

CBST 2013

中国国际
饮料工业
科技展

CHINA
INTERNATIONAL
BEVERAGE
INDUSTRY
EXHIBITION
ON SCIENCE &
TECHNOLOGY

SHOW REPORT

www.chinabeverage.org/cbst
2013.11.20-22 · SHANGHAI, CHINA



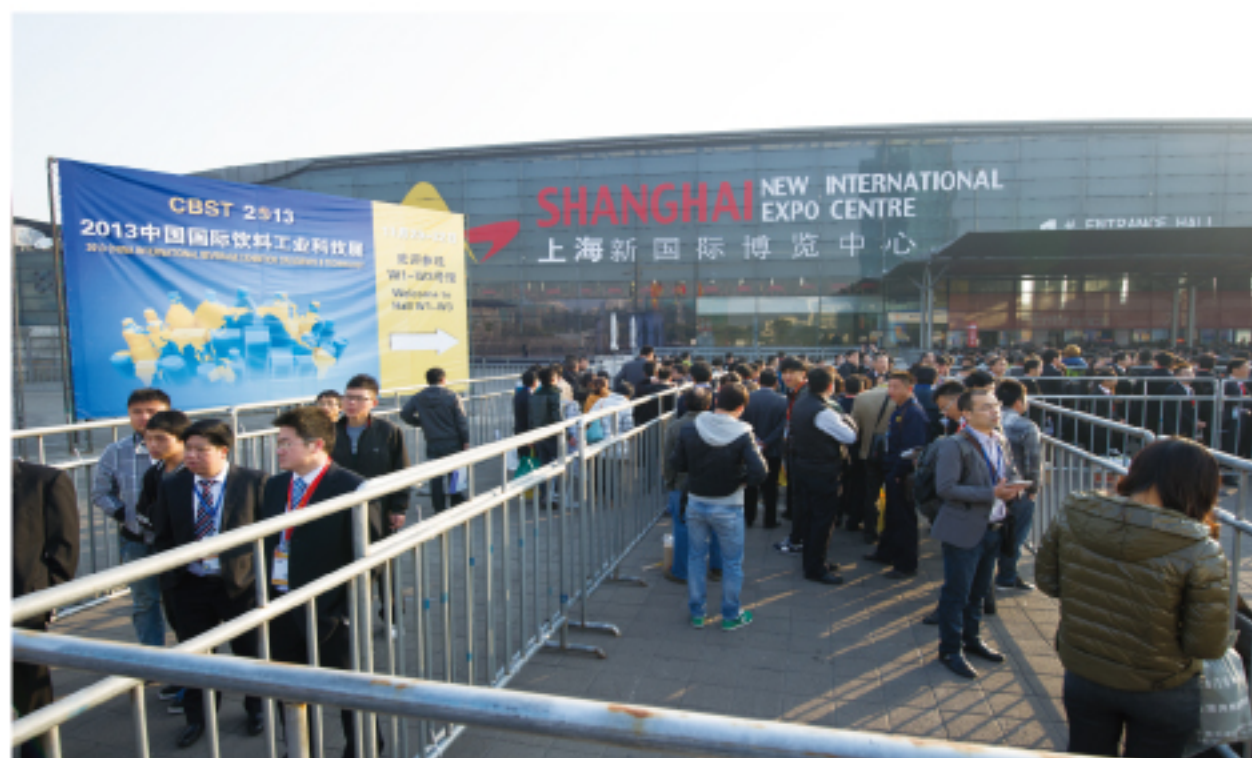
Organizer:  China Beverage Industry Association (CBIA)

Undertakers: The Supplier Branch of CBIA Join Exhibitions Beijing Co., Ltd.





Splendid achievements in the professional exhibition



Celebrities' drumming for the opening ceremony

The opening ceremony of CBST2013 was held in Shanghai New International Expo Center (SNIEC) at 9 am, Nov.20th, 2013. Bu Zhengfa, the president of the China National Light Industry Council, Zhao Yali, the chairman of China Beverage Industry Association, celebrities from famous beverage industries, presidents from suppliers, and representatives from International Beverage Industry took turns to beat a drum and signed their names on the "Good Luck Wall".



▲ Guests of opening ceremony were marching in



▲ President Bu Zhengfa was opening CBST2013



▲ Guests of opening ceremony were signing their names
on the "Good Luck Wall"



Great support from: Chen Chuanyu, the Inspector of the 1st Department of the Food Administration of China Food and Drug Administration; Gao Fu, the Vice Inspector of the Consumer Goods Industry Department of Ministry of Industry and Information Technology of People's Republic of China; Zhang Tao, the Vice Director of the Research Bureau of State-owned Assets Supervision and Administration Commission of the State council; Nie Dake, the Department Chief from the 1st department of Food Administration of the China Food and Drug Administration; Deng Xiaodong, the Investigator of the Consumer Goods Industry Department of Ministry of Industry and Information Technology of People's Republic of China; Geng Yumei, the Vice Office Director of the China Consumer Association.



Great support
from the celebrated leaders

Great support

from the celebrated leaders



Great support from: Wang Guangxing, the Chairman of Yeshu Company; Lu Dawei, the Chairman of Coca-Cola China; Zhu Huan, the CEO of Tingyi-Asahi; Zheng Shanshan, the Chairman of Nongfu Spring; Zhou Jingliang, the Chairman of Shenzhen Jingliang; Guo Yimin, the Chairman of Sichuan Baserword.



Great support from: Wang Qiumin, the General Manager of Chengde Lulu Company; Chen yuanying, the President of Xiamen Yinlu Company; Yao Kuizhang, the Chairman of Hebei Yangyuan Company; Hou Zhihua, the Vice General Manager of C-estbon Company; Zhang Ligang, the Vice General Manager of Red Bull Company; Wong Gao, the Vice President of Nestle China.



Great support from: Feng Jianxin, the Vice-President of Krones Company; Zhang Songming, the Chairman of Tech-long Company; Dong Fenglin, the General Manager of Nanjing Light Industrial Machinery; Du Zhenqing, the Chairman of Langfang Baiguan Company; He Deping, the Chairman of Jiangsu Newstar Company; Huang Dongming, the General Manager of Nanjing GrandPak Company.



Great support from: Huang Zhenhua, the Chairman of Jiangsu ASG Company; Jiang Aiqing, the President of Duminfood Company; Zheng Jianrong, the Vice Chairman of Guangdong Light Industry Machinery Plant 2 LTD; Zhao Zhiyin, the Chairman of Hyfilling; Zhu Zhongwang, the General Manager of Zhongchen Light Industry Machinery Company.



Great support from: Lin Qiaosi, the Chairman of E-Star Company; Wu Renbo, the General Manager from Hangzhou Yougao Company; Wang Liwei, the Chairman of Shandong Mingjia Company; Zhang Weiming, the General Manager of Xinglian Company; Li Tao, the CMO of Sidel Company.



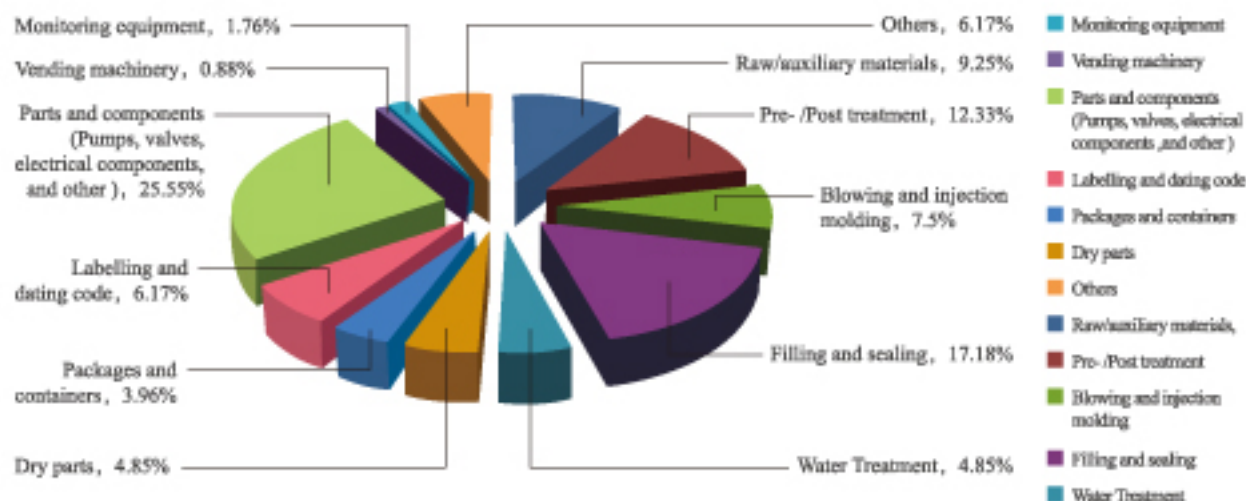
Great support from: Guests of International Beverage Association

Remarkable strengths shown in the brand exhibition

The 6th China International Beverage Industry Exhibition on Science and Technology (CBST2013) was successfully held in Pavilion W1-W3 of Shanghai New International Expo Center on 20th-22nd, Nov, 2013, covering an area of 30,000 square meters with about 300 suppliers of whole beverage industry chain from more than 30 countries and regions, such as China, Germany, Italy, America, France, UK, Netherland, Israel, South Africa, Singapore, Sweden, Spain, New Zealand, Canada, Japan, and Taiwan.



The exhibition involved all the equipments and materials in the beverage industry chain, including raw/auxiliary materials, equipments of pre-treatment, filling and sealing, blowing and injection molding, packaging, processing aids, online inspections, dispensers, laboratory equipments and reagents. Exhibitors with filling and sealing technology, and exhibitors with pre-treatment and post-treatment technology accounted for 17.18% and 12.33% respectively, exhibitors with raw/auxiliary materials and additives, and exhibitors with blowing and injection molding technology 9.25% and 7.05% respectively. These exhibitors formed the important parts of the exhibition.



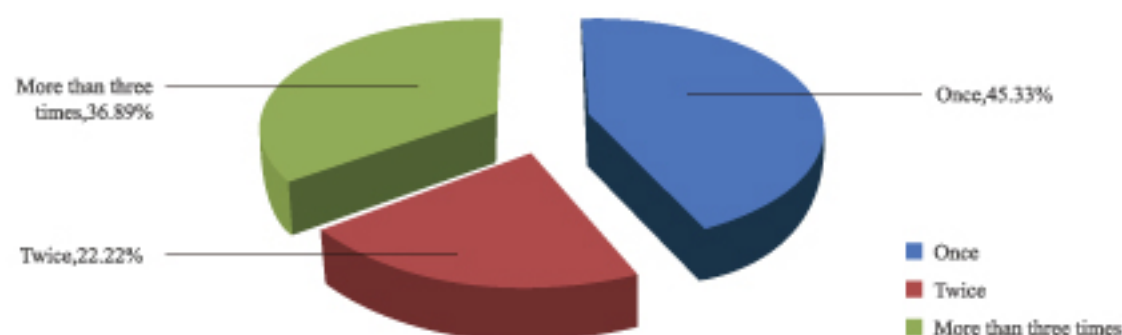
The statistics of exhibits



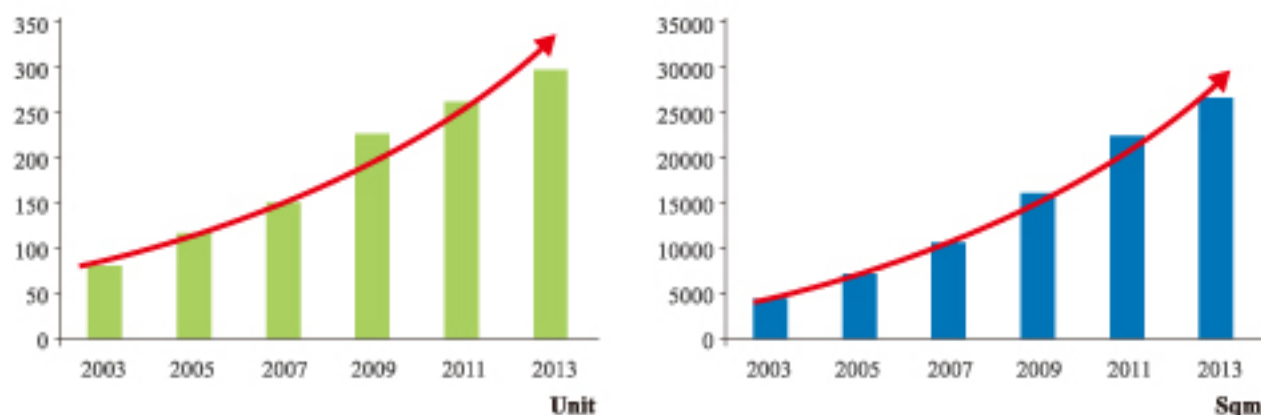
Remarkable strengths
shown in the brand exhibition

CBST2013 was highly welcomed and strongly supported by many exhibitors. According to the statistics, exhibitors participating three times or more consecutively made up 36.89%, including famous companies at home and abroad such as Krones, Sidel, Sacmi, Nanjing Light Industrial Machinery, Newamstar, Tech-long, Langfang Baiguan, Hefei Zhongchen, ASG, Vanta, and Heuft. Exhibitors participating for the second time made up 22.22%, including GEA, SMI, Dingtaisheng, Jimei, Gurki, Inspark, and Thermo Fisher. The above information fully demonstrated that CBST had become a grand party that could not be missed.

The scales of the exhibition and the number of exhibitors have been increasing by 30% in every CBST in the past decade. With exhibitors from over 30 countries and regions worldwide and an exhibition area of 30,000 square meters, it has covered all the well-known enterprises of whole beverage industry chain. It is worth mentioning that both the amount of exhibitors with online inspections, dispensers, raw/auxiliary materials, and labeling and spurring code technology as well as the exhibition area of them showed an increase of 50%.



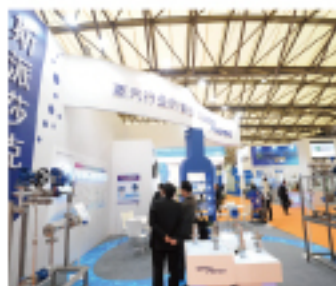
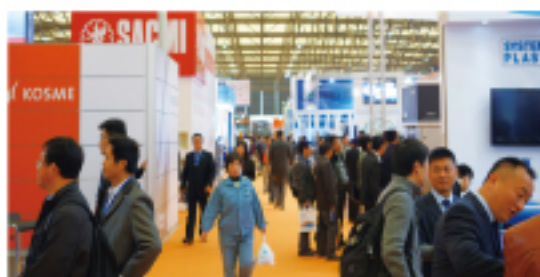
The statistics of frequency exhibited



The statistics of exhibitor quantity and exhibition area from the year of 2003 to 2013

A higher level of internationalization

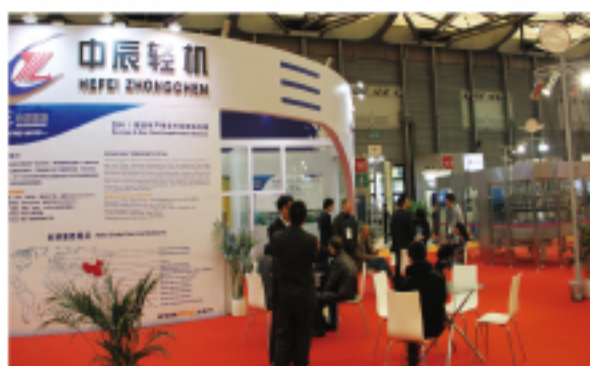
Led by globally renowned exhibitors, such as KRONES, SIDEL, SACMI, HEUFT, GEA, SMI, Bericap, Nordson, and Domino, there were more world-famous companies taking part in CBST2013, including CFT, CMC, ACE, GAT, FTT, CSI, Emerson, Gryogas, CBS, APEX, Spiraxsarco, IGUS, Polysoude, Burkert, and Baumer, who came out with the latest method to raise the return on investment and optimize the production process.





Remarkable strengths
shown in the brand exhibition

*A gathering
of domestic
suppliers*



Comparing with the statistics recorded in CBST2011, there was a 30% increase in the number of exhibitors and a 40% increase in exhibition area in CBST2013. Domestic companies of beverage equipments and raw/auxiliary materials gathered together to exhibit their latest scientific achievements, core technologies, and products. These companies included Nanjing Light Industrial Machinery, Tech-long, Newamstar, Hefei Zhongchen, GrandPak, Xinglian, Guangdong Light Industry Machinery Plant 2 LTD, Vanta, Guozhu, Baiguan, Creatgroup, Haoshihso, Quinko, Orgpackaging, NANAN, Pacelead, YCTD, Zhongya, Youngsun, E-Star, Mingjia, Yinghui, Yuedong, Peiyu, Zhongde, Xiandai, Haier, Givaudan, Hasegawa, Damin, Seian, HC, and Summi.

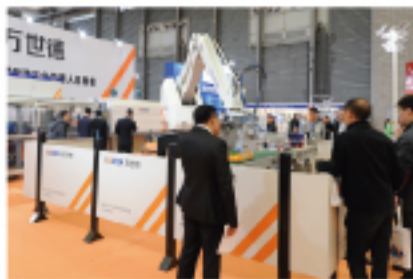


CBST has become the exhibition leader in beverage industry in China, and Asia, focusing on the feature of the whole production chain, which is based on beverage technology, and pursuing the goal of "Technological Innovation, High-speed and High-efficiency, Energy-conservation and Consumption Reduction and Food Safety". In CBST2013, exhibitors showed various high-tech products as followed:

- Sidel's New Matrix Series bottle blowing machines
- Krones's high-speed labeling machine Controll HS
- Nanjing Light Industrial Machinery's can filling machine
- Newsstar's blowing-filling-capping machine
- Hefei TLGD's 3206 can blowing-filling-sealing machine
- Langfang bestCrown 5-in-1 middle temperature filling production line for PET bottle
- Zhongya's BFC series of fully-automatic blowing-filling-capping machine
- Grandpak's sanitary water filling monobloc
- HEUFT series online inspection system
- Hangzhou Youngsun's intelligent packing production line
- Dongguan Jishong high-speed rotation bottle blowing machines
- ASG's CGF Series blowing-filling-sealing machine
- Creatgroup's 4-in-1 filling machine
- Nanlian's liquid filling-sealing machine
- E-Star's heat shrink film machine
- Guangdong Light Industry Machinery Plant 2 LTD's can filling machine PGF92/12
- YCTD's shrink film machine
- DTC's horizontal continuous production line
- Chongqing Light Industrial Machinery's disk syrup filter
- Hyfilling's microwave sterilization technology
- Shandong Mingjia's 5gallon empty barrel inspection machine
- Jiangsu Shenqian's high-speed handler machine

With the leading technology, competitive products and strong solutions, CBST2013 has provided all the visitors with a grand party of the beverage industry.

*A display
of high-tech
products*





Favorable feedbacks
from professionals

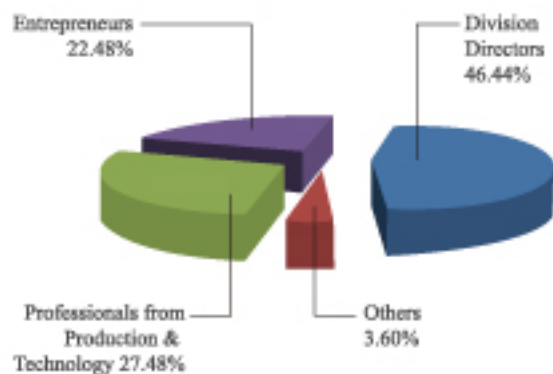
Favorable feedbacks

from professionals

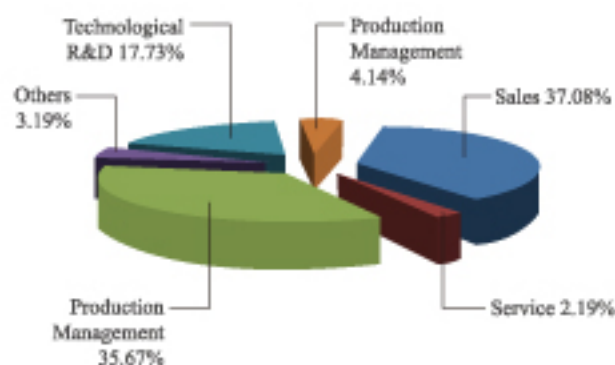
As the most important gathering of beverage industry, CBST has attracted about 20 thousand professional visitors, from both home and abroad, within 3 days. This number was larger than before. Also, the visitors showed a trend of being more professional. In addition, exhibitors spoke highly of the face-to-face communications with the senior managers of enterprises.



According to the statistics, among all the professional visitors, the number of visitors who played a decisive role in the company he/she worked for constituted 68.92%, visitors who were engaged in production management, technology research and development, and purchasing and supply chain management 54.93%, visitors who aimed at purchase ordering 28.56%. Upstream and downstream companies of China Beverage Industry took CBST2013 as a platform to make effective communications, which showed the professionalism of CBST and the high expectations from the visitors.

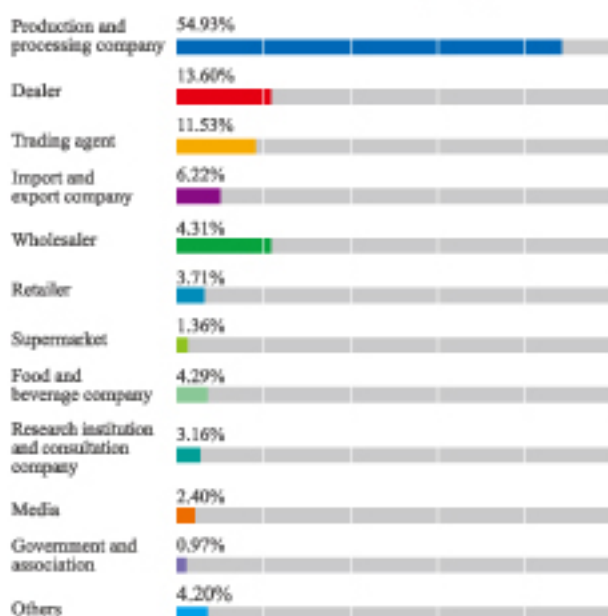


The statistics of visitors' position

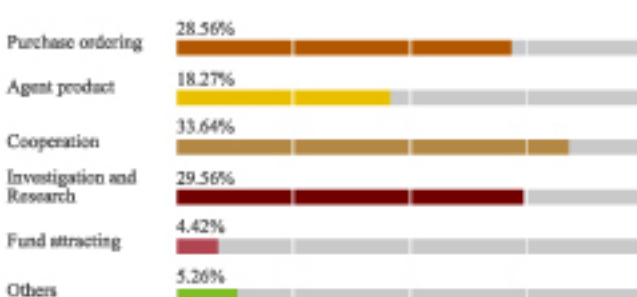


The statistics of visitors' department

The statistics of visitors' company



The statistics of visitors' aim



Vistors' Comments

CBST2013

Shao Jinrong, the Chief of Devise Department of Wahaha Co., Ltd.: That was the fourth time for me to participate in this event. The quality and quantity of exhibitors, and the degassing membrane left deep impressions on me. CBST is now getting more and more professional.

Wu Xiaowen, Technical Director of Coca-Cola Bottlers Management Service (Shanghai) Co., Ltd.: Both of the exhibition and the relative activities were well organized. If the topic of supply chain efficiency was included, the exhibition will better suit the trend of environmentally friendly and green supply chain.

Li Shaozhen, R&D Director of Beijing Huiyuan Beverage and Food Group Co., Ltd.: That was a grand gathering of beverage industry equipment, technology development, showcase and exchange of new technology. Domestic and foreign equipment suppliers displayed the latest machines and equipments in the last 2 years. Also, the applications of new concentration equipment, new environmental protection technology and new sterilization technology were the highlights in the scientific research seminar, which served as a platform for beverage technology application.

Zhang Ming, the Vice General Manager of Laoshan Water Co., Ltd.: Thanks for the organizer's invitation, we have started to learn about auto-loading bottled water system and hypothermic sugar melting system. In addition, the relative activities are strongly attached to beverage industry. So I think we will come and visit in CBST2015.

Xiong Xianping, the Vice General Manager of Tiantiyihao Co., Ltd.: The exhibition provided us with a platform to learn about the latest technology in beverage industry as well as to communicate with the exhibitors based on our own needs. 8 colleagues in our company took part in the exhibition this time and we are looking forward to seeing more new products, new packing, new technology and new devices. Moreover, we hope that there will be more exhibitors to show the new trend of development in all aspects of the industry, the solution of food safety in whole industry chain, and the application of food additive.

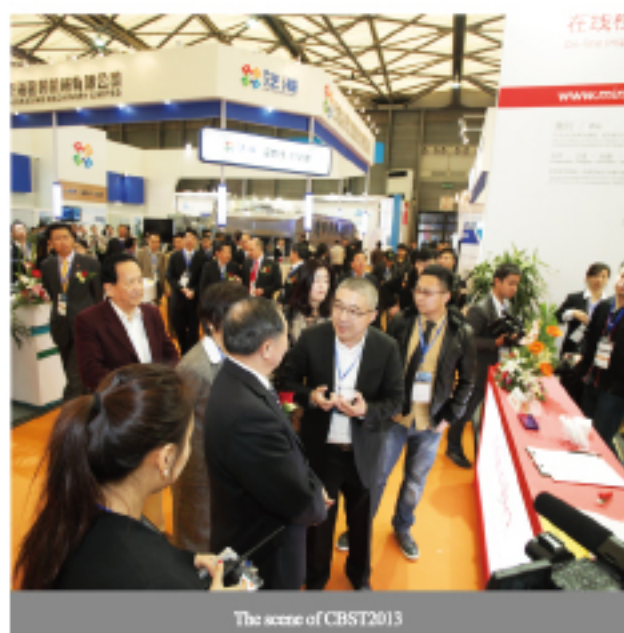
Zuo Aidong, the Chief of Quality Control Department of Lulu Co., Ltd.: 1. There was a wider range of products in CBST2013. 2. The products shown improvements in scientific and technological aspects, quality and applicability. 3. More and more domestic products were on show with better quality. 4. The beverage industry is advancing with a bright prospect.



Show time for
beverage industry companies

Show time for beverage industry companies

Decision-making managers from many enterprises participated in CBST2013, including those from Coca-Cola, Pepsi, Tingyi-Asahi, C-estbon, Nongfu Spring, JDB, Nestle, Lulu, Yeshu, Zhengguanghe, and Red Bull.



The scene of CBST2013

Moreover, not only members from Wahaha, JDB, Longroad, Vitasoy, but also research staffs and technical staffs from local associations in Shanghai, Jiangsu Province and Fujian Province took part in this event to learn and exchange. The warm atmosphere revealed the expectation of the future development of beverage industry.



1. Visiting group from Fujian beverage corporations
2. Visiting group from JDB corporation
3. Visiting group from Jiangsu beverage corporations
4. Visiting group from Longdao (Shanghai) Business Administration Co., Ltd
5. Visiting group from Shanghai beverage corporations



Overseas visitors

from a broader range of countries and regions

The overseas visitors of CBST2013 mainly came from 43 countries and regions worldwide, which showed an increase of 30%. We can easily tell from the comparison with that in CBST2011 (33) that the CBST2013 covered a broader range of countries and regions. Statistically, visitors from Japan and Southeast Asia accounted for the largest part of overseas visitors.



The analysis of countries and regions of overseas visitors

Area	Countries and regions	Proportion
North America		
	American	2.04%
	Canada	0.82%
	Total	2.86%
Oceania		
	Australia	1.63%
	Total	1.63%
Africa		
	Egypt	1.63%
	Algeria	0.41%
	Ghana	0.41%
	Moroccan	0.41%
	South Africa	0.41%
	Total	3.27%
South America		
	Brazil	1.22%
	Argentina	0.41%
	Total	1.63%
Europe		
	England	1.63%
	Belgium	1.63%
	Germany	1.22%
	Russia	1.22%
	Holland	0.82%
	Spain	0.82%
	Switzerland	0.82%
	Italy	0.82%
	Turkey	0.41%
	Luxembourg	0.41%

Area	Countries and regions	Proportion
Europe		
	France	0.41%
	Poland	0.41%
	Denmark	0.41%
	Total	11.03%
Asia		
	Japan	11.02%
	Philippine	7.76%
	India	6.12%
	Malaysia	5.71%
	Thailand	5.31%
	Indonesia	4.90%
	Mongolia	4.49%
	Korea	4.08%
	Singapore	2.86%
	The united Arab Emirates	1.63%
	Pakistan	1.22%
	Saudi Arabia	1.22%
	Israel	0.82%
	Vietnam	0.82%
	Timor-Leste	0.41%
	Sri Lanka	0.41%
	Tadzhikistan	0.41%
	Iran	0.41%
	Total	59.60%
Hongkong, Macao and Taiwan		
	Taiwan	10.20%
	Hongkong	9.80%
	Total	20.00%

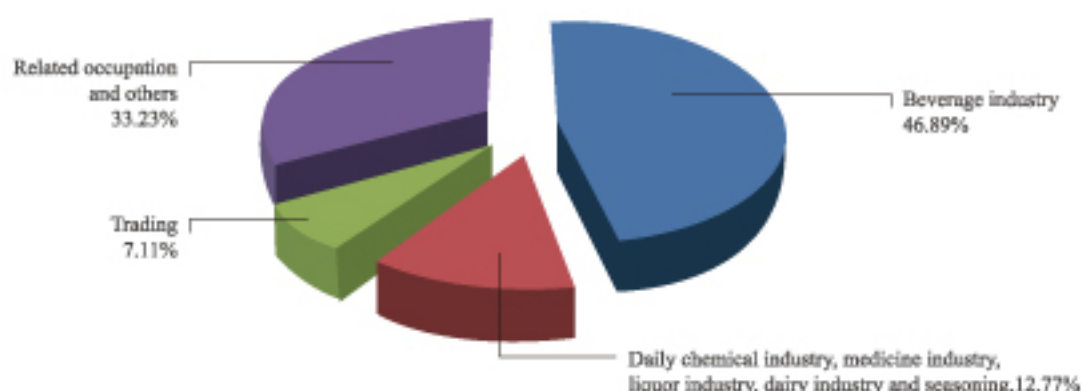


Ample business opportunities
in liquid industry

Ample business opportunities

in liquid industry

Comparing with other liquid products, beverage has distinct features, such as huge variety, fast producing speed, and abundant packing patterns. Besides insiders from beverage industry, there were also visitors from liquor industry, dairy industry, daily chemical industry, medicine industry and seasoning, accounting for 12.77% of all visitors.



The statistics of visitors' occupation

Strong will of visitors to pay continuous

attention to CBST2015

Visitors of CBST2013 expressed their strong will to pay continuous attention to CBST2015. 93.08% of the visitors chose to get more detailed information about CBST2015 by e-mail, phone calls and fax. 48.76% of the visitors preferred to receive information timely through personal contact, such as cell phone. The above has indicated that industry insiders had experienced a fruitful exhibition and they were hopeful for the development of CBST.



Great originality in featured exhibition areas

CBST focuses on the future, and featured exhibition areas were set in every CBST exhibition. This year, there were 5 of them opened to the visitors during the whole exhibition with great originality.

"The Beverage Industry Culture Exhibition Area" gave us an overlook of companies' achievement on operation principle, enterprise environment and spirit, employee assistance, management system and safety production. The exhibitors included Coca-cola, Tingyi-Asahi, Nestle, Lulu, Red Bull, C-estbon, Nongfu Spring, Bluesword, and Jingtian.





Great originality
in featured exhibition areas

"The Raw/auxiliary Material and Additive Exhibition Area" unfolded the great originality in of new products research and development. The exhibitors included Symrise AG, givaudan, Virginia Dare, Hasegawa, Tianning, Damin, Seian, HC, Hongyuan, Zhongda and Royoung.



"The Raw/auxiliary Material
and Additive Exhibition Area"



"The New Beverage Product Exhibition Area" showed about 2,000 kinds of new drinks launched on both international and domestic markets in the last 2 years, attracting a large number of visitors.

"Coffee Culture Exhibition Area" provided the visitors with an appealing coffee show with culture, brands, and elites in this industry.

"Drink juice and enjoy a healthy life" National Tour was an important event of CBST2013, which attracted 2,000 person-time of visitors.





Abundant events
during the same period of time

Abundant events

during the same period of time

1. The Commemoration of the Twentieth Anniversary of China Beverage Industry Association(CBIA)

As the opening one of the series of activities, the Commemoration of the Twentieth Anniversary of China Beverage Industry Association, with a theme of "Hard Work Makes Chinese Beverage Dream Come True", was held in Shanghai on 20th, Nov, 2013. This celebration served as a conclusion of the 30-year history of beverage industries and a record of the development of CBIA. More than 500 people, including the Vice Chairman, Executive Director, Executive, Representatives of corporation members, and Experts from academic institutions and beverage industry, gathered together to share the experience in which every milestone was made during this development.



Photo taken in the meeting



The winners of the outstanding achievement award for entrepreneur in China beverage industry for 20 years and the Contribution award for international award



Special report given by Dr. Ye Tan, the famous financial commentator

Celebrations of the Twentieth Anniversary of China Beverage Industry Association started on that night. Performances given by C-estbon, Shen-mei, Coca-Cola, Tingyi-Asahi, Pepsi, Nestle, Wahaha, Mingjia, Chivian, Jinmailang, Kingflower, Taigu, and GEA won the applause and embodied the vigorousness and prosperity of the whole industry.





Abundant events
during the same period of time

2. The Enlarged Meeting of Vice Chairman of 2013 China Beverage Industry Association

The Vice Chairman Work Conference of China Beverage Industry Association was held in Shanghai in the morning of 20th, Nov, 2013. A total number of 43 people attended the conference, including the Vice Chairman, Secretary General, Vice General Directors, and Representatives of corporations, who conducted exchanges and communications based on the issues relating to beverage industry and achieved the expected goals.



3. The Scientific Research Seminar of 2013 China International Beverage

The Scientific Research Seminar of 2013 China International Beverage was a great success. It aimed at showing the innovative products and promoting technical exchanges. During the seminar, 17 reports were given by experts, professors, research staffs, S&T workers, and marketers. Specialized in beverages industry or the supply chain of this industry, these speakers also carried out exchanges and discussions with 700 participants of person-time, in different meeting during the 3 days.



4. The Annual Meeting of Technical Committee Word of 2013 China Beverage Industry Association

The Annual Meeting of Technical Committee Word of 2013 China Beverage Industry Association was held in the Meeting Room of CBST2013 Exhibition Hall on 22nd, Nov, 2013. 50 people presented in the meeting, including The Chairman, Vice Chairmen, Secretary General, and Unit Members.



5. The 1st Technical Matching Conference of Enterprises and Academic Institutions

2013 Technical Matching Conference of Enterprises and Academic Institutions was held in CBST2013 Exhibition Hall on 21st, Nov, 2013. The participants were constituted of research experts from CBIA, Tianjin University of Science and Technology, and Fujian Agriculture and Forestry University, as well as 60 technology T&D specialists in beverage industry and its related industries. In the conference, the awards to technical innovation in beverage industry were commended; the resources and detailed technical index of the technical advanced projects needed in this field were introduced; exchanges and discussions on some of these projects were conducted.





Abundant events
during the same period of time

6. 2014 China Beverage Industry Association Talent Training Matching Conference of Enterprises and Vocational Colleges

2014 Talent Training Matching Conference of Enterprises and Vocational Colleges was held in 21st, Nov, 2013. The conference set up a communication platform for talent training for vocational colleges, including Shanghai DianJi University, Tianjin University of Science and Technology and Beijing Technology and Business University, and enterprises, including Tingyi-Asahi, Seian, Nanjing Light Industrial Machinery, Lehui, Zhongchen and Ziquan. Also, it met the need of training professional technical talents and promoted the employment between graduating students and enterprises.



7. The Vice President Meeting of Supplier Branch of China Beverage Industry Association

The Vice President Meeting of Supplier Branch of China Beverage Industry Association was held in the Meeting Room of CBST2013 Exhibition Hall on 21st, Nov, 2013. The 25 participants included Chairman CBIA and President of Supplier Branch, the Vice President, the Representatives of Vice President, and Specialists of Advisory Group. Lin Yuwen, the Vice General Manager of Tingyi-Asahi and Wu Xiaowen, the CTO of Coca-Cola Bottlers Management Service (Shanghai) Co., Ltd. shared the information they got in Drinktec2013. Senior managers from Suppliers, such as Nanjing Light Industrial Machinery, Newamstar, Chongqing Light Industrial Machinery, Purified, and Damin, communicated about the issues in the industry supplier chain face-to-face with key clients, such as Wahaha, C'estbon, Coca-Cola, Bluesword and Happywoods.



Powerful

promotion by media

New website with efficiency and convenience

New Version of the CBST2013 official website served the exhibitors and visitors with efficiency and convenience by offering timely information about the exhibition and the beverage industry. According to statistics, the number of visitors who registered online in CBST2013 was 4 times more than that in CBST2011.



Close cooperation with media

The holder of CBST2013 paid highly attention to the promotion of this exhibition, thus conducting a close cooperation with the major media at home and abroad, including network, magazine, newspaper and TV Media. Advertisements as well as News and Information about the exhibition were published in above 40 newspapers and magazines regularly, including Consumption Daily, Food & Beverage Asia, Beverage Industry, Food Global Industry, Ringier, Science and Technology of Food Industry. Meanwhile, China Beverage, as an official promotion media for CBST2013, covered detailed and timely reports of the exhibition.



In addition, CBST2013 attached importance to network promotion. A Sina Microblog account was used to report the latest information, while closer cooperation with foodmate.net, chuipingji.cn, foodqs.cn, foodexpo.cn, and foodexpo.cn was conducted.

International influence with high reputation

Cooperating with professional media abroad, such as Beverage Manager, Soft Drink International, Brewing & Beverage Industry, Biztradeshows, and Food & Beverage Asia, CBST2013 was acknowledged as the most influential beverage trading event in Asia, even in the whole world.

Great promotion aiming at visitors



10,000 brochures were given out via direct mail every month; 10,000 tickets monthly were distributed in the last 2 months; 30,000 Visitor Guide were mailed in the last month. Moreover, invitation e-mails were sent to the 7,000 potential buyers in the database. In order to improve the accuracy and efficiency of invitation, a call center was introduced to make targeted invitation to more than 10,000 potential visitors.



Look for it!

CBST2015 · SHANGHAI, CHINA

Influential Event for the Elite
Showcases for the Future of Beverage Industry

Contact Us

Tel: (+86)-10-84464668

Fax: (+86)-10-84464236

E-mail: CBST@chinabeverage.org

Add: No.C2 Dongsanhuanbeilu, Chaoyang District, Beijing (100027)