CHINA BREW 2016
CHINA BEVERAGE 2016

2016（第十二届）中国国际酒、饮料制造技术及设备展览会

THE 12TH INTERNATIONAL BREW & BEVERAGE PROCESSING TECHNOLOGY AND EQUIPMENT EXHIBITION FOR CHINA

powered by drinktec 联手打造

展后报告
Closing Report

中国·上海新国际博览中心（浦东）

2016年10月11日~14日

Shanghai New International Expo Centre (SNIEC)

October 11-14, 2016

官方网站 OFFICIAL WEBSITE

官方微信 OFFICIAL WECHAT

一、CBB2016 概况
CBB2016 General Information

由中华人民共和国商务部批准，中国联合装备集团有限公司、中国轻工机械协会、慕尼黑博览集团联合主办，中国洗涤用品工业协会支持，德国机械设备制造业联合会食品处理与包装机械协会海外支持，北京中轻合力国际展览有限公司、慕尼黑展览（上海）有限公司联合承办的“2016（第十二届）中国国际酒、饮料制造技术及设备展览会（以下简称 CBB2016）”于 2016 年 10 月 11 日至 10 月 14 日在上海新国际博览中心成功举行。CBB2016 首次移师上海，创造了历史最好水平，得到了业内人士和企业的好评，展会覆盖了上海新国际博览中心 W1–W5, E1–E2 共 7 个展馆，以及室外 A1 场地，是亚洲地区同行业中规模最大的展会。

81,000 平方米展出面积

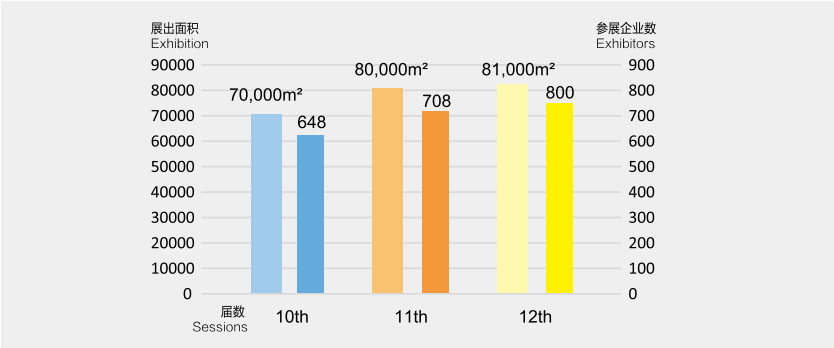
81,000m² Show area

China Brew China Beverage 2016 was held from Oct. 11 to 14, 2016 at Shanghai New International Expo Centre (SNIEC). The exhibition is approved by Ministry of Commerce of the People's Republic of China, and organized by China National United Equipment Group Co., Ltd., China Light Industry Machinery Association and Messe Muenchen. It is supported by China Cleaning Industry Association, and VDMA Food Processing and Packaging Machinery Association in overseas affairs, and undertaken by Beijing Zhongqing Heli International Exhibition Co., Ltd. and Messe Muenchen Shanghai Co., Ltd. CBB2016 reached to a record level in its first time moving from Beijing to Shanghai, and it has been very well received from professionals and enterprises. The exhibition covered the Halls of W1-W5, E1-E2, Outdoor-A1 at SNIEC, which makes it the biggest trade show for the brew and beverage processing industry in Asia.

800 家中外参展商
800 Exhibitors

53,183 人次中外观众
53,183 Visitors

二、近几届 CBB 主要数据
Main Data of Recent CBBs



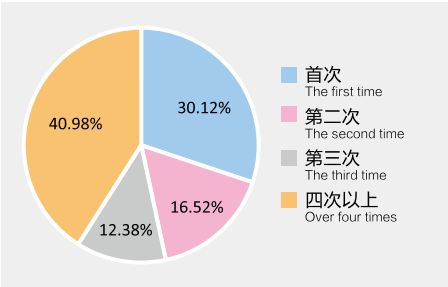
三、参展商满意度调查结果
Exhibitors' Feedback

本次展会我们对近 800 家展商进行了满意度调查，其中 654 家参展商填写了意见和建议。具体数据如下：

We conducted a survey of around 800 exhibitors on-site of CBB2016, and 654 of them were valid. The following analysis is based on the results of 654 interviews.

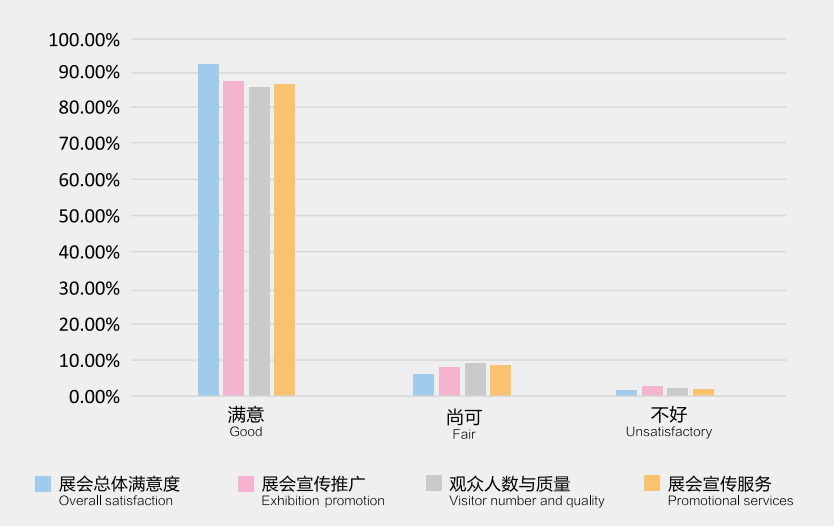
调查问题 1. 贵公司是第几次参加 CBB 展会？

Question 1. How many times have you participated?



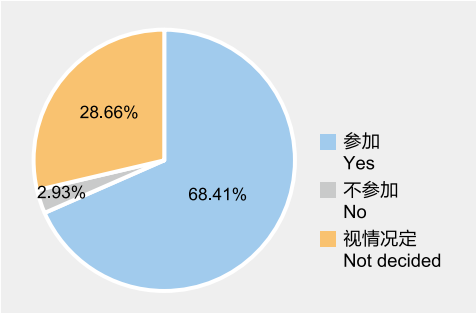
调查问题 2. 您如何评价本届展览会工作?

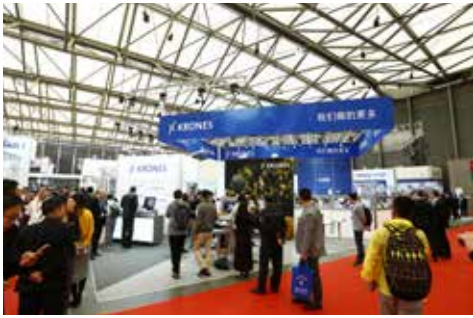
Question 2. How do you evaluate the organization of CBB2016?

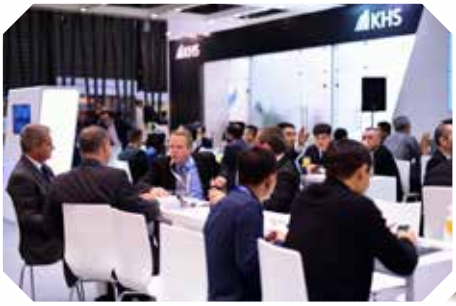


调查问题 3. 您是否参加下届 CBB 展会：2018（第十三届）中国国际酒、饮料制造技术及设备展览会？

Question 3. Will you participate in CBB2018?

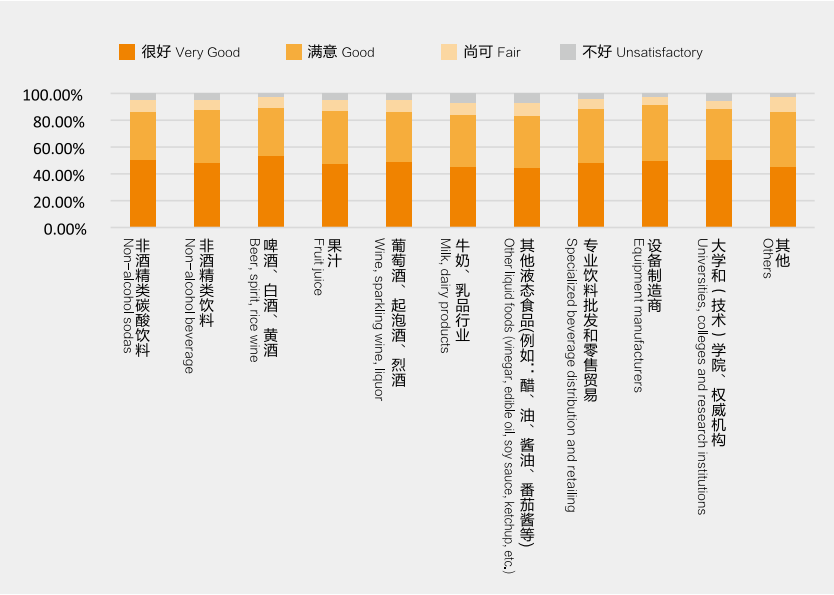


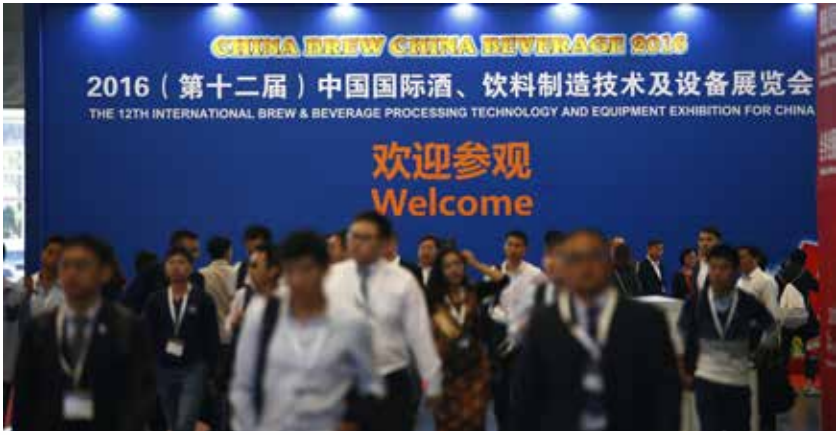




调查问题 4. 您如何评价本届展会上您的目标观众的到达情况？（可多选）

Question 4. What do you think of the visitor number and quality in different categories? (Multiple choices)





四、观众信息统计
Visitors' Statistics

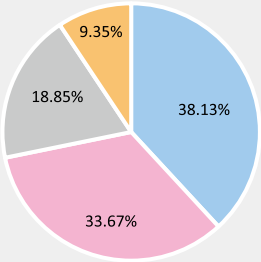
CBB2016 专业观众质量和数量较往届均有提高，据展会观众登录系统统计（不含 VIP、参观团等），展会参观人次达到 **53,183** 人次。本届展览会在吸引大量国内参观者的同时，还有来自台湾、日本、韩国、俄罗斯、中国香港、美国等 **74** 个国家及地区的专业观众。

The quality and quantity of CBB2016's visitors have all reached a record high level. Statistics shows that, by 2016 Oct. 14, a total number of **53,183** visitors are registered on-site. Apart from China, visitors are from **74** countries and districts, including Taiwan, Japan, Korea, Russia, Hong Kong and the USA.

A. 数据分析报告
A. Data analysis

1. 2016 年 10 月 11 日进馆参观的专业观众为 20,279 人次，占总人次的 38.13%； 10 月 12 日进馆参观的专业观众为 17,904 人次，占总人次的 33.67%；10 月 13 日进馆参观的专业观众为 10,027 人次，占总人次的 18.85%；10 月 14 日进馆参观的专业观众为 4973 人次，占总人次的 9.35%。具体如下：

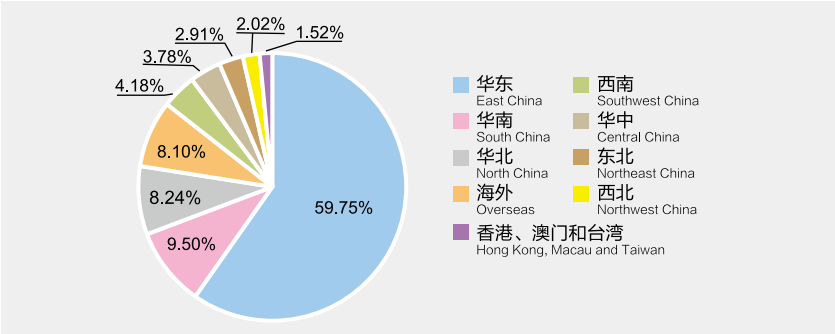
1. The numbers of visits on each day during CBB 2016 are 20,279, 17,904, 10,027 and 4973, and the percentages are 38.13%, 33.67%, 18.85% and 9.35% of the total 53,183 visits from 11 to 14 October respectively.

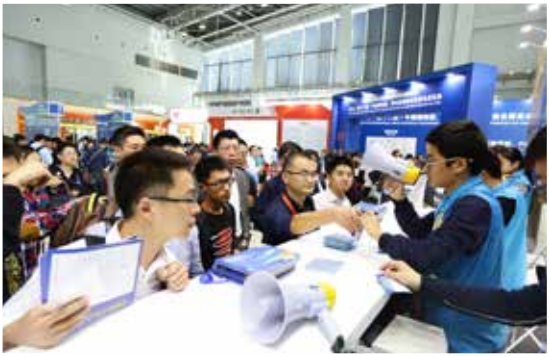


	参观人次 Vistors
10月11日 Oct. 11	20,279
10月12日 Oct. 12	17,904
10月13日 Oct. 13	10,027
10月14日 Oct. 14	4973

2. 到达观众区域分析如下：

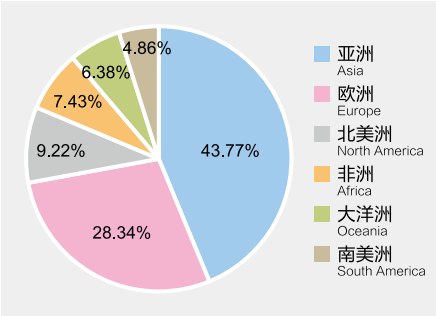
2. Visitor region analysis:

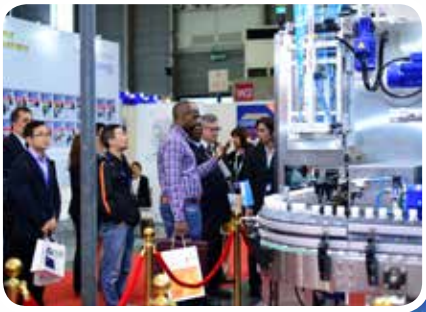


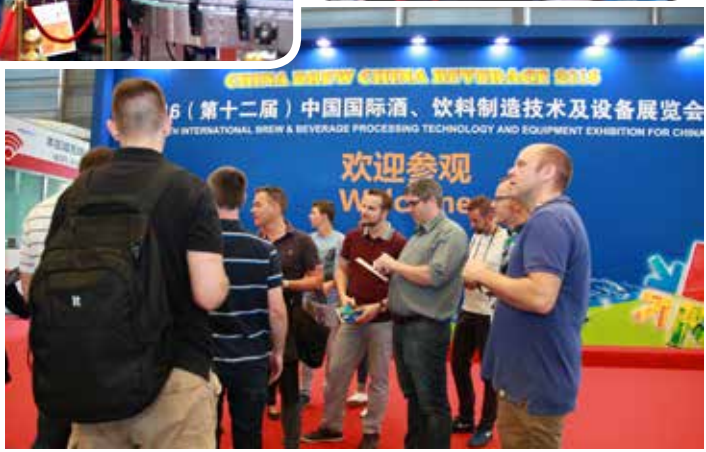


3. 到达国外观众分析如下：

3. Overseas visitor analysis:

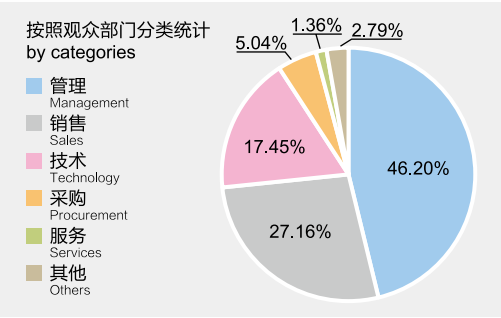


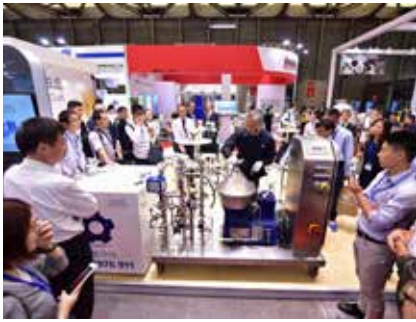


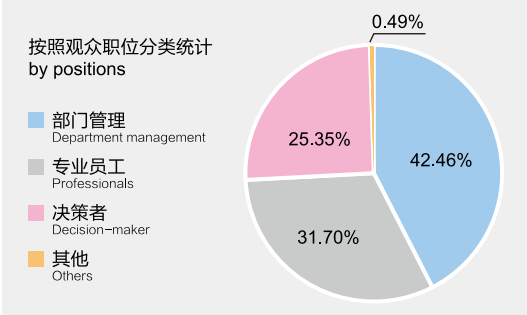


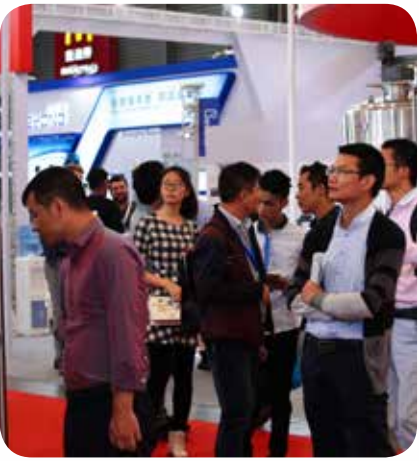
4. 到达观众职位分析如下：

4. Visitor positions analysis:



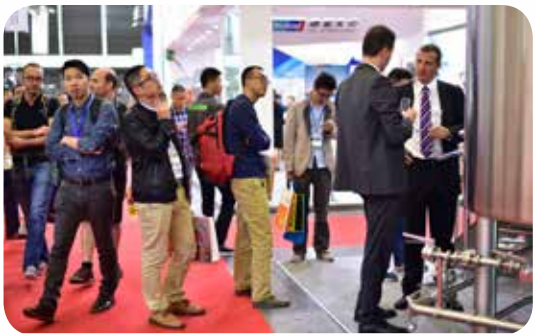






提示：仅将董事长，总经理，副总和总监四个级别统计为决策者。

Note: Only the Chairman/President/General Manager/Manager Director/Deputy General Manager/Director level is defined as Decision Maker

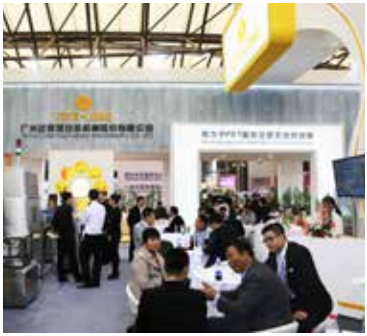


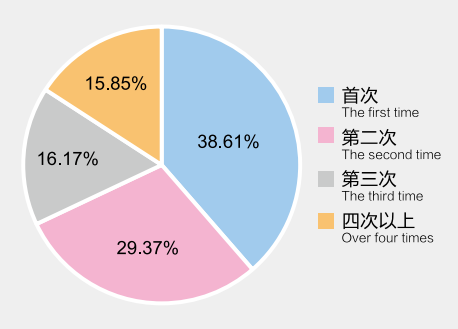
B. 根据观众现场填写的调查表所统计信息如下：

B. Statistics and analysis of the on-site visitor survey:

本次展会我们对现场观众进行的有效调查表总数为 37,611，具体数据如下：
The total numbers of valid surveys is 37,611.

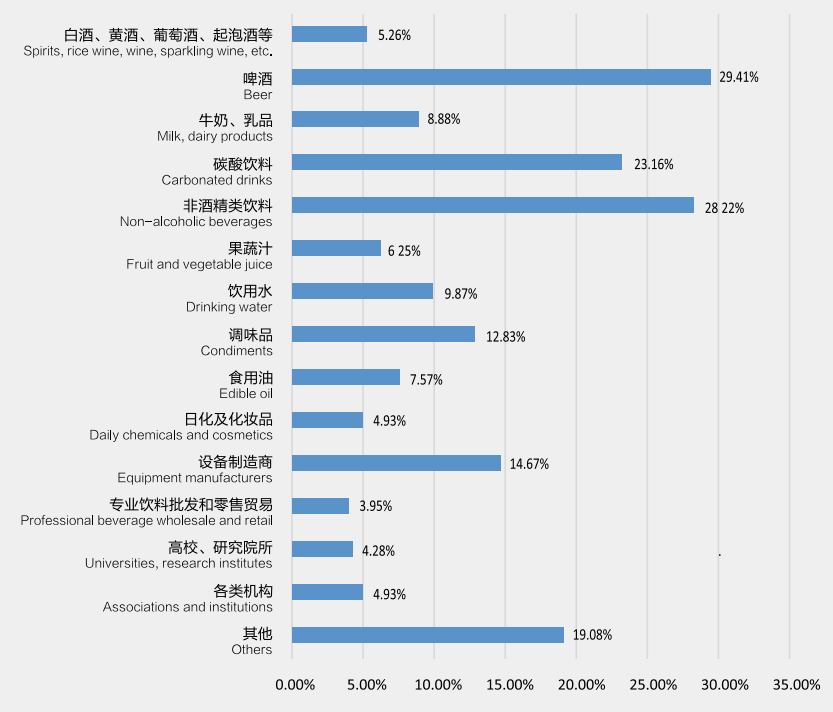
调查问题 1. 您参观过几届中国国际酒、饮料制造技术及设备展览会？
Question 1. How many times have you visited CBB?

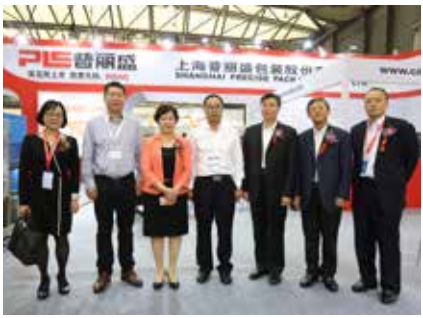




调查问题 2. 贵公司 / 组织属于下列哪个领域？（多选）

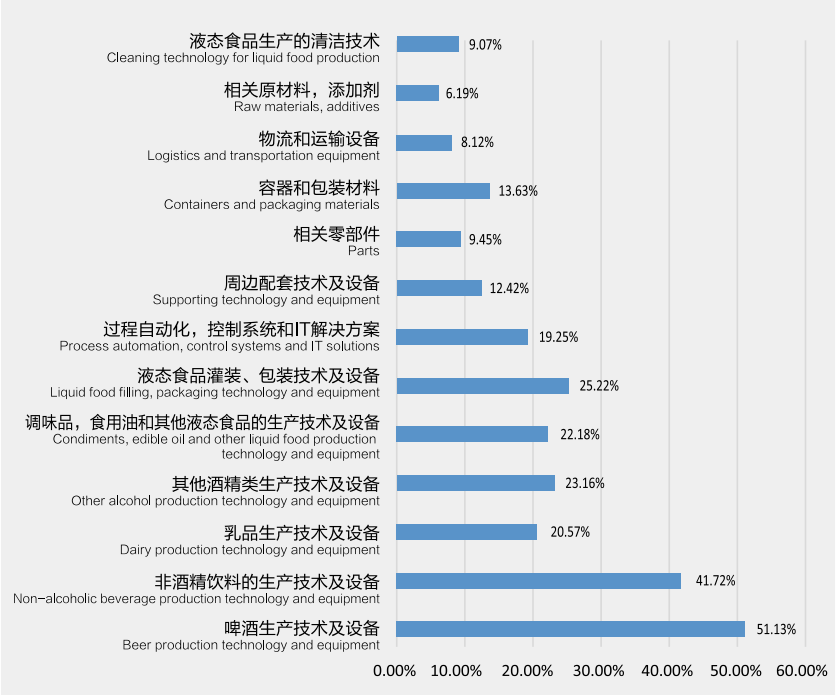
Question 2. Which category does your company/organization belong to?（Multiple choices）

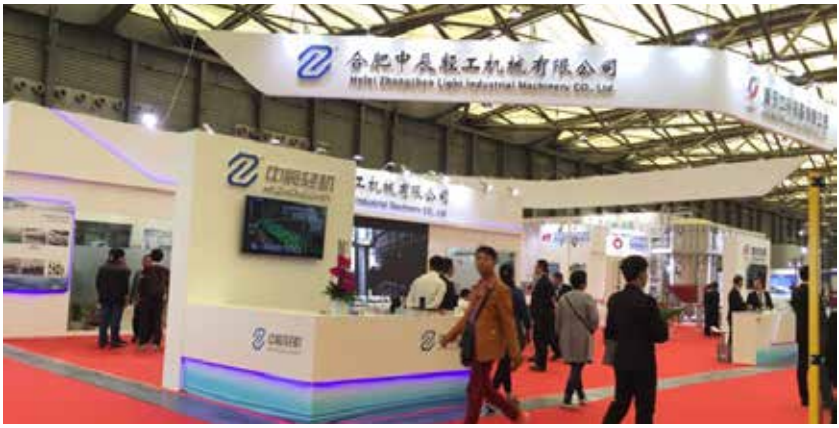




调查问题 3. 您对 CBB2016 的哪些展品领域比较感兴趣？（多选）

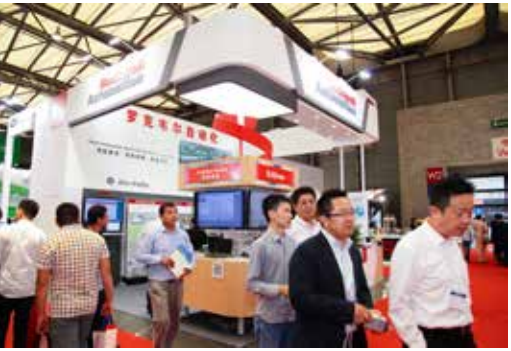
Question 3. What products are you interested in ?(Multiple choices)

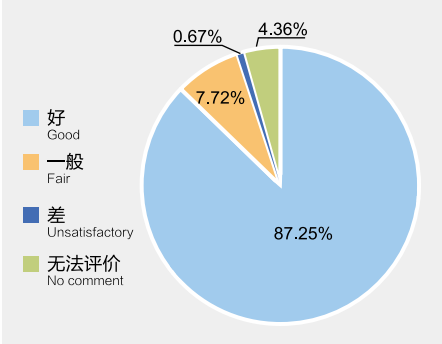


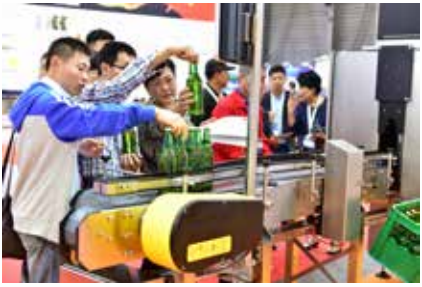


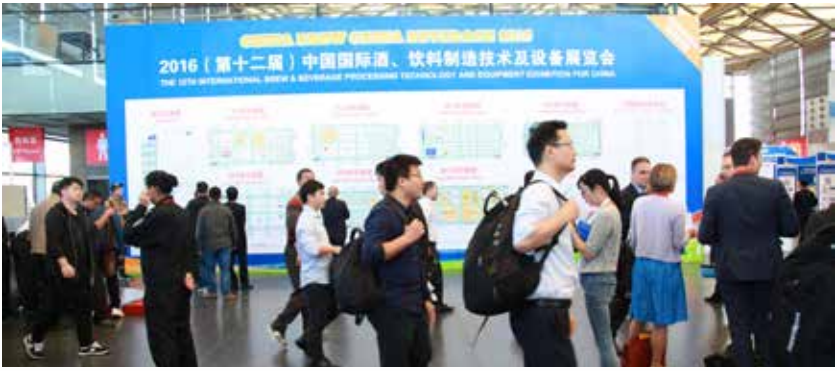
调查问题 4. 您对于 CBB2016 的总体评价如何?

Question 4. What is your general evaluation of CBB2016?









特别鸣谢 SPECIAL THANKS TO

按公司英文名排序
In alphabetical order

北京永创通达机械设备有限公司 Beijing YCTD Packaging Machinery Co., Ltd.	思派（江苏）包装设备有限公司 Cypack(JiangSu) Packaging Machinery Co.,Ltd.	上海沛鑫包装科技有限公司 Dase-sing Packaging Technology Co., Ltd.	德玛克控股集团有限公司 Demark Holding Group Co., Ltd.
佛山市南海科时敏包装设备有限公司 E-STAR Packaging Equipment Ltd.	佛山市瀛辉包装机械设备有限公司 Foshan Yinghui Packing Machinery Equipment Co., Ltd.	佛山建邦机械有限公司 Foshan Techgen Machineries Ltd.	基伊埃中国 GEA China
加意包装材料贸易（上海）有限公司 Graphic Packaging International (Shanghai) Co., Ltd.	广东轻工机械二厂有限公司 Guangdong Light Industrial Machinery Plant2 Co., Ltd.	广东粤东机械实业有限公司 Guangdong Yuedong Mechanical Industry Co., Ltd.	杭州永创智能设备股份有限公司 Hangzhou Youngsun Intelligent Equipment Co., Ltd.
哈尔滨汉德轻工医药装备有限责任公司 Harbin Hande Light Industrial & Pharmaceutical Equipment Co., Ltd.	合肥中辰轻工机械有限公司 Hefei Zhongchen Light Industrial Machinery Co., Ltd.	Heuft Systemtechnik GmbH	南通中集安瑞科食品装备有限公司 Ziemann Holvrieka Asia
宏全企业（苏州）有限公司 Hon Chuan Enterprise(SuZhou) Co.,Ltd.	江苏辉河包装机械有限公司 Jiangsu Huihe Packaging Machinery Co., Ltd.	巴特哈斯（北京）贸易有限公司 Barth Haas (Beijing) Trade Co., Ltd.	KHS GmbH
克朗斯股份公司 KRONES AG	莱州同力包装科技有限公司 Laizhou Tonle PACKAGING Technology Co., Ltd.	廊坊百冠包装机械有限公司 Langfang Bestcrown Packaging Machinery Co., Ltd.	廊坊市凯麒斯包装机械有限公司 Langfang Sunrise Packing Machinery Co., Ltd.
江苏新美星包装机械股份有限公司 Newamstar Packaging Machinery Co., Ltd.	宁波沪港食品机械制造有限公司 Ningbo HGM Food Machinery Co., Ltd.	宁波信成机械制造有限公司 Ningbo HGM Food Machinery Co., Ltd.	宁波乐惠国际工程装备股份有限公司 Ningbo Lehui International Engineering Equipment Co., Ltd.
颇尔过滤器（北京）有限公司 Pall Filter (Beijing) Co., Ltd.	广州安沛意机械设备有限公司 PE&TMG Packaging (Guangzhou) Co., Ltd.	滨特尔 Pentair Food & Beverage	青岛德隆科技有限公司 Qingdao Delong Science and Technology Co., Ltd.
秦皇岛中德实业有限公司 Qinhuangdao Zhongde Industry Co., Ltd.	萨克米 SACMI	施耐德电气（中国）有限公司 Schneider Electric (China) Co., Ltd.	SEW- 传动设备（天津）有限公司 SEW Eurodrive (Tianjin) Co., Ltd.
山东鼎泰盛食品工业装备股份有限公司 Shandong DTS Food Industry Equipment Co., Ltd.	山东中德发酵工程有限公司 Shandong Zhongde Fermentation Technology Co., Ltd.	上海普丽盛包装股份有限公司 Shanghai PRECISE Packaging Co., Ltd.	西得乐 Sidel
西门子（中国）有限公司 Siemens Ltd., China	SMC（中国）有限公司 SMC（China）Co., Ltd.	彬台机械（苏州）有限公司 Taiwan Benefit (Suzhou) Co., Ltd.	上海科瑞机械有限公司 TCP Pioneer Incorporated
广州达意隆包装机械股份有限公司 Tech-long Packaging Machinery Co., Ltd.			

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CHINA BREW 2018
CHINA BEVERAGE 2018

2018(第十三届)中国国际酒、饮料制造技术及设备展览会

THE 13TH INTERNATIONAL BREW & BEVERAGE PROCESSING TECHNOLOGY AND EQUIPMENT EXHIBITION FOR CHINA

中国·上海新国际博览中心（浦东）

2018年10月23日~26日

Shanghai New International Expo Centre (SNIEC)

October 23–26, 2018

主办单位:

中国联合装备集团有限公司
中国轻工机械协会
慕尼黑博览集团

Organizers:

China National United Equipment Group Co., Ltd.
China Light Industry Machinery Association
Messe München

承办单位:

北京中轻合力国际展览有限公司
慕尼黑展览（上海）有限公司

Co-organizers:

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慕尼黑博览集团

承办单位：

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Organizers:

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Messe München

Co-organizers:

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