



No. 1

Munich, January 14, 2015

Press Release

analytica China and CBB 2016 to hold together

The next analytica China takes place from October 10 to 12, 2016 at the Shanghai New International Expo Center (SNIEC). At the same time, China Brew and China Beverage (CBB) – International Brew & Beverage Processing Technology and Equipment Exhibition for China – will be held along from October 11 to 14. The two trade fairs are supposed to cover a total exhibition area of 140,000 square meters.

CBB, co-organized by Messe München International, is the biggest event in the Asian-Pacific region for the liquid food, liquor, beverage and dairy product industries, covering the entire spectrum of raw materials, brewing, sterilization, bottle-blowing, filling and packaging. Food safety and scientific quality control in regards to packaging are amongst other focus topics of analytica China, too. In 2014, over 10 percent of the visitors of Chinas Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics, came from the food and its related industries.

Susanne Grödl, Exhibition Director of analytica China, knows: “The concurrence of analytica China and CBB will enable important synergies for example by increasing their influence in the food industry and in consequence bringing greater value to the exhibitors as well as visitors.”

analytica China and CBB are both held bi-annually. In 2016, CBB will open in Shanghai for the first time. To ensure their space, a lot of exhibitors are yet applying. Anton Parr (China) for example has already confirmed its participation in both trade fairs. Zhang Jiaming, Marketing Manager of Anton Parr, says: “Both analytica China and CBB are very important to Anton Parr. CBB is a must for us as it is the most important exhibition for the beer and beverage industry;

Liza Paul
Press contact
Tel. +49 89 949-21502
Fax +49 89 949-97-21502
liza.paul@messe-muenchen.de

Messe München GmbH
Messegelände
81823 Munich
Germany
www.messe-muenchen.de



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whereas analytica China is the leading trade show for the analytical instrument industry. We cannot afford to miss one of them.”

More information about CBB is available at www.chinabrew-beverage.com/english/. For further information about analytica China, please visit www.analyticachina.com/.

About analytica China

analytica China, the analytica China Conference and the exhibition portfolio for analysis, laboratory technology, diagnostics and biotechnology, addresses one of the industry's most important growth markets in Asia, i.e. China. The exhibition is held every two years at the Shanghai New International Expo Centre in Pudong. Shanghai is also the hub of the Chinese chemical and pharmaceutical industry. Visitors include users and decision-makers from the chemical, medical, food, environmental and pharmaceutical industries as well as industrial and governmental research.

analytica China is part of the international exhibition network that includes the exhibitions analytica, analytica Vietnam and analytica Anacon India with India Lab Expo. Additional information about the exhibitions and their programs of events is available on the Internet at www.analytica.de.

About China Brew & China Beverage

China Brew & China Beverage (CBB), the "International Brew & Beverage Processing Technology and Equipment Exhibition for China", took place every two years in Beijing. It is the most important event for the sector in China and across Asia. Since August 2011 Messe München International has been a co-organizer of CBB. In this role it, together with its subsidiary MMI Shanghai, is the contact and contracting partner for all the international, non-Chinese exhibitors at CBB. The last CBB in 2014 attracted 708 exhibitors from 25 countries. In total 52,063 participants attended this four-day event. The next CBB takes place from October 11 to 14, 2016 at the Shanghai New International Exhibition Centre (SNIEC) in Shanghai.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.