

# 组织架构 ORGANIZATION

由中国国际贸易促进委员会批准,中国国际展览中心集团有限公司主办,北京华港展览有限公司、imbeer联合承办的2023中国国际精酿啤酒嘉年华暨中国国际精酿啤酒文化展将于2023年9月1-3日在中国国际展览中心(朝阳馆)举办。本届展会在展商数量和观众数量等多项数据上将再创造历史新高。CCBF得到了精酿啤酒业内人士和企业的广泛好评,是北方地区精酿啤酒文化类专业展会之一。

2023 China International Craft Beer Festival will be held from 1st-3rd Sep. , 2023 at China International Exhibition Center (Chaoyang Hall). The exhibition is approved by China Council for the Promotion of Internationa Trade, organized by China International Exhibition Center Group Limited. and jointly undertaken by CIEC Exhibition Co., Ltd. and imbeer. CCBF 2023 will create a new record in the number of exhibitors and visitors. CCBF has won wide acclaim from professionals and enterprises and it is one of the professional craft beer culture exhibitions in the northern region.

#### 批准单位-APPROVED BY

中国国际贸易促进委员会

China Council for the Promotion of International Trade

#### 主办单位一HOST

中国国际展览中心集团有限公司

China International Exhibition Center Group Limited

#### 承办单位-ORGANIZER

北京华港展览有限公司

CIEC Exhibition Co., Ltd.

## 爱啤酒

imbeer







# 往届回顾 REVIEW

## 展会场馆 中国国际展览中心(朝职馆)

Venues/China International Exhibition Center (Chaoyang Hall)



## 展览面积 4000平方米

Exhibition Space/4000 SQM

展商数量90家

No. of Exhibitors/90 Exhibitors

参观人数 8000余人次

No. of Visitors/more than 8000 Visitors



### 柱届展商 PREVIOUS EXHIBITORS





# 数据分析 DATA ANALYSIS

### 展商类别 PROFESSION OF THE EXHIBITORS

精酿啤酒代理商 Distributor or Agent	20%
精酿啤酒生产商 Craft Beer Brewers	54%
生产设备 Production Equipment	12%
原料 Raw Materials	8%
售酒配套设备 Sales & Supporting	6%

参展目的(多向性)
OBJECTIVES OF EXHIBITORS (MULTIDIRECTIONAL)

宣传品牌 Brand Promotion	86.9%
搜集行业信息 Collect Industry Information	22.9%
发掘新市场 Explore New Markets	39.3%
寻求合作机会 Seek Cooperation	60.7%
获取订单 Order Acquisition	39.3%
参加论坛 Attend the Forum	8.2%

## 观众行业类别 PROFESSION OF THE VISITORS

经销商/代理商 Distributors/Agents	10%	
酒馆/酒店/商业超市 Tap house/Hotels/Supermarkets	24%	
生产设备经销商 Equipment manufacturers	16%	
酒厂 Breweries	6%	
其他 Others	8%	
行业协会 Association	8%	
各地家酿协会 Homebrewing Association	6%	
餐饮 Catering	6%	
酿造工艺支持 Brewery technical service	4%	
原料供货商 Raw material suppliers	10%	
研究院/高效 Academy/University	2%	

## 美丽 计机/夕向收入

童味がいいしょういって) MAIN REASONS FOR VISIT (MULTIDIRECTIONAL)		
了解市场趋势 To understand market trends	42%	
经验交流 To exchange experience	33%	
维持商业联系 To maintain business contacts	23%	
建立新的合作 To create new cooperation	46%	
寻找供货商 To meet up with suppliers	43%	
决策前考察 To inspect before decision	21%	
其他 Others	13%	
观察竞争对手 To observe the competition	11%	
证估展会 To evaluate the exhibition	70/	