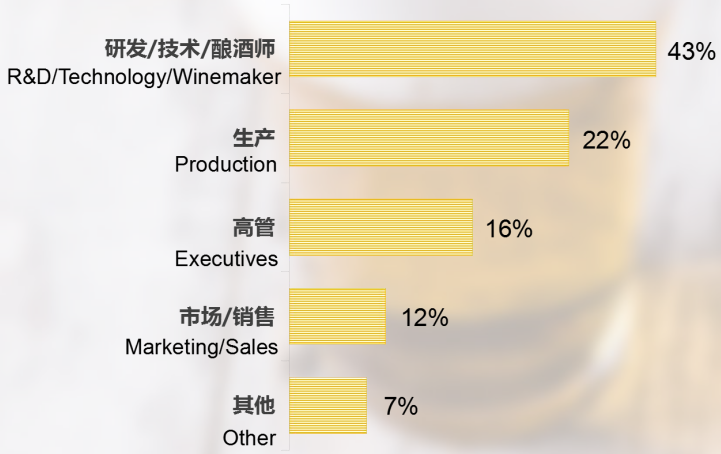
CBCE is committed to fostering exchanges and cooperation in the domestic and international beer industry, providing solutions for breweries of all sizes, and helping Chinese companies explore the integration of local products to form a development path with a unique style that aligns with local market trends. Regardless of whether a company is in the startup, growth, or transformation phase, it can gain valuable experience from this event.

参会听众概览
ABOUT ATTENDEES

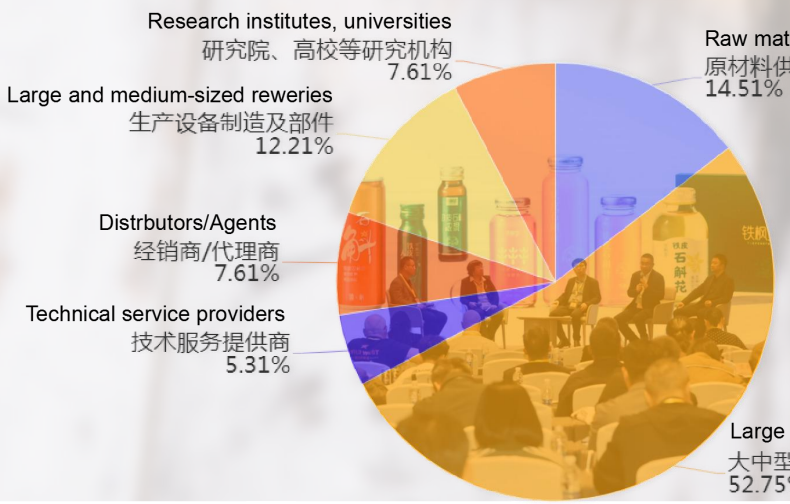
本届技术峰会吸引了近120位嘉宾莅临现场，其中包括来自国内外知名企业负责人，酒厂技术工程师，独立酿酒师及知名院校学者。共同探讨当前先进的酿酒技术趋势及精酿行业的多元化市场发展。

This edition of the technology summit attracted nearly 120 distinguished guests to the venue, including heads of well-known domestic and international companies, technical engineers from wineries, independent winemakers, and scholars from renowned academic institutions. Together, they discussed the current advanced wine-making technology trends and the diversified market development of the craft brewing industry.

听众行业分布
Visitor Industry Analysis









参会听众评语
Comments from Attendees

唐文 湖南烈神酒业有限公司 董事长
Tang Wen，President ofHunan Lieshen Liquor Co., Ltd.

CBCE国际酿造峰会为观众带了一场别具一格的精酿盛宴。论坛议题非常符合当下流行的趋势，专家分享也贴合目前国内行业的实际情况。现场交流氛围浓厚。这次的峰会，让我们这些从业者，能够互相交流学习，加深合作，共创国内精酿文化未来，这样的活动是非常有意义的！

The Global Brewing Conference delivered a distinctive craft experience to attendees. Forum topics aligned perfectly with current trends, while expert insights accurately reflected the realities of China's brewing industry. The event fostered dynamic on-site exchanges. This summit enabled practitioners like us to share knowledge, deepen collaboration, and collectively advance China's craft beer culture – such initiatives carry profound significance!



陈屈张 湖北库姆巴特啤酒销售有限公司 总经理
Chen Quzhang, General Manager of Hubei Kumbat Beer Sales Co., Ltd.

本次峰会深度联结了全球啤酒行业的创新动能，与全球顶尖酿造师的前沿对话让我们深刻感受到，中国精酿市场正在以品质革命推动消费升级浪潮，库姆巴特将持续深化风味研发与工艺革新，为消费者酿造更具文化张力的东方精酿。

This conference deeply connected the global beer industry's innovative forces. Through cutting-edge dialogues with world-class brewers, we gained keen awareness: China's craft beer market is driving premiumization through a quality revolution. Kumbat will intensify flavor R&D and process innovation to brew Oriental craft beers with richer cultural depth for consumers.





峰 会 亮 点
HIGHLIGHT OF SUMMIT

本届酿造峰会共26个主题演讲及3场圆桌讨论。围绕啤酒酿造各个环节，以酿造未来：全球啤酒产业的创新趋势与商业战略、原料创新:从传统到未来、跨界融合、生产&质量控制 、酿造创新 、ESG&可持续发展6大板块展开，邀请全球行业精英、专家学者，通过主题演讲、圆桌论坛等形式，深入探讨行业前沿技术、市场趋势及可持续发展路径，让与会者有机会接触到行业前沿的技术理念和市场策略，从而为自身的业务发展寻找新的突破点。

This year’ s Brewing Summit features 26 keynote speeches and three round-table discussions. Organized around the entire beer-making process, the program is structured in six thematic tracks: “Brewing the Future—Global Innovation Trends and Business Strategies,” “Ingredient Innovation: From Tradition to the Future,” “Cross-Industry Integration,” “Production & Quality Control,” “Brewing Innovation,” and “ESG & Sustainability.” We have invited leading industry professionals and academic experts from around the world to share their insights through keynotes and panel sessions, delving into cutting-edge technologies, market trends, and pathways to sustainable development. By participating, attendees will gain exposure to the latest technical concepts and market strategies, empowering them to uncover new breakthroughs for their own business growth.

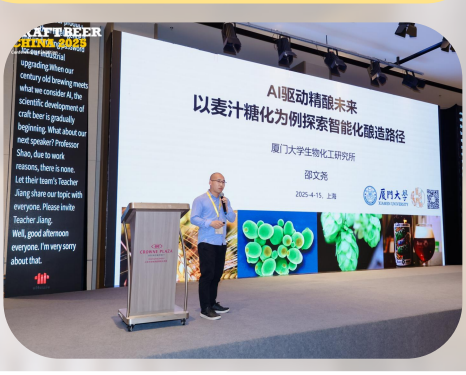


在圆桌讨论中，嘉宾们讨论了围绕中国精酿啤酒的未来发展、技术创新与营销需求的碰撞等话题，大咖们纷纷分享了自己的经验和见解。

In the roundtable discussions, guests discussed topics ranging from the distinctive development road of China's craft beer to the freshness management of beer, with industry leaders sharing their experiences and insights.







演 讲 嘉 宾 概 览
ABOUT SPEAKERS











排名不分前后 The list is in no particular order

技 术 专 家 委 员 会
Technical Expert Committee

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CBCE技术峰会专家顾问委员会是由国内外知名精酿领域的具有卓越贡献和影响力的机构院校和企业组成的专家团队，他们是CBCE技术峰会成功发展的巨大助力，为CBCE会议提出话题方向，提供建设性意见和建议。

The CBCE Technical Summit Expert Committe is composed of a team of experts from renowned institutions, colleges, and enterprises in the domestic and international craft brewing field who have made outstanding contributions and have significant influence. They are a tremendous force in the successful development of the CBCE Technical Summit, providing topic directions and constructive suggestions and advice for the CBCE conference.

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