

FACTS & FIGURES 2024

THE
BEER & BEVERAGE
TECHNOLOGIES
SHOW

bbtechexpo.com



ORGANIZED BY

ITALIAN EXHIBITION GROUP
Providing the future

IN COLLABORATION WITH



Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY

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SIMULTANEOUSLY WITH

International
HoReCa meeting
Congress • B2B • Parade

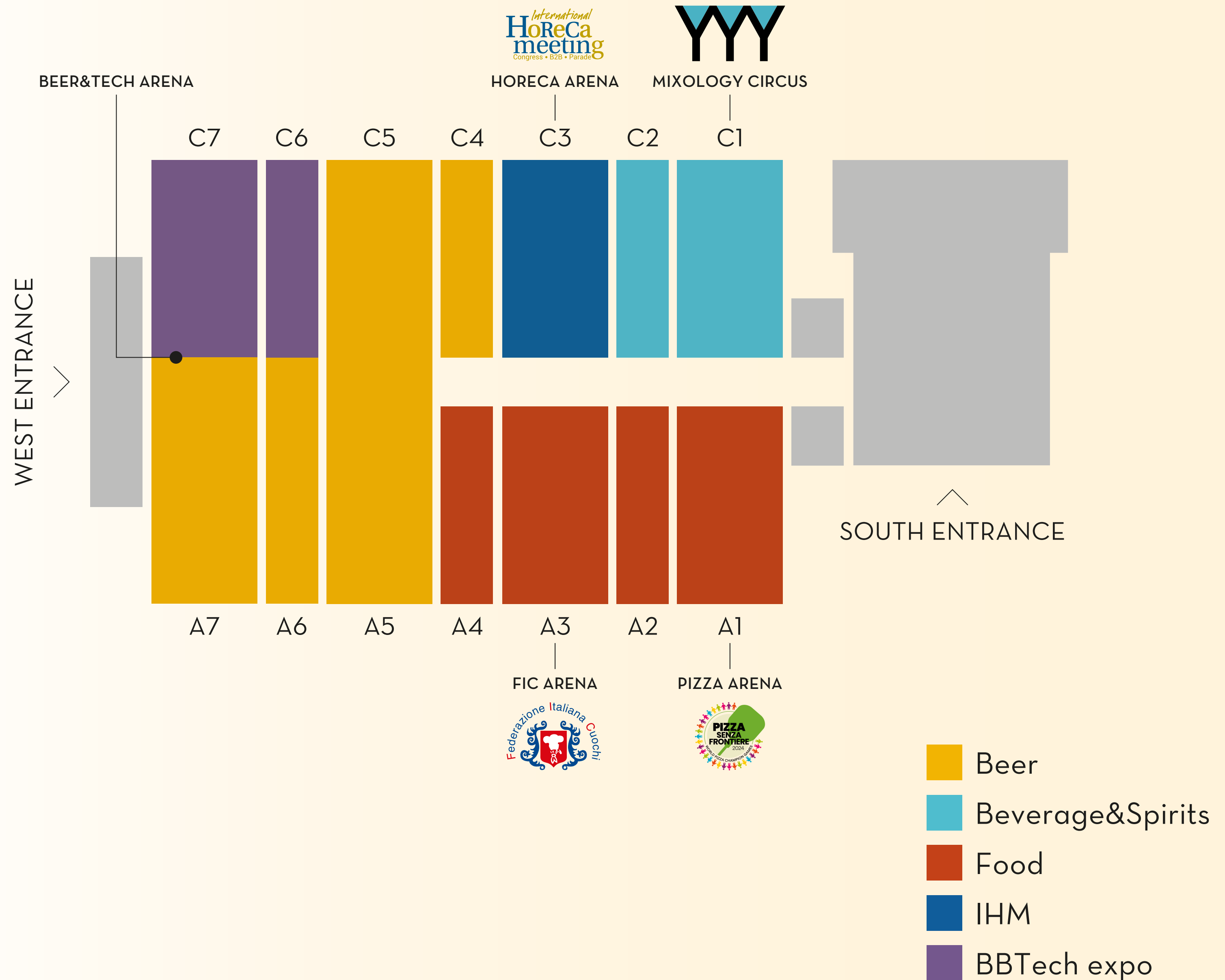
BEER & FOOD
ATTRACTION

THE PLACE TO BE

BBTech expo presents the most comprehensive offer of **processing and filling technologies, raw materials, packaging, equipment and services for beers and beverages.** An innovative trade show format that enables machine and plant manufacturers to find business opportunities with both beer and beverage exhibitors and visiting operators.



LAYOUT



WHO IS EXHIBITING

RAW MATERIALS

HOPS, MALT, WATER AND YEASTS THAT REPRESENT THE SOUL OF BEER

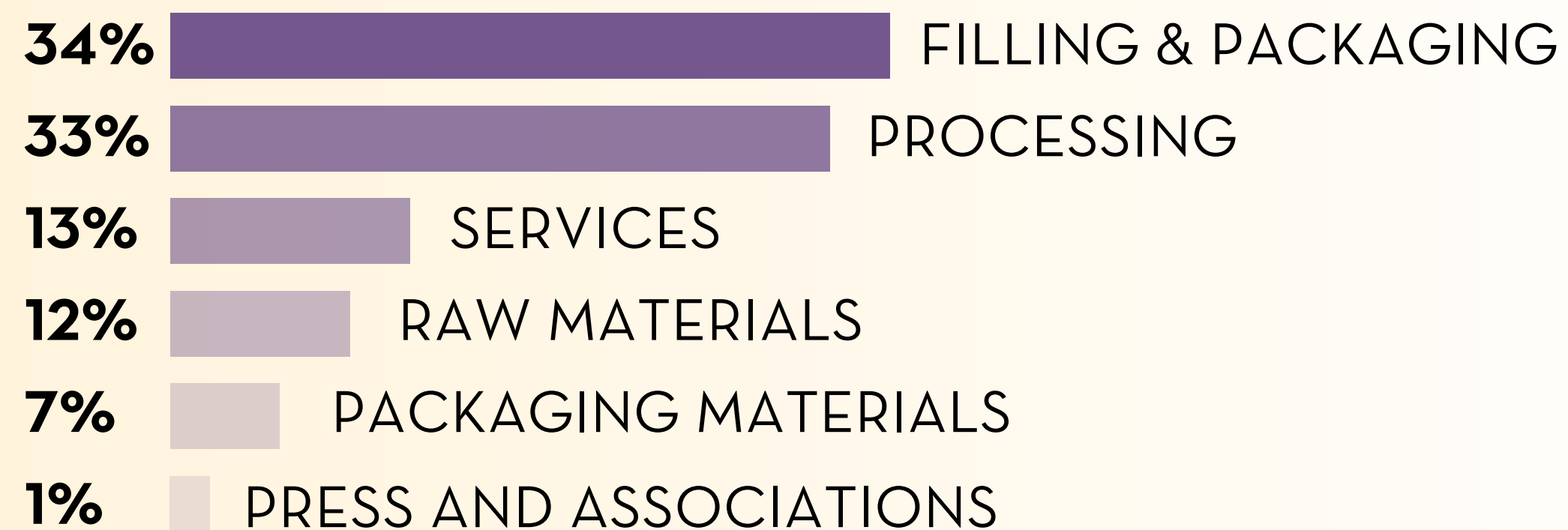
PRODUCTION AND PROCESSING TECHNOLOGIES

DISTILLERS, FERMENTERS, PASTEURISERS, FILTRATION SYSTEMS, BREWHOUSES AND MUCH MORE

FILLING & PACKAGING

BOTTLING TECHNOLOGIES, CLOSURE AND PACKAGING SYSTEMS, GLASSES AND BOTTLES MANUFACTURERS, KEGS, STOPPERS AND TAPPING EQUIPMENT, LABELS AND LABELLING MACHINES

EXHIBITORS BY BUSINESS SECTOR



EXHIBITORS

Data from the 2024 edition

77

BBTECH EXPO EXHIBITORS

from

19

COUNTRIES

494

B&F ATTRACTION EXHIBITORS

600

BRANDS

TOP 5 COUNTRIES OF ORIGIN

1. BELGIUM
2. UNITED KINGDOM
3. GERMANY
4. CROATIA
5. SLOVENIA

WHO IS VISITING

PROFESSIONAL OPERATORS

41.501

TOTAL VISITORS

+23%

COMPARED TO 2023 EDITION

from

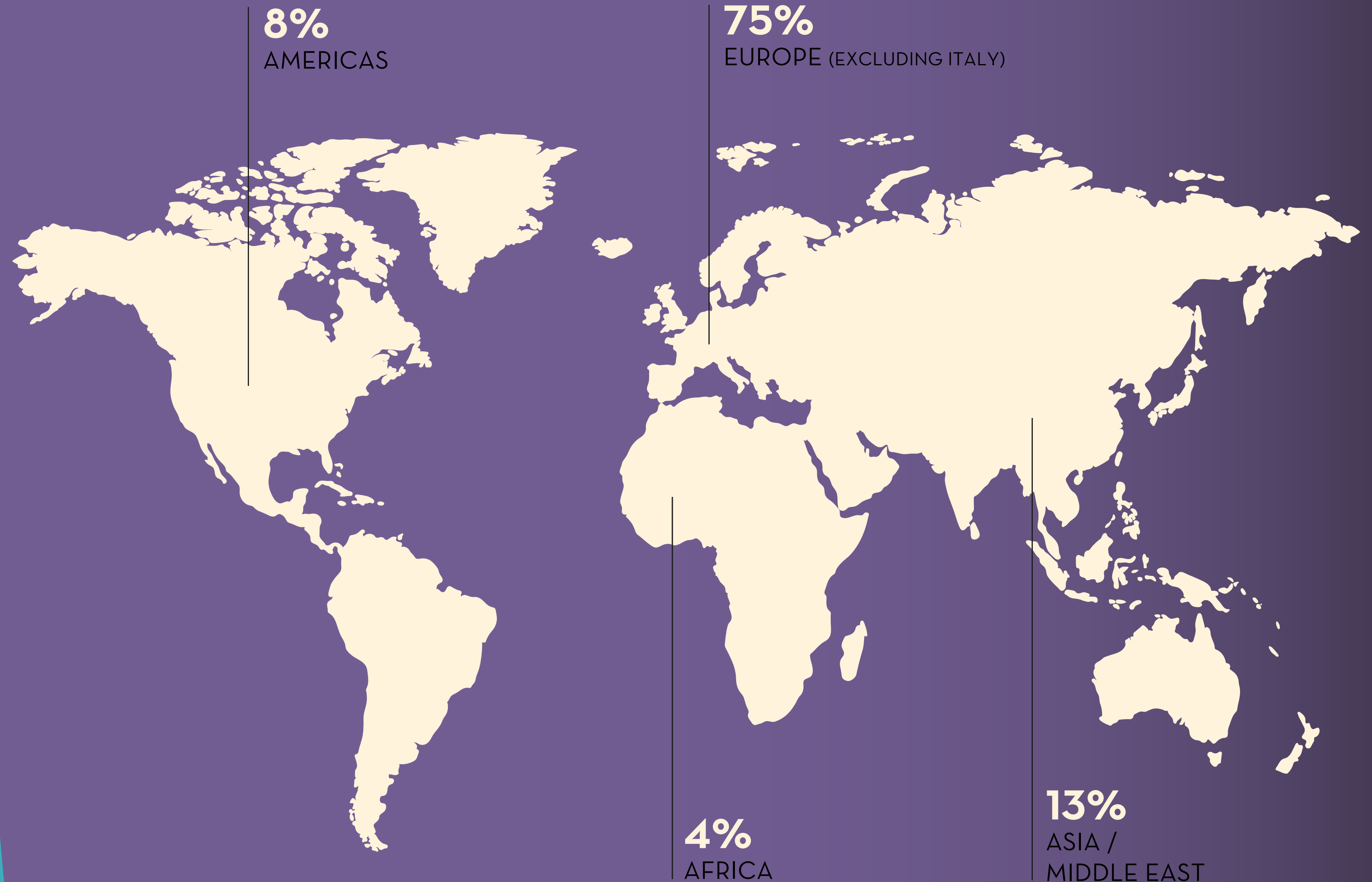
77

COUNTRIES

TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

1. GERMANY
2. SPAIN
3. GREAT BRITAIN
4. FRANCE
5. POLAND

Data from the
2024 edition



WHO IS VISITING

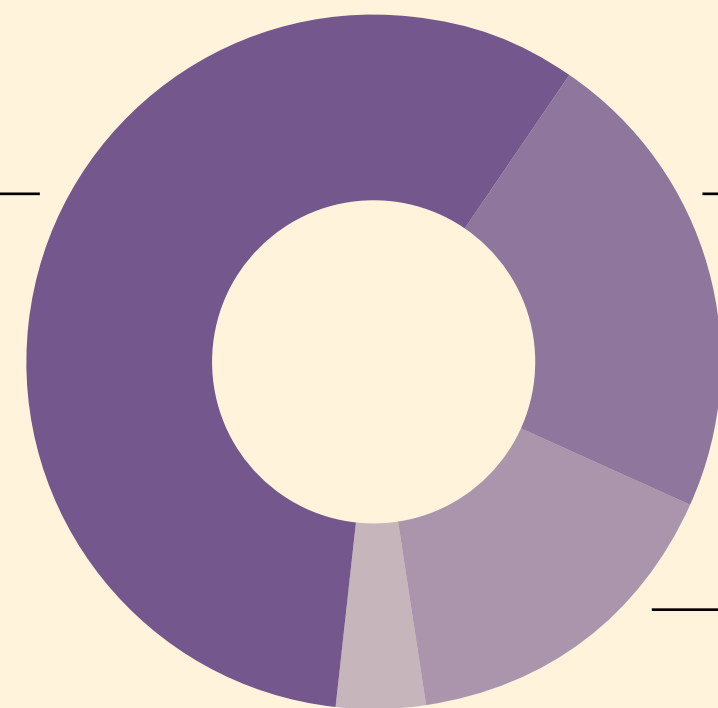
PROFESSIONAL OPERATORS

Data from the
2024 edition

ACTIVITY SECTORS

54% PRODUCERS

- 61% BEERS
- 17% TECHNOLOGY
- 14% RAW MATERIALS
- 4% WATER AND SOFT DRINKS
- 3% WINE AND SPIRITS
- 1% OIL AND LIQUID FOOD



25% SERVICES

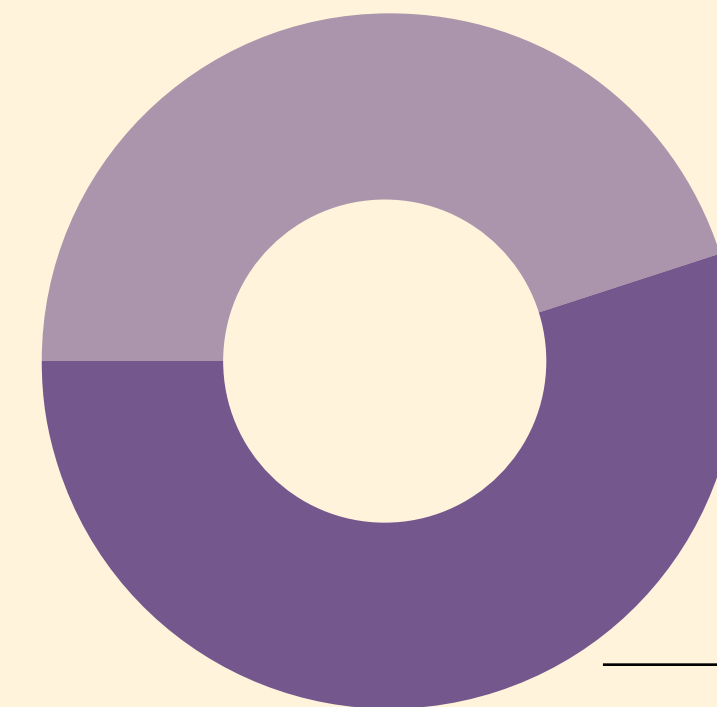
17% DISTRIBUTION

4% ASSOCIATIONS,
INSTITUTIONS AND PRESS

PROFILE

46% DECISION MAKERS

- 54% PURCHASING / SALES /
MARKETING MANAGERS
- 42% CEO / ADMINISTRATORS
- 4% PRODUCTION MANAGERS



54% INFLUENCERS

46% CONSULTANTS
32% BREWMASTER
22% TECHNICIANS / INSTALLERS

HOSTED BUYERS

125

TOP INTERNATIONAL BUYERS

from

38

COUNTRIES

1.658

BUSINESS MEETINGS

COMMUNITY

33.700

SOCIAL COMMUNITY

217

JOURNALISTS

241 MLN

TOTAL IMPRESSIONS ON SOCIAL MEDIA

1.130.000

GROSS CONTACTS REACHED

Data from the
2024 edition

APP

87.064

EXHIBITOR
CATALOGUE
VIEWS

5.524

ACTIVE USERS

GLI EVENTI

The 2024 edition of BBTech expo, running simultaneously with Beer&Food Attraction, was truly full of **education**, **masterclasses** and industry **talks** that enlivened the 5 themed event areas during the days of the event.

90
EVENTS

11
COMPETITIONS
2 OF WHICH WERE
INTERNATIONAL

5
EVENT AREAS

100
SPEAKERS



Data from the
2024 edition

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS
- BEER OF THE YEAR AWARD (**2.153** competing craft beers divided in **45** categories)
- ITALIAN CRAFT BEER CONFERENCE

INNOVATION DISTRICT

“From tomorrow’s trends to future technologies: everything that has innovation as its principal ingredient. Discovery, dialogue and experience, all in one place, the Innovation District.”

START-UPS AREA

A physical and virtual exhibition area, entirely reserved for innovative Start-Ups and young companies.

15
START-UPS

INNOVATION AWARD

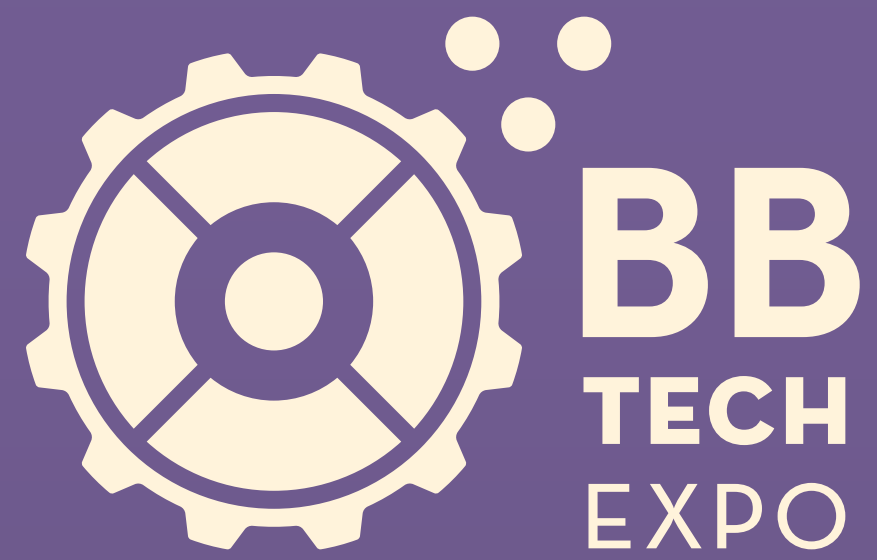
A prestigious award assigned to the revolutionary **pioneers of the sector**.

THE CATEGORIES:

- Innovative Product
- Sustainability
- Digital Innovation
- Labeling
- Packaging

The Eating Out Hub is the business community that brings together the Italian Exhibition Group events in the foodservice sector and acts as a catalyst for the birth of relationships, content and innovation.

<p>APRIL 24-26 2024 SHENZHEN</p>	<p>JUNE 26-28 2024 SINGAPORE</p>	<p>JANUARY 18-22 2025 RIMINI</p>	<p>FEBRUARY 16-18 2025 RIMINI</p>
<p>SIGEP CHINA</p> <hr/> <p>艾意吉 IEGX CHINA</p> <hr/> <p>koelnmesse</p> <p>Southern China's International Expo dedicated to the production of Gelato, Bakery & Coffee</p> <p>Shenzhen, China Shenzhen Convention & Exhibition Center (Futian)</p>	<p>SIGEP ASIA</p> <hr/> <p>IN CONJUNCTION WITH RESTAURANT ASIA 2024</p> <p>CO-LOCATED WITH SPECIALITY FOOD2GO</p> <hr/> <p>IEGX ASIA</p> <p>International Expo dedicated to the Dolce Foodservice, Catering, Coffee & Bakery</p> <p>Singapore Sands Expo & Convention Centre</p>	<p>SIGEP WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p>Rimini, Italy Expo Centre</p>	<p>BEER & FOOD ATTRACTION</p> <p>The Eating Out Experience Show</p> <p>BB TECH EXPO</p> <p>The Beer & Beverage Technologies Show</p> <p>Rimini, Italy Expo Centre</p>



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