2025亚洲国际精酿啤酒会议暨展览会
（CBCE 2025）

2025.4.15-17 上海新国际博览中心

Shanghai New International Expo Centre

展后报告
Post-show Report

CRAFT BEER CHINA 2025
Conference & Exhibition

微信订阅号　CBCE 小程序　CBCE 小红书

展会概述 OVERVIEW

CBCE 2025（亚洲国际精酿啤酒会议暨展览会）于4月17日在上海新国际展览中心圆满落幕。以“跨界•融合”为主题，展览面积达 18,000 平方米，聚集 296 家参展商，较去年增长 14%。观众数量达 28,691 人次，涵盖 39 个国家的海外观众，充分彰显了CBCE作为行业枢纽的强大吸引力。

展期3天集中呈现10+场同期活动，内容包括2025国际啤酒酿造峰会、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、中国轻工业出版社新书推介会、CBCE中国精酿之旅版图、CBCE 2025“云逛展” 与线上直播访谈、VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼等。

The CBCE 2025 (Craft Beer China Conference and Exhibition), held on April 17 at the Shanghai New International Expo Centre, concluded successfully. With the theme "Cross - Border Integration", the exhibition covered 18,000 square metres, a 14% increase from last year, bringing together 296 exhibitors. It drew 28,691 visitors from 39 countries, highlighting its strong appeal as an industry hub.

Over the three-day show, more than 10 activities were held, including the 2025 Global Brewing Conference, Brussels Beer Challenge (BBC) Awarding-winning Products Tasting and European Beer Star(EBS) Awarding-winning Products Tasting, Book Promotion Meeting – by China Light Industry Press, CBCE Chinese Map of Craft Beer Breweries, CBCE 2025 online exhibition tour and live interviews, Gala Dinner and Brussels Beer Challenge China Award Ceremony.

296

专业展商

Exhibitors

28,691

专业观众

Visitors

18,000+

展览面积

Exhibition Area

10+

同期活动

Accompanying Events

CRAFT BEER CHINA 2025 Conference & Exhibition

展商领域 Fields of Exhibitors

原料设备 Raw Materials& Equipment

酿酒设备
Brewing Equipment — 38%

灌装设备
Machinery for Filling — 29%

售酒配套设备
Sales& Supporting System — 19%

酿酒辅助系统与配件
Auxiliary Beer Brewing System& Parts — 10%

周边产品及服务
Peripheral Products& Services — 8%

原料 Raw Material

麦芽
Malt — 38%

酒花及啤酒花制品
Hops & Hop Products — 28%

酵母
Yeast — 17%

果汁配料及其他配料
Fruit Juice Ingredients & Other Ingredients — 17%

关于展商 About Exhibitors

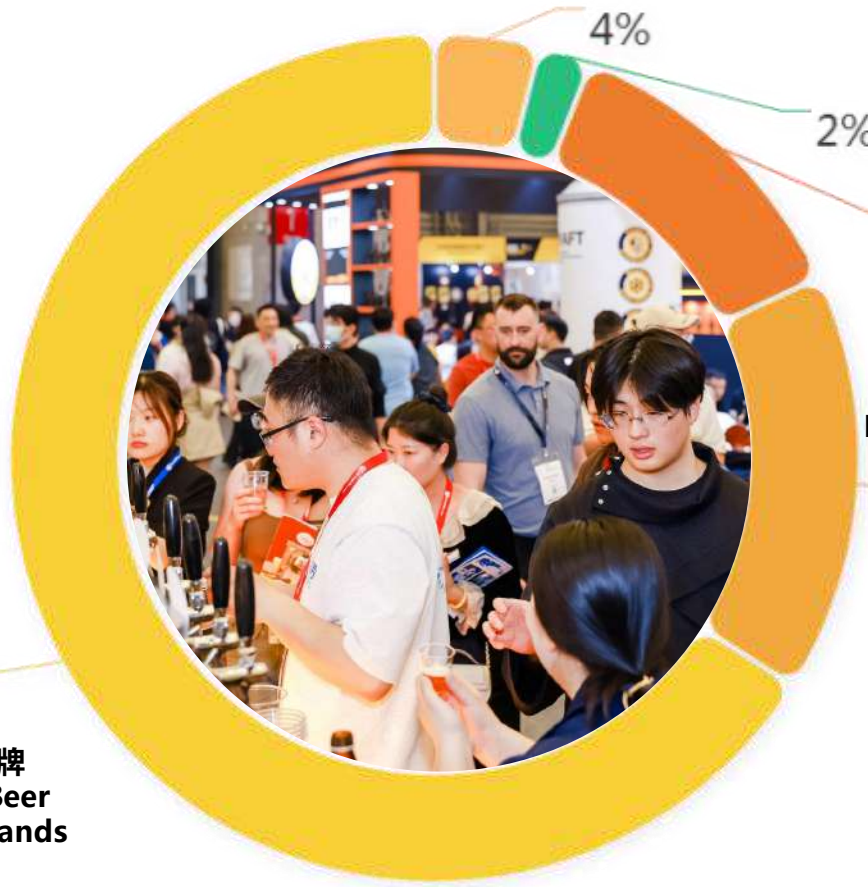







展商领域 Fields of Exhibitors

酒精饮品品牌商 Alcoholic Beverage Brand











关于展商 About Exhibitors

部分展商 Part of Exhibitors

About Exhibitors
关于展商

设备类 Equipment



原料类 Material



酒厂类 Breweries



*排名不分先后 Not list in order

展商评语 Comments from Exhibitors

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！

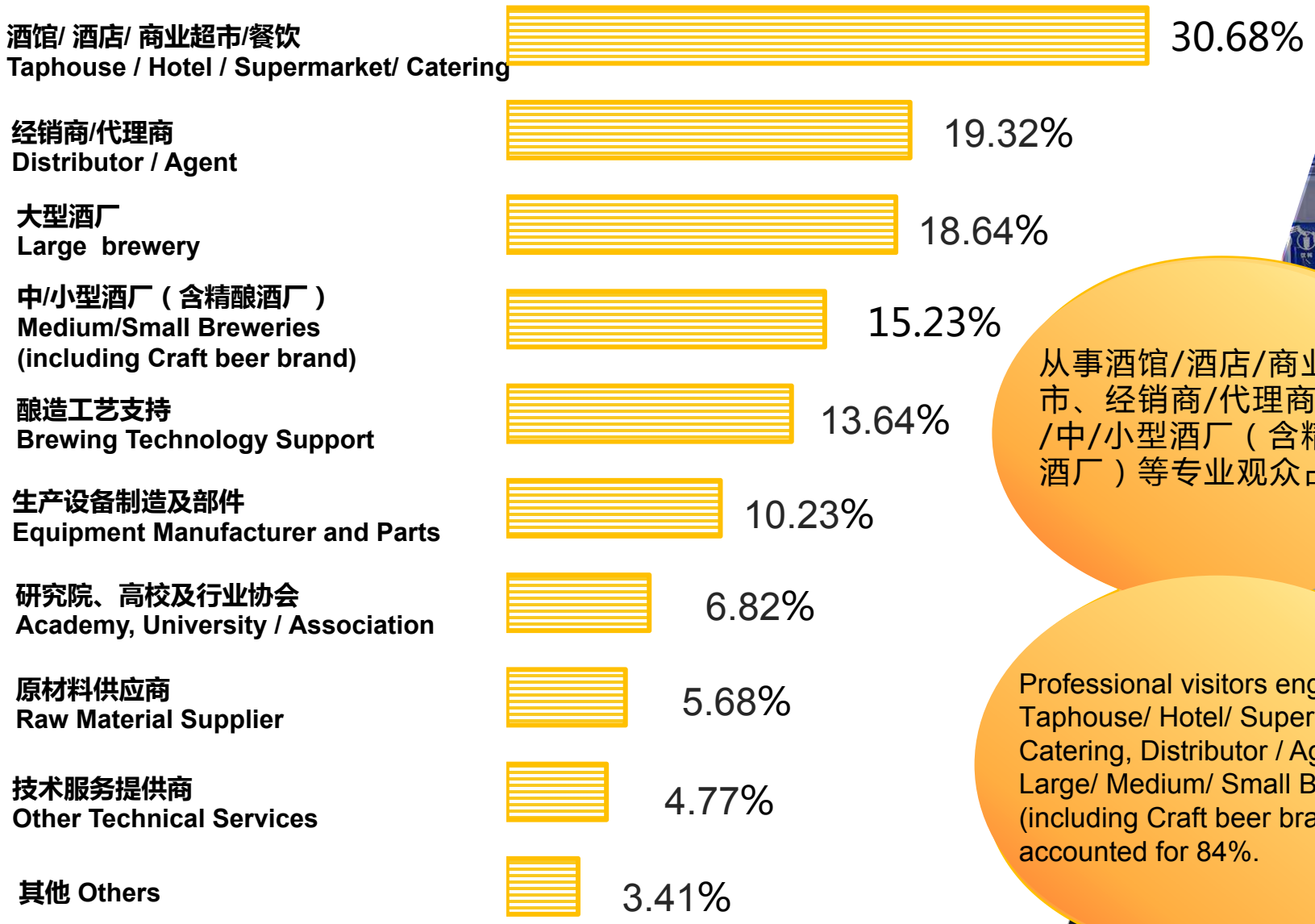
The 10th CBCE exhibition is really eye-catching! With an wide range of beer equipment and comprehensive solutions on display, along with the vibrant atmosphere of the craft beer booths, the dynamic pulse of the industry was palpable. Many customers specially come to consult about Micro Matic’s beer equipment 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!

观众领域 Fields of Visitors





About Visitors 关于观众

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%.

84%

观众参观目的 Purposes of Visiting



About Visitors
关于观众

观众参观目的 Purposes of Visiting

20%	投资与采购 Invest and Purchase	**30%**	搜集市场信息 Collect Market Information	**16%**	建立新的合作 Create New Cooperation
12%	经验交流 Exchange Experience	**11%**	对新技术和新知识的获取 Access to New Technology and Knowledge	**11%**	维持商业联系 Maintain Business Contacts

部分观众 Part of Visitors

About Visitors 关于观众



*排名不分先后 Not list in order

CRAFT BEER CHINA 2025 Conference & Exhibition

观众评语 Comments from Visitors

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!

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!

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 just to gauge market trends, I was thrilled to stumble upon products that precisely fit our needs. With top-tier offerings and thoughtful services, CBCE delivered a flawless industry showcase. Here’ s to many more rewarding surprises here in the future!

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！

Initially, I came to CBCE just to gauge market trends, but unexpectedly discovered Shanghai Qiyi Brewing—a perfect match for my needs. Their product philosophy aligned so seamlessly with my requirements that I immediately decided to increase my procurement budget on the spot! Overall, CBCE's professionalism and exceptional quality make this event absolutely worth revisiting!

国际啤酒酿造峰会

Global Brewing Conference



39 演讲嘉宾 Speakers

6 大板块 Sections

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









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 2025Global brewing Conference, co-hosted by CBCE and the European Brewery Convention (EBC), and co-organized by Jiangnan University and ZW-Lab International Brewing Academy, gathers 39 industry experts worldwide to explore cutting-edge tech, share innovative ideas, and boost global brewing tech sharing and innovation.

This conference will revolve around six sections, covering a comprehensive range of topics from innovation trends to business strategies. It will bring together top experts, scholars, investors, and well-known brand companies from both domestic and international circles. It attracts R&D departments and brewers from nearly 200 domestic and international beverage companies to exchange ideas, learn advanced international brewing techniques, and communicate deeply with global beer industry peers.



*部分嘉宾, 排名不分先后
Part of speakers, Not list in order

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Accompanying Events 同期活动

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 such as craft beer industry trends, brewing channel sales strategy, brand building and innovation, and supply chain innovation. More than 55 industry experts were gathered to share over40 keynote speeches and panel discussion, attracted a large number of visitors to participate.

- 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 Thoms和欧洲啤酒之星赛事顾问Kilian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 Thoms, and the Project Director of European Beer Star Kilian ,were invited to personally host the award-winning products tasting events, leading visitors to tast on site.

- 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



同期活动 Accompanying Events

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奖展商授勋，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 Nuremberg Exhibition 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.







Live Streaming 现场直播

2 场云逛展 Booth Tour

3 场品鉴会及圆桌讨论 Accompanying Events

4,000+ 人次观众 Views

141.6W+ 话题浏览量 Topic Views

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 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. The chairs and project director of two major competitions have 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.

Media 展会媒体

专业媒体 Professional Media

大众媒体 Public Media

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，总曝光量达 158.2 万次，其中抖音、小红书等新媒体平台 46.4 万曝光，100 + 家媒体合作达成 79 万次曝光。

The CBCE has provided continuous coverage of the exhibition through official media, industry media, WeChat official accounts, mobile clients, websites, Douyin (TikTok), Xiaohongshu, and other channels. The total exposure was 1.582 million, including 464,000 on new media platforms like Douyin and Xiaohongshu, and 790,000 from over 100 cooperative media.





*排名不分先后 Not list in order

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Conference & Exhibition

CBCE 2026
期待与您相约

www.cbcechina.com

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(CBCE 2026)

2026.4.7-9 上海新国际博览中心

Shanghai New International Expo Centre

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NÜRNBERG MESSE

BEER LINK 喜啤士