



PROCESSING | FILLING | PACKAGING | RAW MATERIALS

BBTech expo

THE PROFESSIONAL TRADE FAIR FOR BEER AND
BEVERAGE TECHNOLOGIES

www.bbtechexpo.com



RIMINI
EXPO
CENTRE
ITALY

17 - 20
FEBRUARY
2018

organized by

ITALIAN
EXHIBITION
GROUP

A merger of
Rimini Fiera and Fiera di Vicenza

simultaneously with

 **BeerAttraction**

THE INTERNATIONAL TRADE FAIR
FOR SPECIALTY BEERS,
CRAFT BEERS AND FOODSERVICE

BBTech expo

The professional trade fair for beer and beverage technologies

BBTech expo is the exhibition dedicated to technologies, equipment and accessories for the production and packing of beer and soft drinks.

An innovative exhibition format in which machinery and plant manufacturers can find business opportunities with both the companies exhibiting beers and soft drinks and the professional trade operators visiting the event.

The event is held at the same time as **Beer Attraction**.

The exhibition is complemented by a rich programme of events in which the trade professionals can learn and obtain information about the most innovative technological solutions for the sector.

The strengths of BBTech expo

BBTech expo is the only exhibition in Italy in 2018 dedicated to technologies, equipment and accessories for the production and packaging of beers, beverages and liquid food.

It is the most important and original B2B event in Italy showcasing all aspects of the chain: raw materials, processing and packaging technologies, logistics and finished product, as it is staged simultaneously with **Beer Attraction**, the international exhibition dedicated to specialty beers, craft beers and food for the Horeca channel.

Innovation and future

At **BBTech expo**, previews of all the new ideas and products in the industry will be presented together with the latest machinery and the newest production processes. Thanks to the simultaneity with **Beer Attraction** the exhibiting companies have the chance to come directly into contact with all the operators in the chain, grasp new opportunities and launch new ideas for the development and growth of the sector.

A platform for business

During the 4-day exhibition, the companies come into contact with the main Italian and international operators of the beverage sector: from manufacturers and distributors of beer, soft drinks and liquid foods to technicians and production managers; from master brewers to foodservice distributors and operators, in an entirely business to business environment.

International development

A contingent of selected international buyers (mostly European) will take part in **BBTech expo**. The buyers are selected on the basis of exhibitors' requirements, enabling the companies to make new contacts and develop their business in foreign markets.



Visitors

- PRODUCERS AND DISTRIBUTORS OF BEER, SOFT DRINKS AND LIQUID FOOD
- TECHNICIANS, PRODUCTION MANAGERS, MASTER BREWERS



MEETINGS WITH FOREIGN BUYERS DIRECTLY AT THE STAND

Business meetings with selected buyers from Europe and beyond.



Facts & figures BBTech expo and Beer Attraction

430 exhibitors
(+23% compared
to the 2016 edition)

20,685 visitors
(+ 42 % compared to
the 2016 edition)

6 event areas
that hosted over 90
events: training initiatives,
workshops,
competitions

600 meetings
with foreign buyers
(300 in the 2016
edition) from 15
countries

184 journalists
and bloggers



Exhibitors

- Production and processing technologies
- Bottling and filling technologies
- Packaging technologies
- Raw materials, agents and additives
- Containers, packaging materials, closure systems
- End of line and logistics
- Equipment and accessories
- Services

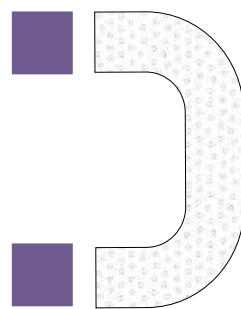
BEER

WINE

OTHER DRINKS

OIL & LIQUID FOOD



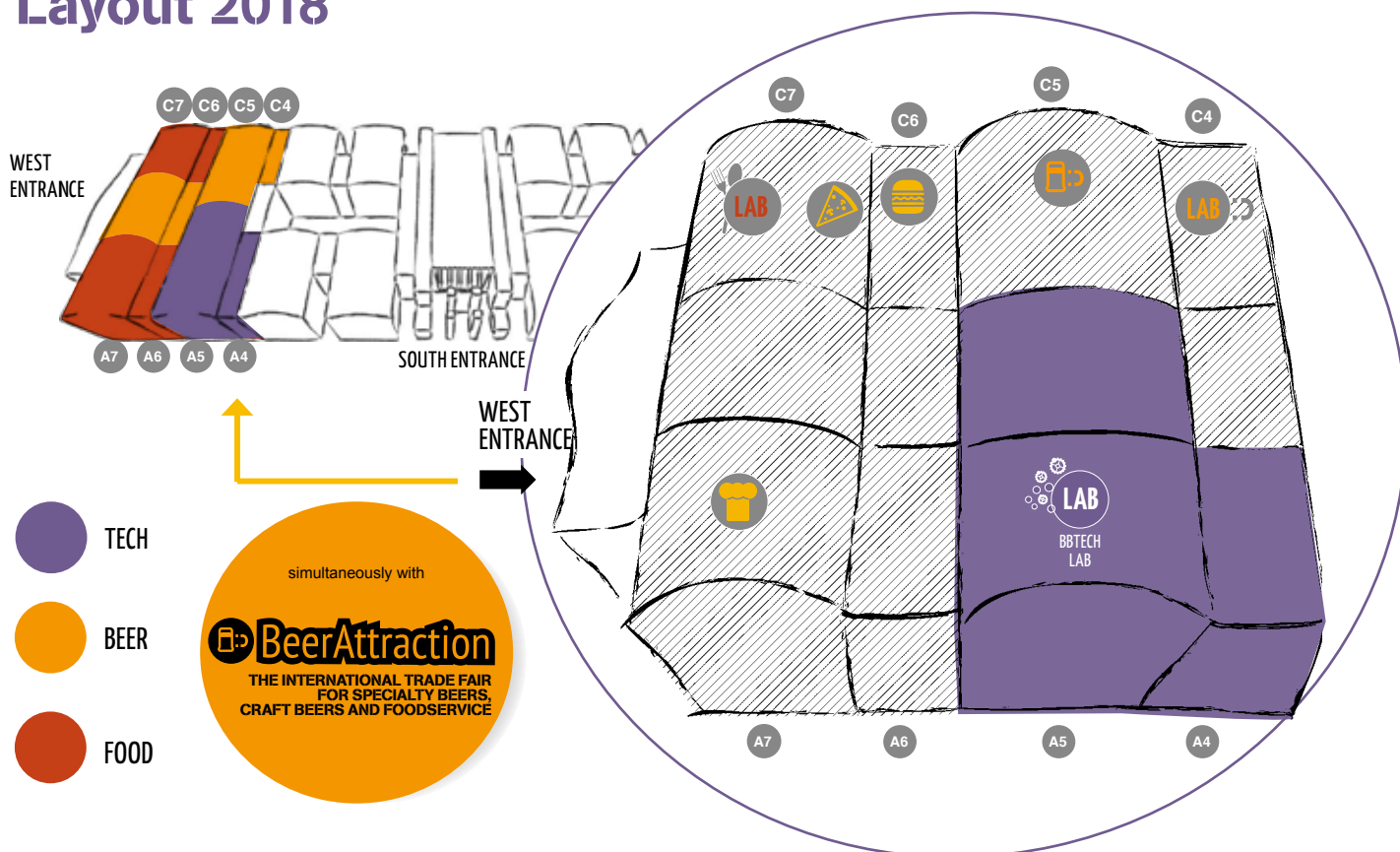


The TOP events of BBTech expo and **Beer Attraction**

- **BBTECH LAB:** in the heart of the exhibition area, the platform for technological innovation, a space dedicated to technical workshops and where machinery manufacturers can present their latest solutions
- **BEER OF THE YEAR AWARD:** the most important national competition dedicated to the top artisanal beer productions in Italy – *organised by UNION BIRRAI*
- **BEER ARENA:** the stage for beer competitions and pint-pulling courses, training for breweries, pubs and beer shops
- **BEERATTRACTION LAB:** tasting courses
- **INTERNATIONAL BUYERS' LOUNGE:** the lounge where companies can have one to one meetings with the foreign buyers selected from countries within and outside Europe which produce large quantities of beer



Layout 2018



Contact the team of BBTech expo

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