

16 – 18  
FEBRUARY  
2025

RIMINI EXPO  
CENTRE,  
ITALY

THE  
**BEER &  
BEVERAGE**  
TECHNOLOGIES  
SHOW

[bbtechexpo.com](http://bbtechexpo.com)



ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

CO-LOCATED WITH

**BEER &  
FOOD**  
ATTRACTION

**YYY**  
MIXOLOGY  
CIRCUS

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

IN COLLABORATION  
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Ministero degli Affari Esteri  
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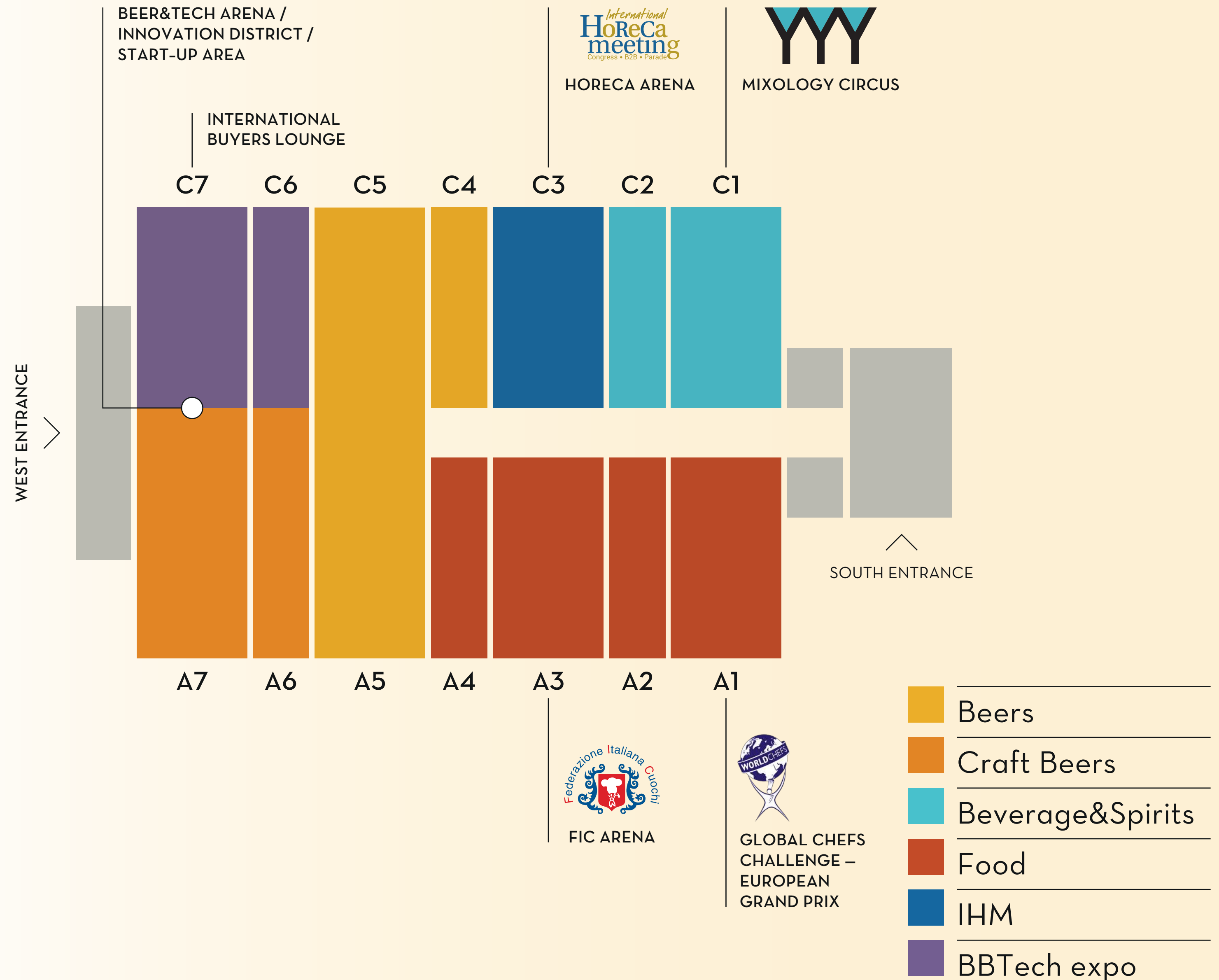
# 2025 EDITION

BBTech Expo, is the event dedicated to **technologies, equipment and accessories for the production and packaging of beer and beverages.** This unique professional event showcases the entire supply chain, offering a comprehensive overview of **raw materials, processing and filling technologies, packaging, equipment and services** dedicated to the beer and beverage industry. BBTech Expo is an essential reference point for industry professionals, highlighting the **latest trends** and **technological innovations** that are shaping the future of the market.

The event takes place concurrently with Beer&Food Attraction, from **16 to 18 February 2025** at the Rimini Expo Centre (Italy), and is dedicated exclusively to professionals in the sector.



## LAYOUT



# FACTS & FIGURES 2024

**41,501**

TOTAL ATTENDANCE

**+23%**

COMPARED TO 2023

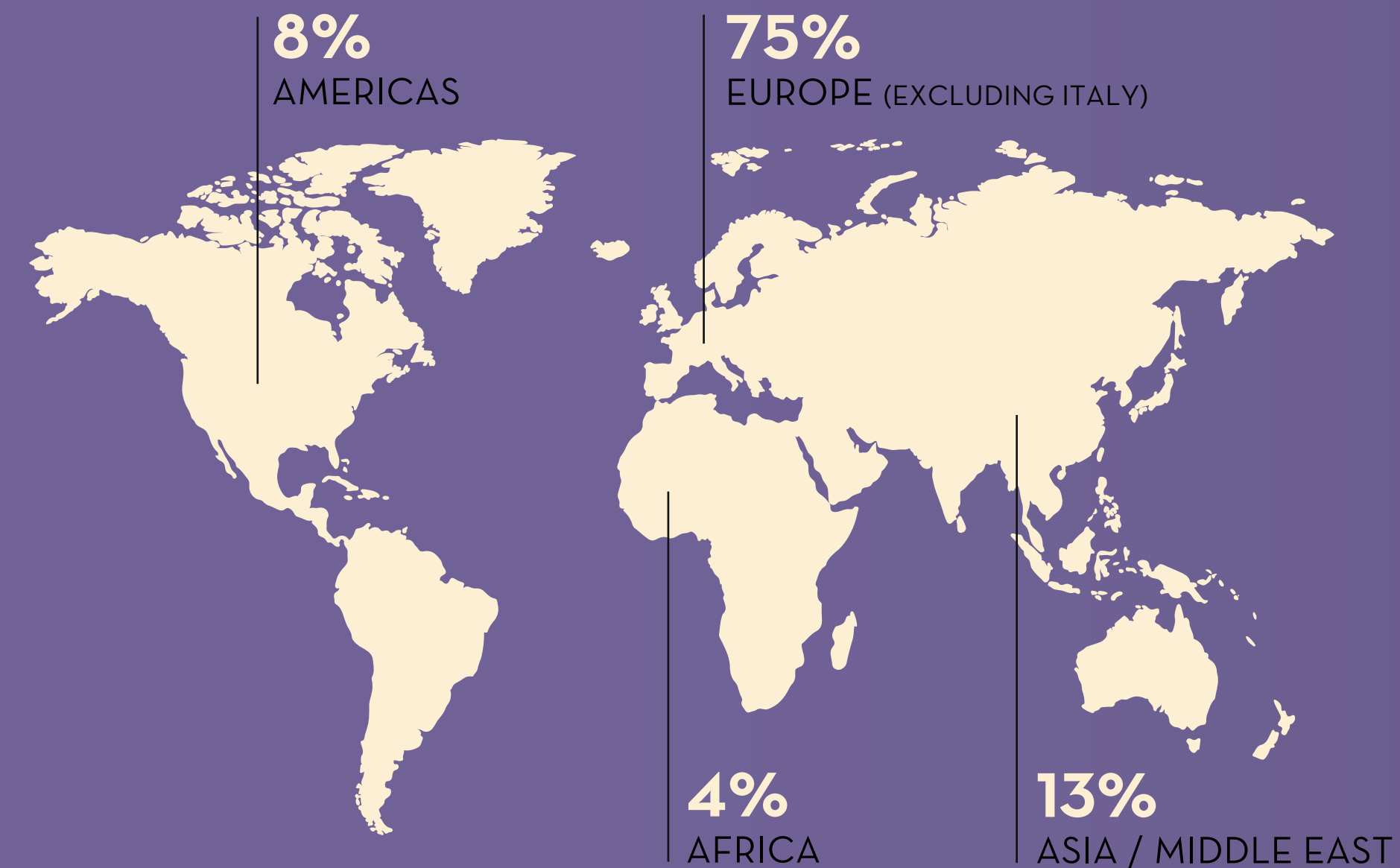
from

**77**

COUNTRIES

## TOP 5 COUNTRIES OF ORIGIN (EXCLUDING ITALY)

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



The figures refer to the 2024 edition of Beer&Food Attraction and BBTech expo

## EXHIBITORS

**600**

BRANDS

## COMMUNITY

**1,130,000**

GROSS CONTACTS REACHED

## HOSTED BUYERS

**125**

INTERNATIONAL TOP BUYERS

## APP

**87,064**

EXHIBITOR CATALOGUE VIEWS

from

**38**

COUNTRIES

# WHY EXHIBIT

## BUSINESS

Achieve your **financial and growth objectives** by developing **new national and international markets**.

## BRAND AWARENESS

Showcase your **brand** in an international environment to **loyal customers and potential new contacts**, enabling them to get to know your **products and innovations**.

## COMMUNITY

Join an **active and important community** in the Out of Home sector, thereby multiplying **networking opportunities**.

## UPDATE

Keep up to date with the **main industry trends** through a packed programme of events including **talks, demos, show cooking, seminars and panel discussions**.

# WHY VISIT

## GLOBAL NETWORKING

Make contact with **companies and operators from all over the world**, creating **new connections** and sharing experiences with professionals and associations in the Out of Home industry.

## INSPIRATION

Expand your horizons, explore **new developments** and be the first to discover **new products, cutting-edge equipment and revolutionary techniques**.

## EVENTS

Take part in a packed programme of **talks, demos and show cooking** with highly innovative and artistic content, and make contact with **leading experts** and renowned **chef** in the sector.

## TRAINING

Expand your **knowledge and skills** and keep abreast of the **very latest industry news**, keeping a close eye on the increasingly topical issues of **sustainability, marketing and digital innovation**.

# THE EVENTS

BBTech expo, together with Beer&Food Attraction, offer a unique platform for all professionals working in the industry.

Here **beer culture** and **technological innovation** come together in an extraordinary journey of discovery.

This synergy comes to life through a series of **meetings and training sessions** organised in close collaboration with universities, consortia and associations in the sector.

At the heart of this journey, operators find common ground where they can share **ideas**, experiment with **new approaches** and deepen their **knowledge**.

- INTERNATIONAL HORECA MEETING
- BEER&TECH ARENA
- MIXOLOGY CIRCUS
- BEER OF THE YEAR AWARD
- ITALIAN CRAFT BEER CONFERENCE

90  
EVENTS

5  
EVENT AREAS

11  
COMPETITIONS OF  
WHICH 2 INTERNATIONAL

100  
SPEAKERS

The figures refer to the 2024 edition of Beer&Food Attraction and BBTech expo



# THE EATING OUT HUB

**TEO** is the digital platform that brings together in one place all the **food & beverage** events organised by Italian Exhibition Group with the aim of offering **specific content** over a much longer period of time.

## BRING DOWN BARRIERS

Meet your **financial and growth targets** by reaching new national and international markets.

## BE RELEVANT

Increase **event sessions and content** through the platform to reach more stakeholders.

## MAXIMIZE INVESTMENT

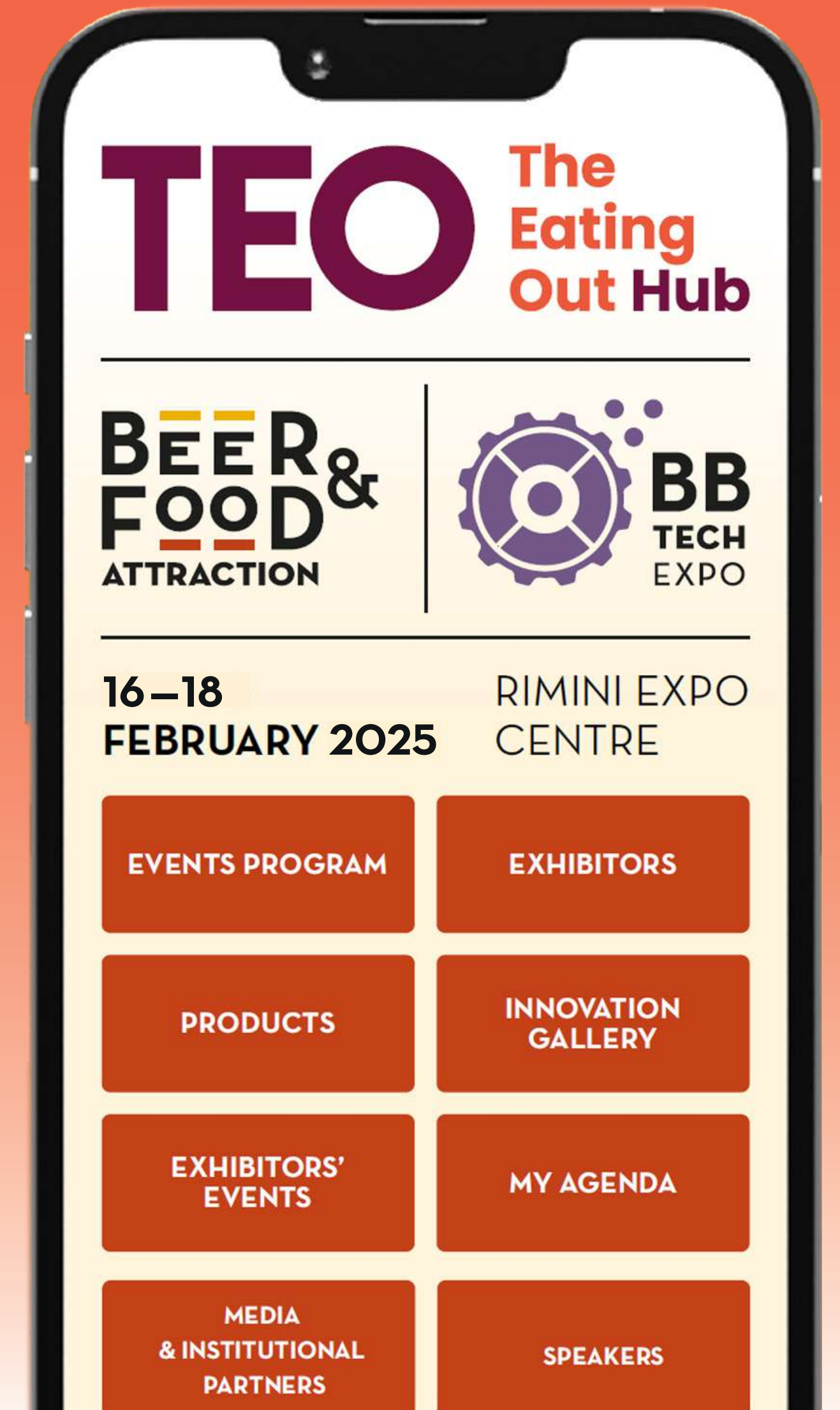
Leverage the **digital extension** to meet your **business objectives** through new channels.

## INCREASE RETURNS

Increase your number of leads through the right mix of onsite and online with a positive impact on revenues.

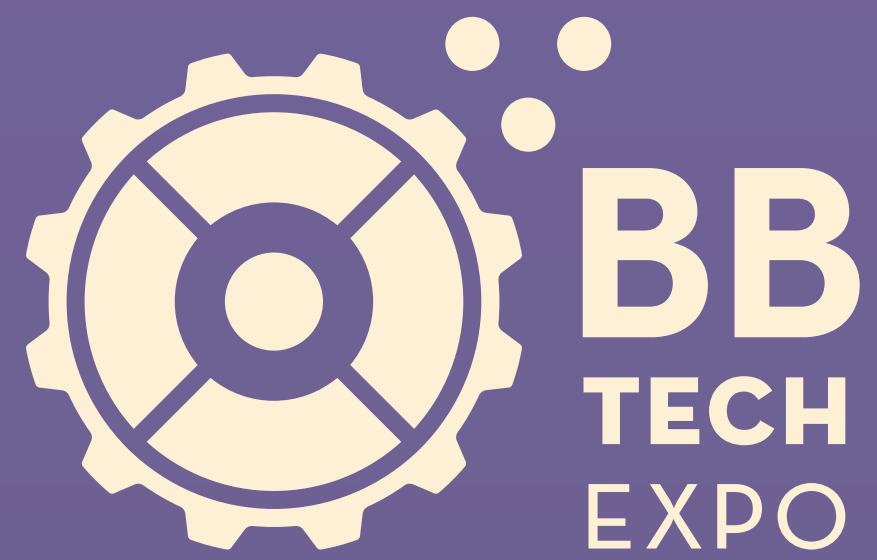
## OFFER THE BEST

Offer your visitors the best of both the physical and virtual worlds.



A **business community** that brings together Italian Exhibition Group events in the out-of-home sector and acts as a catalyst for the development of business, relationships, content and innovation.

<p>18-22 JANUARY <b>2025</b> RIMINI</p>	<p>16-18 FEBRUARY <b>2025</b> RIMINI</p>	<p>24-26 APRIL <b>2025</b> SHENZHEN</p>	<p>18-20 JUNE <b>2025</b> SINGAPORE</p>
<p><b>SIGEP</b> WORLD</p> <p>The World Expo for Foodservice Excellence</p> <p><b>RIMINI</b> Expo Centre</p>	<p><b>BEER &amp; FOOD</b> ATTRACTION</p> <p>The Eating Out Experience Show</p> <p><b>BB TECH EXPO</b></p> <p>The Beer &amp; Beverage Technologies Show</p> <p><b>RIMINI</b> Expo Centre</p>	<p><b>SIGEP</b> CHINA</p> <p>艾意吉 <b>IEGX</b> CHINA</p> <p>koelnmesse</p> <p>Southern China's International Expo dedicated to the production of Gelato, Bakery &amp; Coffee</p> <p><b>SHENZHEN, CHINA</b> Shenzhen Convention &amp; Exhibition Center (Futian)</p>	<p><b>SIGEP</b> ASIA</p> <p>IN CONJUNCTION WITH <b>RESTAURANT ASIA 2025</b> <small>International Restaurant, Kitchen &amp; Culinary Equipment &amp; Supplies Exhibition</small></p> <p>CO-LOCATED WITH <b>SPECIALITY</b> <b>FOOD2GO</b></p> <p><b>IEGX</b> ASIA</p> <p>International Expo dedicated to the Dolce Foodservice, Catering, Coffee &amp; Bakery</p> <p><b>SINGAPORE</b> Sands Expo &amp; Convention Centre</p>



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