

18 – 20
FEBRUARY
2024

RIMINI EXPO
CENTRE

THE
**BEER &
BEVERAGE**
TECHNOLOGIES
SHOW

bbtechexpo.com



ORGANIZED BY

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORATION
WITH



ITA
ITALIAN TRADE AGENCY

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SIMULTANEOUSLY
WITH

International
**HoReCa
meeting**
Congress • B2B • Parade

**BEER &
FOOD**
ATTRACTION

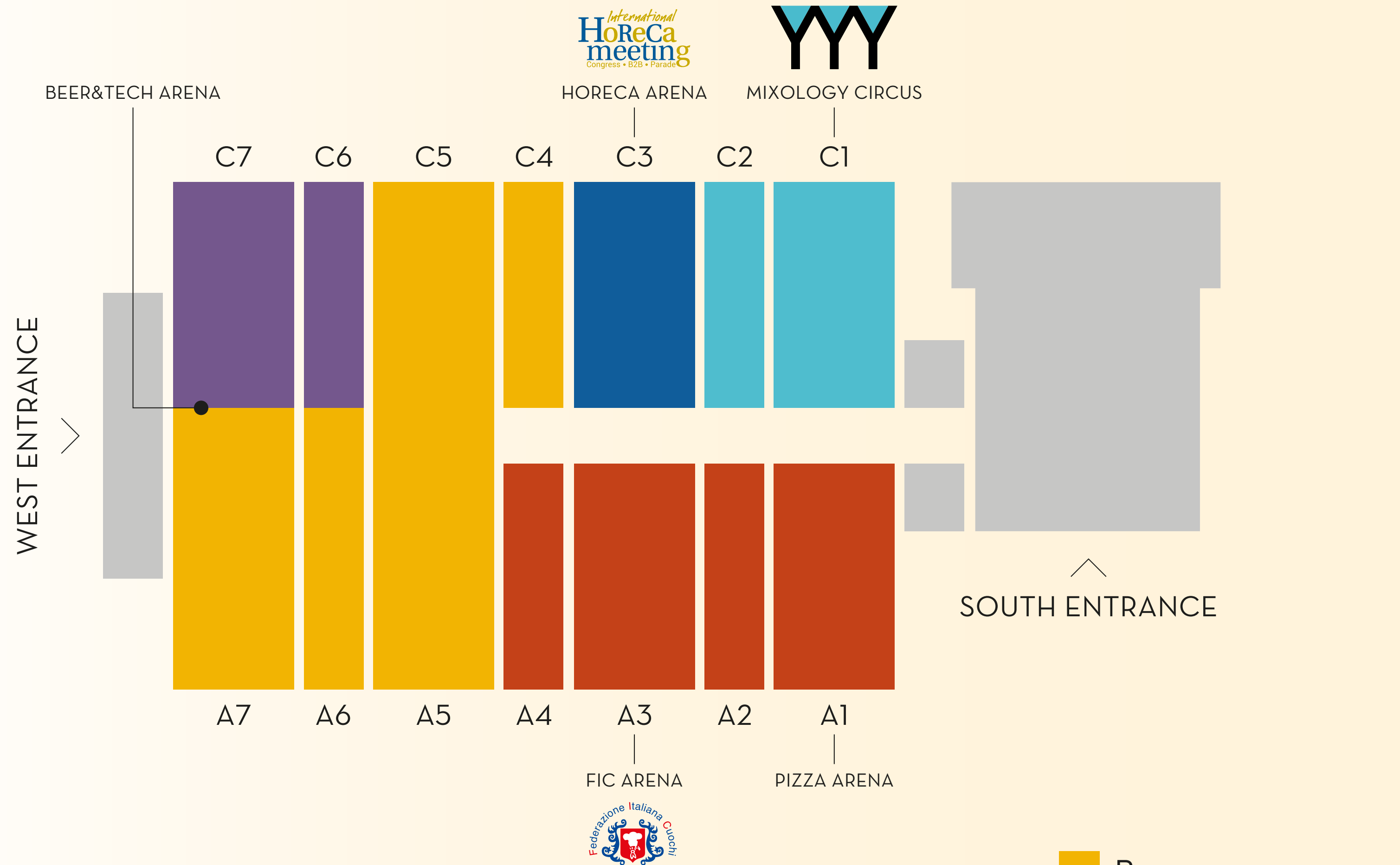
2024 EDITION

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.

BBTech expo takes place simultaneously with Beer&Food Attraction, **from 18th to 20th February 2024 at Rimini Expo Centre.** The event is dedicated **exclusively to trade professionals.**



LAYOUT



WATCH THE VIDEO:



WHO IS EXHIBITING

RAW MATERIALS

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

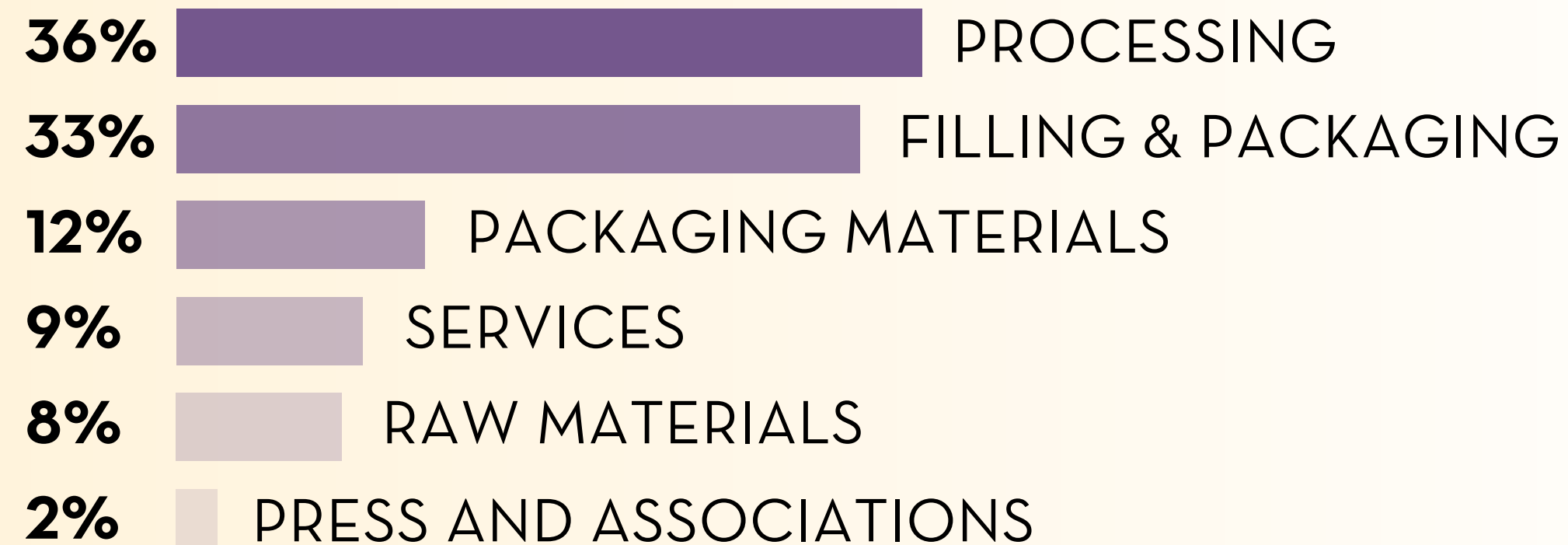
PRODUCTION AND PROCESSING TECHNOLOGIES

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 2023 edition

69

69 BBTECH EXHIBITORS

from

20

COUNTRIES

436

B&F ATTRACTION EXHIBITORS

600

BRANDS

TOP 5 COUNTRIES OF ORIGIN

1. GERMANY
2. BELGIUM
3. AUSTRIA
4. POLAND
5. SPAIN

WHO IS VISITING

PROFESSIONAL OPERATORS

33,852
TOTAL VISITORS

from
85
COUNTRIES

TOP 5 COUNTRIES OF ORIGIN

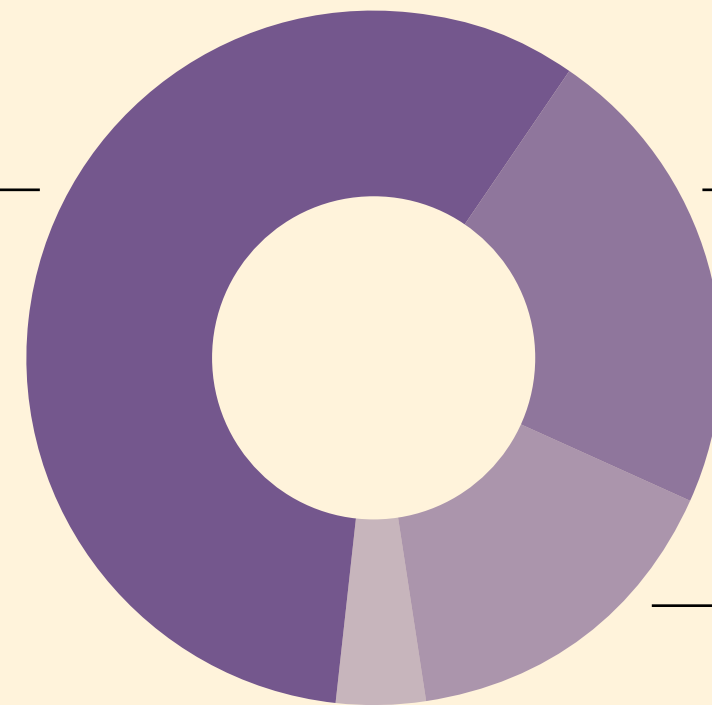
1. SWITZERLAND
2. CROATIA
3. GERMANY
4. SWEDEN
5. CZECH REPUBLIC

+30%
COMPARED TO 2020

Data from the
2023 edition

58% PRODUCERS

- 60% BEERS
- 16% RAW MATERIALS
- 15% TECHNOLOGIES
- 4% WATER AND SOFT DRINKS
- 3% WINE AND SPIRITS
- 2% OIL AND LIQUID FOOD



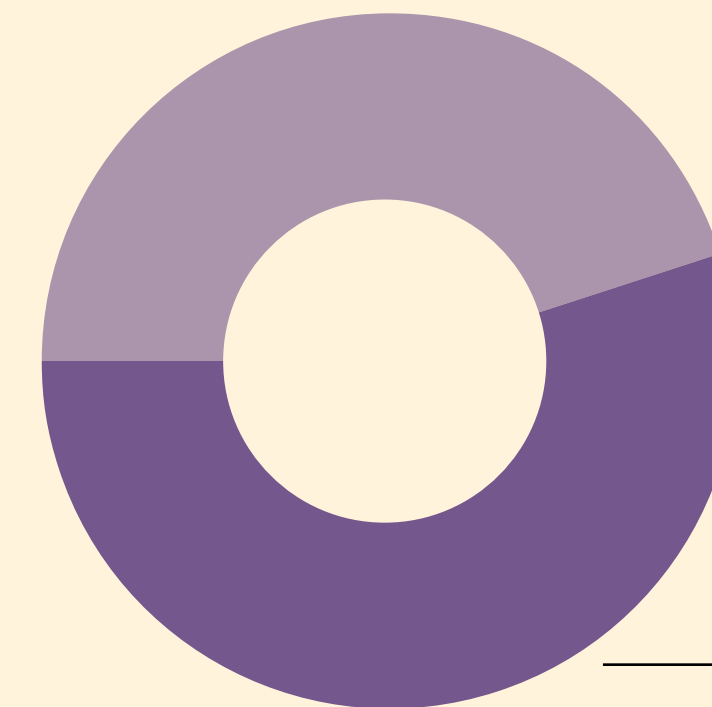
22% SERVICES

16% DISTRIBUTION

4% ASSOCIATIONS,
INSTITUTIONS AND MEDIA

39% DECISION MAKERS

- 23% OWNERS / CEO
- 12% PURCHASING MANAGERS
- 4% PRODUCTION MANAGERS



61% INFLUENCERS

- 29% CONSULTANTS
- 20% BREWMASTERS
- 12% INSTALLATION ENGINEERS

HOSTED BUYERS

107

TOP INTERNATIONAL BUYERS

from

36

COUNTRIES

2,851

BUSINESS MEETINGS

“Here at BBTech expo I’ve been really impressed by the wide range of different Italian micro-breweries which focus on local organic ingredients and many of them have their own thing, like spontaneous fermentation, or using wild yeast or combining wine and beer making a hybrid drink. It has been really wonderful to see and I’ve been really enjoying seeing that”.

Tommi Koistinen - CEO, Olarin Panimo (Finland)

“It’s very important to attend this exhibition because it gives us the opportunity to know and study new trends, new technologies, new producers, and it also gives us a good opportunity to always be in a development stage. To be short, it’s a very well organized and effective exhibition”.

Hayk Hakobyan - Founder, 379 Brewing Company (Armenia)

AUDIENCE

Data from the
2023 edition

248

JOURNALISTS

365,773

PAGE SESSIONS ON THE WEBSITE

28,900

SOCIAL COMMUNITY

290,853

TOTAL REACH

DIGITAL PLATFORM

5.128

VISITS ON THE
EXHIBITORS CATALOGUE

972

PRODUCT VIEWS

THE EVENTS

Data from the
2023 edition

The 2023 edition of BBTech expo, simultaneously with Beer&Food Attraction, was really full of **training, masterclass and industry talks** that, during the days of the exhibition, enlivened the 5 themed event areas.

The **Beer&Tech Arena**, beating heart of both exhibitions, focused on the **connection between beers and technologies**, providing a **training and in-depth course** in collaboration with universities, consortium and sector associations.

Lots of news, among which the **Mixology Circus**, dedicated to the art of quality mixing, and also many reconfirmations, like the **International Horeca Meeting** by Italgrob and the **Beer of the Year Award** organized by Unionbirrai.

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS **NEW ADDITION OF 2023!**
- BEER OF THE YEAR AWARD (**2,200** competing craft beers divided in **46** categories)
- ITALIAN CRAFT BEER CONFERENCE **NEW ADDITION OF 2023!**

50
EVENTS

10
COMPETITIONS,
2 OF WHICH WERE INTERNATIONAL

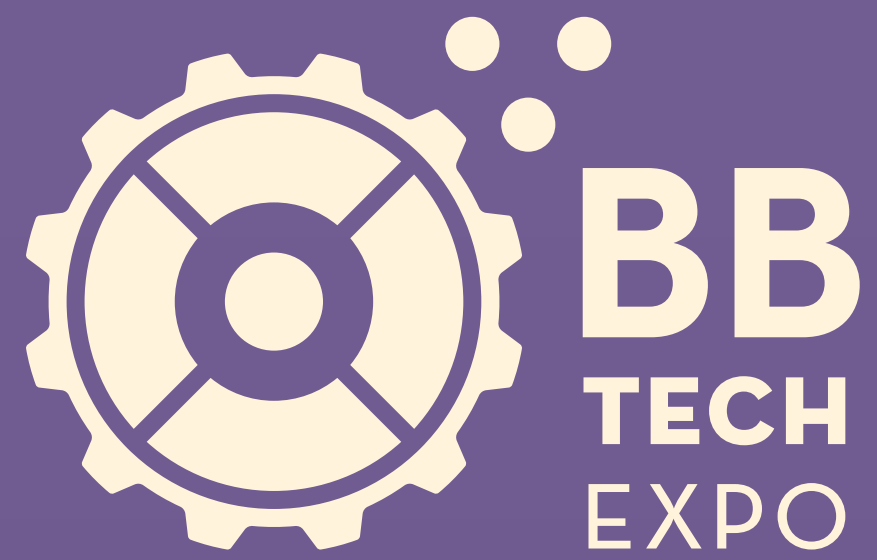
5
EVENT AREAS

100
SPEAKERS



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





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