



中国国际饮料工业科技展
CHINA INTERNATIONAL BEVERAGE INDUSTRY EXHIBITION ON SCIENCE & TECHNOLOGY



2017
THE 8th
第8届

CBST2017

2017.11.22-24

上海新国际博览中心N1-N4馆

Shanghai New International Expo Centre (SNIEC) China



品牌展会 产业链创新+

Brand Exhibition

Industrial Innovation Plus

Please Scan!
More Information



SHOW REPORT

The 8th China International Beverage Industry Exhibition on Science & Technology

www.chinabeverage.org/cbst

CBST2017

第八届中国国际饮料工业科技展

THE 8th CHINA INTERNATIONAL BEVERAGE INDUSTRY
EXHIBITION ON SCIENCE & TECHNOLOGY

热烈庆祝CBST2017成功举办

WARMLY CELEBRATE THE SUCCESS OF CBST2017



主办单位：中国饮料工业协会

Organizer: China Beverage Industry Association (CBIA)

承办单位：中国饮料工业协会供应商分会 北京中饮天元展览展示有限公司

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



CBST2017 The 8th China International Beverage Industry Exhibition on Science & Technology

Organizer:

China Beverage Industry Association

Undertakers:

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

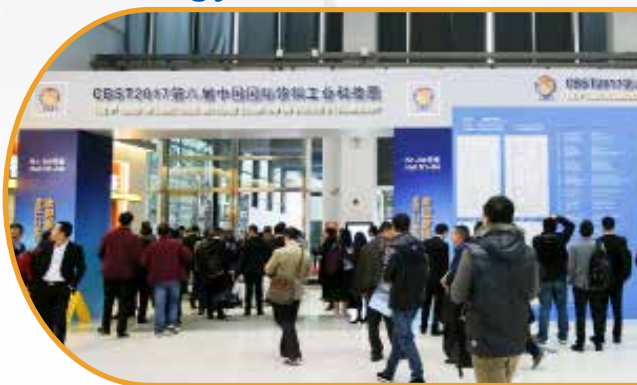
Exhibition Date: Nov.22-24,2017

Exhibition Site: Shanghai New International Expo Centre

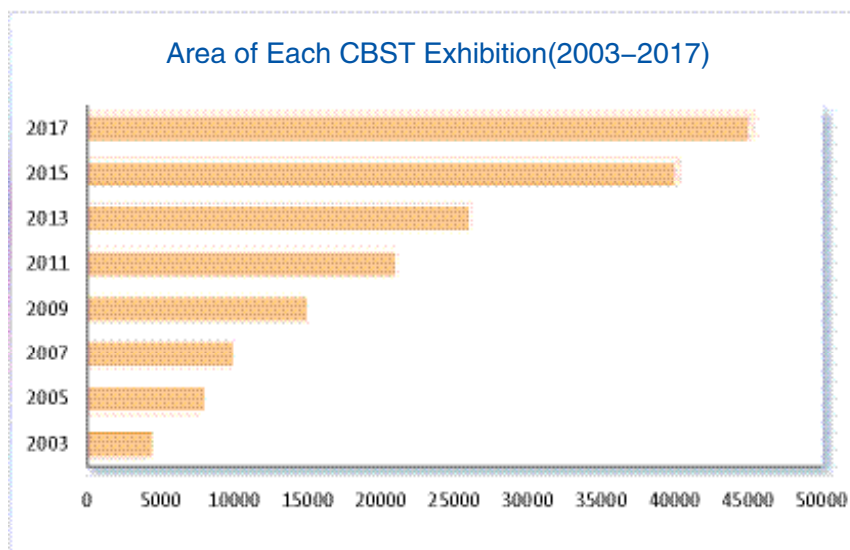
Exhibition Area: 45,000m²

Exhibitors Number: 300+

Visitors Number: 27,531 Visitors from More than 50 Countries and Regions



China International Beverage Industry Exhibition on Science and Technology (CBST) , held by China Beverage Industry Association, is the most professional whole industry chain brand exhibition in China beverage industry. It is a window to understand the national beverage industry technology and market, and it is also the epitome and essence of the vigorous development of the Chinese beverage market.



The 8th China International Beverage Industry Exhibition on Science and Technology (CBST2017) was held on November 22-24, 2017 at the Shanghai New International Expo Center. Focusing on "Industry Chain Innovation", CBST2017 not only presented the latest scientific and technological achievements in the entire beverage industry chain, but also provided a platform for full contact and in-depth exchange to all stages of the entire industry chain.

CBST2017 gave full play to the advantages of information and resources of the organizer, China Beverage Industry Association, integrating multiple resources, making this exhibition better in communication and exchange, and giving participants more gains. The brand image of the exhibition is deeply rooted in people's minds. CBST is veritably the most influential professional brand exhibition in China beverage industry.





On November 22, 2017, the 8th China International Beverage Industry Exhibition on Science and Technology (CBST2017) was opened in Shanghai New International Expo Center. Zhang Chonghe, Chairman of China Light Industry Council, Tao Xiaonian, Vice-chairman of China Light Industry Council, Wang Xiaoqing, Vice-director of Consumer Goods Industry Department, Ministry of Industry and Information Technology, Zhao Yali, Chairman of China Beverage Industry Association and managements from famous beverage corporations and suppliers together launched CBST2017!



Mr. Yang Xiaomin,
Chairman of Nanjing Light Industry Packaging Machinery Co., Ltd.



Mrs. Zhao Yali,
Chairman of Organizing Committee,
Chairman of China Beverage Industry Association



Mr. He Yuntao,
Director and Vice-General Manager of Jiangsu Newamstar Packaging Machinery Co., Ltd.



Mr. Volker Kronseder,
Supervisors of Krones AG Chairman
Mrs. Feng Jianxin,
President of Krones China



Mr. Schwarzmann,
Director Regional of KHS China
Mr. Sun Wei,
Sales Director of KHS China



Mr. Rolf Stangl,
CEO of SIG Combibloc Group
Mr. Fan Lidong
COO of SIG Combibloc Group China

Opening
Ceremony
Scene





Industry Elite A Grand Meeting

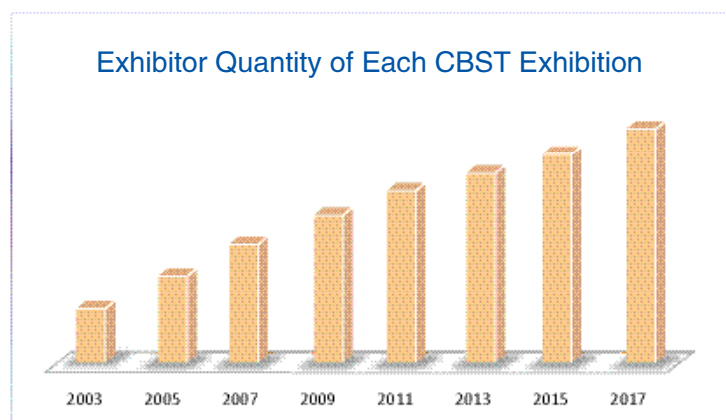


45,000m²
exhibition area

300 exhibitors
from more than 300 countries and regions

Increase 20%
Exhibitors

CBST2017 lasted for 3 days and exhibited in an area of 45,000 square meters, which was the largest ever. The exhibition attracted more than 300 outstanding beverage industry suppliers from more than 300 countries and regions all over the world, including China, Germany, Italy, the United States, France, the United Kingdom, the Netherlands, Israel, Finland, and Australia. The number of exhibitors has increased by 20%, covering well-known companies in the global industry.



Exhibitors of CBST2017 included not only famous companies that had exhibited in CBST before, such as KRONES, KHS, CBE, TETRA PAK, GEA, SACMI, SIPA, HEUFT, AF, ABC, ALIMAC, DOMINO, NEWAMSTAR, TECHLONG, BESTCROWN, PEIYU, NANJING LIGHT, HFZHONGCHEN, PRECISE, SUNRISE, GSPAK, DELONG, YCTD, LEHUI, YONGSUN, PHS, ZHONGYA, YINGHUI, VANT, TPC, E-STAR, GDXL, DAMIN, XIAN YANG YANG, and AAFUD, but also companies joining for the first time, such as SIG, SIEMENS, REGAL, PENTAIR, FREUDENBERG, SIGNODE, DEMARK, 1MAX VISION, YUANAN, TOFFLON, TIDE, F&P, RUNTOP, etc.

Nearly 60% of the exhibitors in this exhibition were exhibitors participated in previous exhibitions, and CBST received their continuous recognition and support. In addition, around 120 companies were exhibitors for the first time, all of which gave a high rating to the exhibition and stated that they would continue to participate in the next session.



Brand Exhibition High Reputation



Mr. Christian Schwarzmann
Managing Director of KHS China

Christian Schwarzmann

CBST organizer China Beverage Industry Association is a great association for us; CBST is also the most important event for KHS in 2017. KHS showed the company's superior products in terms of packaging and filling, and almost all customers and suppliers came.

Hefei Zhongchen Light Industrial Machinery Co., Ltd.

The level of this exhibition was higher than before, and the level of participating companies was even higher. With the organization of the organizers, the scale of this exhibition and the number of professional visitors have significantly improved compared to previous years. Hefei Zhongchen made use of the exhibition platform to meet more friends.



Mr. Zha Zhengwang
General Manager



Mr. Zhang Wen'ge
General Manager

Langfang BestCrown Packing Machinery Co., Ltd.

This exhibition gathered nearly all well-known domestic and international beverage equipment supplier companies, and the most advanced technologies and products were exhibited at the show. Thanks to the organizer of the China Beverage Industry Association, representatives from many well-known beverage companies were invited.

Jiangsu Newamstar Packaging Machinery Co., Ltd.

Thanks to CBST organizer China Beverage Industry Association for the well-planned and prepared exhibition, wishing CBST is getting better and better. I believe with the guidance of China Beverage Industry Association, with the help of the CBST exhibition platform, China beverage industry will surely make greater achievements in future development!



Mr. He Yuntao
Director, Deputy General Manager



Mr. Huang Dongning

Lehui International

I have participated in almost all of CBST exhibitions, but this year is the best time for me. I feel that everyone's enthusiasm is much higher than in previous years; the number of audience attending and the exhibitors' investment in the show are also better than the previous one.



Brand Exhibition High Reputation

Shanghai Peiyu Machinery Manufacturing Co., Ltd.



Mr. Liu Dong
General Manager

This exhibition is a grand event for the entire beverage industry and is a major platform for the debut of new products and technologies at home and abroad. Just like CBST organizer China Beverage Industry Association has always stressed the "ingenuity" spirit, this exhibition PeiYu brought the old brand but it is an innovative change of the labeling machine, as well as to help companies solve the problem of labor shortage with smart installed box equipment has gained the attention of many viewers.

Shandong BiHai Packaging Materials Co., Ltd.

This year, BiHai has brought its own third-generation 7500-pack sterile carton filling machine independently developed by the company. We have come to the scene with many customers who are interested in our equipment. We truly feel that the corporate value has been fully realized in this exhibition.



Mr. Li ShanHong
Chairman



Mr. Jiang Xiaoping
General Manager

GDXL Precise Machinery Co., Ltd.

CBST2017 gathers professional visitors, equipment suppliers and equipment supporting companies like us for many well-known beverage brands in the beverage industry. The establishment of the CBST platform can help companies establish connections and strengthen communication between industries, which is of great benefit to the development of the entire beverage industry.

Yinghui Packaging Mechanical Equipment Co., Ltd.

The content of this exhibition is more abundant. Many conferences and events are held in the exhibition hall in the same period. During the exhibition, we also contacted customers from large companies such as Coca-Cola, Yeshu, Tsingtao Beer and Tianjin Beer.



Mr. Yu XianZong
Chairman



Mr. Gu Kailun
Deputy General Manager

Jiangsu PHS Packaging Technology Co., Ltd.

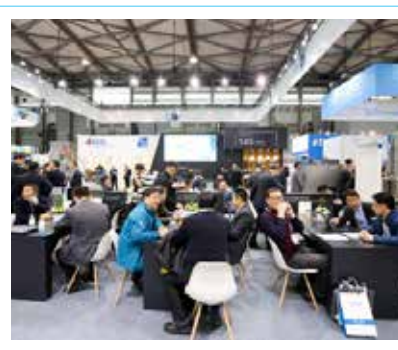
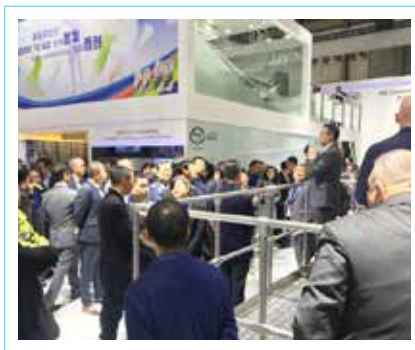
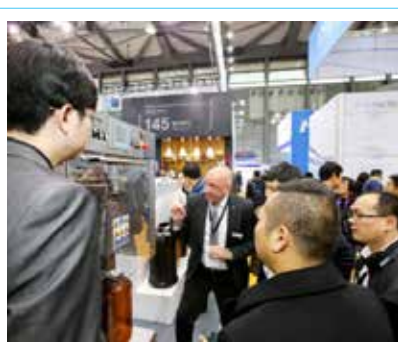
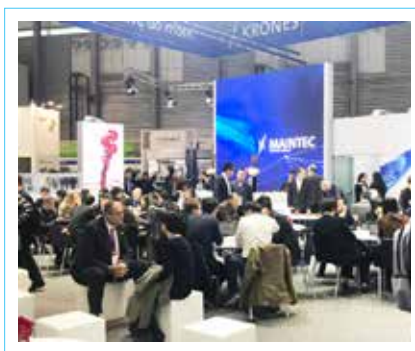
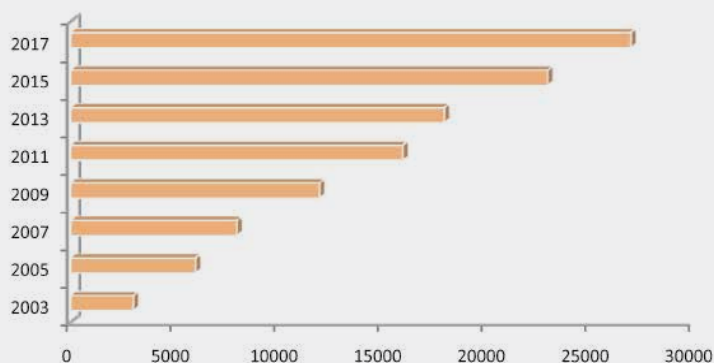
I've participated in several CBST exhibitions. The most direct experience of this exhibition is that the scale, professionalism, and on-site visitors are much higher than that in the past. The experience of the entire exhibition is that science and technology are more innovative.



Industry Attention People Gathering

As the top event of the beverage industry in China, CBST2017 attracted a total of **27,531** visitors from nearly **50** countries and regions around the world. The number of visitors increased by more than **20%** compared to the previous exhibition. No matter the quantity and the quality of the professional visitors for CBST2017, wins the praise from the exhibitions.

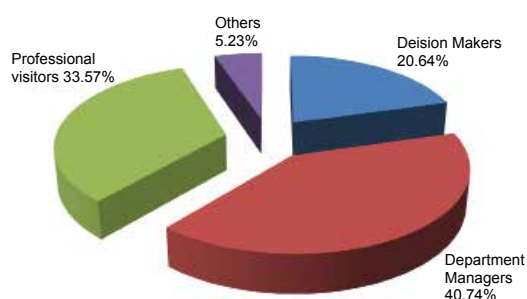
Visitor quantity of each CBST exhibition(2003-2017)





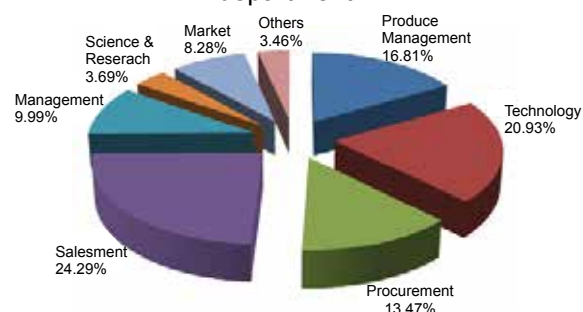
Industry Attention People Gathering

According to the statistics of the visitor title



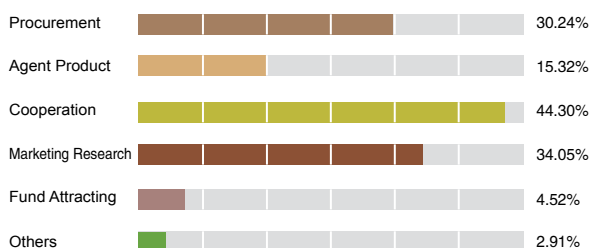
According to the statistical data of the CBST2017 visitor information analysis report, the number of visitors with business decision-making ability in the visitors to the current exhibition accounted for **20.64%**, and the proportion of the number of visitors of department management was **40.74%**.

According to the statistics of the audience department



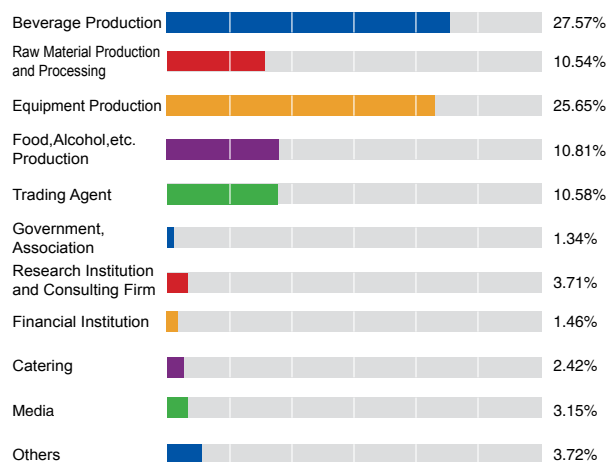
The proportion of the audience engaged in production/operation/quality management and technology was **37.74%**, and the proportion of the audience in procurement, supply, and management accounted for **23.46%**.

According to the statistics of the purpose of the visitors visiting the exhibition



The number of visitors for searching cooperation opportunity as high as **44.30%**, the direct purpose of purchasing orders was as high as **30.24%**.

According to the statistics of the audience department



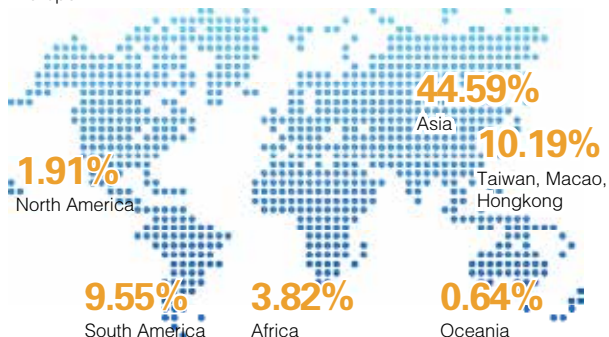
The number of visitors from beverage, dairy, raw materials, and wine production and processing enterprises accounted for **48.92%**. Visitors from equipment manufacture enterprises accounted for **25.65%**.

These figures fully demonstrated the outstanding professional advantages of the CBST show, highlighting the "wind vane" effect of the CBST in the China beverage industry.



29.30%

Europe



Professional Exhibition Well-known Overseas

Foreign visitors in this exhibition was from 50 countries and regions around the world. The total number of visitors increased by **20%** compared to 2015. Compared with the previous exhibition, the visitor was more extensive. Foreign visitors from other Asian countries and regions accounted for **44.59%** of the total foreign visitors, among which professional visitors from Southeast Asia reached **25.47%** of the total number of foreign visitors in this exhibition.

Resource Analysis of the Visitors from Oversea



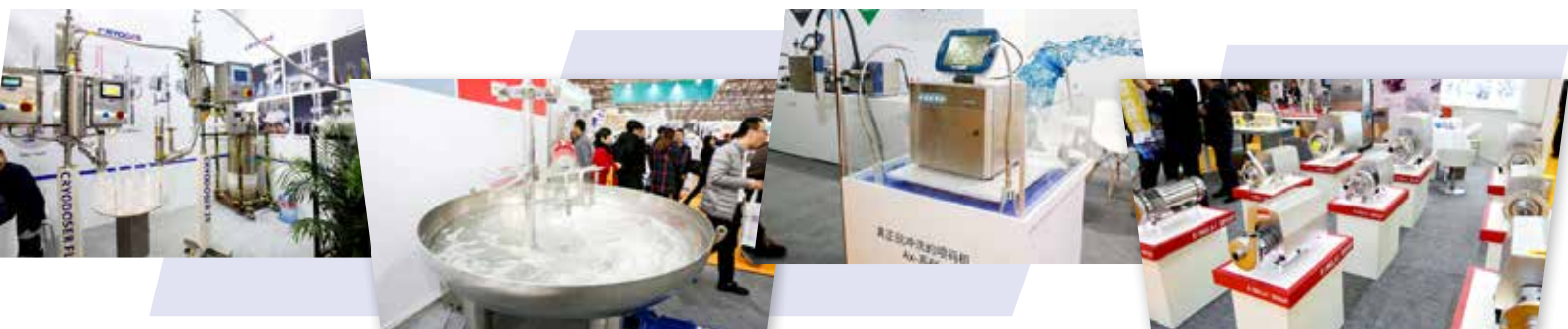


High-quality Product Leads the Innovation

CBST2017 had the theme of "Brand Exhibition Industry Chain Innovation +". The latest scientific and technological achievements, core technologies and cutting-edge products of many domestic and international beverage industry chain suppliers were gathered in CBST2017, showing an important forward-looking influence on promoting future technological progress and product innovation in the beverage industry.

New products and technologies displayed in the Exhibition included: new portable beverage packaging, innovative semi-automatic filling equipment, electronic filling machine for cans, aseptic filling machine, multi-

functional blowing-filling-capping machine, high-speed rotating automatic bottle blowing machine, rotating labeling machine, new double-end shrink labeling machine, the first rotary multi-functional sterilization kettle, intelligent logistics equipment, new generation of delivery end guide plate, high-speed bottle preform injection molding system, hydraulic rotary capping machine, single top opening cover, handle bag packing machine, high-precision and high-clean sanitation centrifugal pump, new generation of liquid nitrogen filling machine, advanced security and energy-saving spray solution, and medium pressure ultra violet energy optimization system.





XianYangYang



Damin International



Multivariate Nutrition Shows the Connotation

Through the display of natural pigments, natural flavors, foods for coloring, instant coffee powders and concentrates for high-quality coffee, non-dairy creamers for coffee and juice, tea and plant extracts raw materials and applications, CBST was recognized by many professional visitors. Xian YangYang, Damin International, JIA HEFOODS, AAFUD, Jumbo Grand, Hongyuan, Xiwang Group, Mellow Coffee, Top Well coconut and other well-known domestic and foreign companies in raw/auxiliary materials joined CBST, bringing "innovative genes" for new beverage products.



JIAHEFOODS



AAFUD



Jumbo Grand



Hongyuan



Xiwang Group



Mellow Coffee



Top Well coconut



Coca-Cola



Master Kong



C'estbon



COCONUT PALM



Qiulin Kvass



Hui Yuan



Industry Vitality

The exhibition gathered domestic and foreign outstanding beverage companies, including Coca-Cola, Master Kong, C'estbon, COCONUT PALM, Qiulin Kvass, Hui Yuan, Jianlibao, Uni-president, Wong Lo Kat, Tian Di No.1, ICE PEAK, Tian Fu Cola, Susa, Starbucks and others, to display their brand culture, brand connotation. There were more beverage innovative products presented.



Jianlibao



Uni-president



Wong Lo Kat



Tian Di No.1



ICE PEAK



Tian Fu Cola



Susa



Starbucks



Colorful Splendour Display Quality

High industry participation rate, large influence, and rich content have always been the advantages of CBST's concurrent activities. At the CBST2017, through the organizer's considerate arrangement and preparation of the China Beverage Industry Association, more than a dozen industry-related activities were presented at the same time of the Exhibition, receiving attention from visitors.

The activities of the CBST2017 were diversified

during the same period. Many participants said that they learned about the latest industry innovations and cutting-edge market trends by participating in the concurrent events, and met with people from all over the world to communicate face to face. The combination of the Exhibition and multiple concurrent events not only allowed participants to expand their business and social network in a relaxed environment, but also helped them achieve greater gains at the exhibition.

Part of Events During CBST2017

Title	Content
2017 China Beverage Industry Association Annual Conference	With the theme of "the Ingenuity of Nutrition Diversification", the Conference was arranged with pragmatic and forward-looking reports delivered by entrepreneurs and economist on the challenges facing the industry and the determination and actions to develop.
2017 China International Beverage Technology Seminar	This scientific report seminar has gathered outstanding achievements in the basic research of beverages and industrial chain, products, technology, technique, and management, and played a positive role in promoting the sharing of innovation in the beverage industry.
CBST2017 "Business & Home" Financial Fortune Forum	The forum invited experts from the 100-year-old international bank, Standard Chartered Bank, to share contents and cases of corporate supply chain financing, mobile payments, and family wealth growth with representatives of various companies.
CBST2017 "Spirit of the Craftsman" Forum and Tianjin University of Science & Technology Alumni Association (Shanghai, Jiangsu, Anhui, Zhejiang Branch)	Cao Shunni, the famous writer, was invited to give lectures on "Every Drop of Drink Is Reliable", so that every participant was able to recognize the spiritual value of craftsmen in the beverage industry, and strived for excellence and quality. This is the brand value that every insider pursues. At the same time, this forum was also a gathering place for the Tianjin University of Science and Technology Alumni Association (Shanghai, Jiangsu, Anhui, Zhejiang Branch).
CBIA Functional Beverage Branch (CFBB) Inaugurating Meeting and 2017 China Beverage New Product Development Seminar	Functional beverages: more than 500 representatives from functional raw material research and production companies and beverage production companies attended the meeting and witnessed the establishment of the CBIA Functional Beverage Branch (CFBB).
2017 China Beverage Industry Association Technical Work Committee Annual Meeting and China Beverage Industry Association Group Standard Technical Work Committee Annual Meeting	The Meeting summarized the work carried out by the Technical Work Committee, focused on work contents such as product quality standards, national food safety standards, and relevant laws and regulations, and studied the common problems and work plans of the beverage industry in terms of quality, technology, standards and regulations.
2017 China Carbonated Beverage Old Brand Forum	China Beverage Industry Association and China Food News developed this platform for the old brands of carbonated beverages such as Tianfu Cola, Qingdao Laoshan, Xi'an Bingfeng, Shanghai Zhengguanghe and Inner Mongolia DaYao, etc., focusing on the status quo of enterprise development, reform and innovation, product quality improvement, and brand building.
2017 China Solid Beverage Development Seminar	The theme of the conference was "Drink Healthy, Nutritious Future". The government and industry experts were invited to share special reports on differentiated innovations in solid beverage products, research on health factors, application of new technologies, market trends, and regulatory oversight.
China Beverage Industry Association Bagged Drinking Water Professional Committee Inaugurating Conference	Bagged drinking water has the advantages of safety and convenience. In recent years, the development of bagged water industry has been rapid and has broad prospects. Thus, the "China Beverage Industry Association Bagged Drinking Water Professional Committee" was established following the trend.
"Master Kong Cup" the 2nd China Beverage Industry Shui Mo Jin Qiu Calligraphy and Painting Exhibition	"Master Kong Cup" the 2nd China Beverage Industry Shui Mo Jin Qiu Calligraphy and Painting Exhibition is themed at "Charming of Culture Nurturing Soul". The Exhibition promotes the Chinese traditional culture and spirit of cultural oriented national development. It also shows the artistic accomplishments of China beverage insiders, create a harmonious and active corporate culture, and stimulate the re-development vitality of business with the power of culture.
C'estbon' 2017 Beverage Industry Walking Activity	The walking activity organized by the China Beverage Industry Association and undertaken by China Resources C'estbon attracted thousands of visitors during the exhibition, allowing the visitors to participate in the health exercise consciously.



2017 China Beverage Industry Association Annual Conference

2017 China International Beverage Technology Seminar



2017 China Carbonated Beverage Old Brand Forum



"C'estbon' Cup" 2017 Beverage Industry Walking Activity



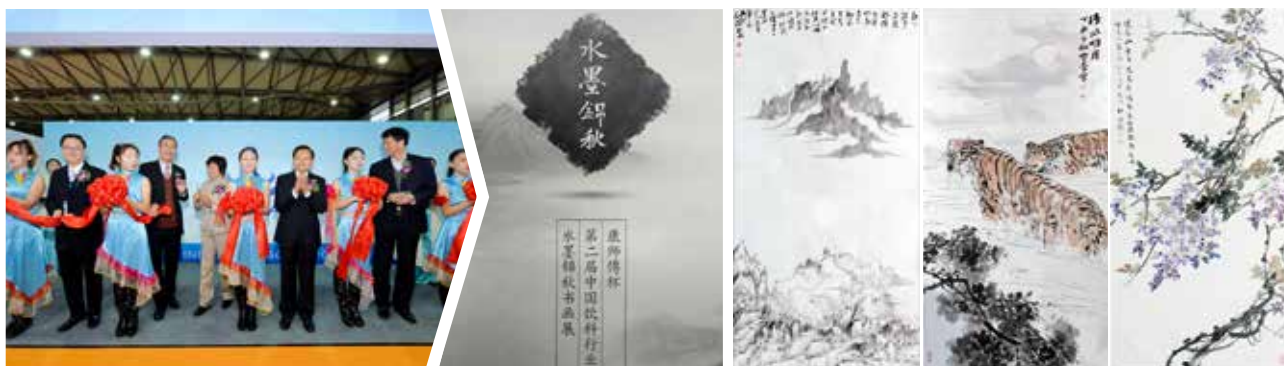
CBST2017 "Spirit of the craftsman" Forum



CBST2017 "Business & Home" Financial Fortune Forum



Tianjin University of Science & Technology Alumni Association



"Master Kong Cup" the 2nd China Beverage Industry Shui Mo Jin Qiu Calligraphy and Painting Exhibition



2017 China Solid Beverage Development Seminar



CBIA Functional Beverage Branch(CFBB) Inaugurating Meeting and 2017 China Beverage New Product Development Seminar



2017 China Beverage Industry Association Technical Work Committee Annual Meeting and China Beverage Industry Association Group Standard Technical Work Committee Annual Meeting



China Beverage Industry Association Bagged Drinking Water Professional Committee Inaugurating Conference

2017 The 2nd China Beverage Industry "Venture the Second Generation" Tea and Cafe Meeting





HugeSupport High Efficient

With the increase in the popularity of the CBST brand, more and more well-known medias at home and abroad have been attracted. More than 50 media in the global beverage industry and packaging industry have communicated with the organizing committee, indicating that they would conduct comprehensive tracking and reporting on CBST2017. In addition to increasing the publicity of the organizer's own media, "Chinese Beverage" and "Beverage Industry", the organizing committee also carried out in-depth cooperation with dozens of well-known domestic and foreign journals and websites. We have reason to believe that CBST2017 would surely become a global brand event for the beverage industry.



CBST2017 Cooperation Medias(Part)

Professional and Comprehensive New Media

New media has become a major highlight of this year's event. In the early stage of the exhibition, the Organizing Committee has conducted a comprehensive upgrade of the official exhibition website and the official WeChat public account. This not only enabled exhibitors and visitors to obtain timely exhibition-related dynamics and industry hotspot information, but also facilitated the visitors to pre-register before the Exhibition.

In the early stage of the exhibition, the CBST organizing committee organized and sent out more than 200 pieces of exhibitor related information through the official WeChat account "yinliaoachanyelian" and more than 400 pieces of industry-related information. The account received more than 6,000 followers.

During the exhibition, many new media organizations, such as China Food News, Foodmate, Asia Food Journal, Food Industry Science and Technology, and Ringier, conducted all aspects reporting of the exhibition through the company's representative interviews, on-site reports, etc. They also had the advantage of rapid spreading, reinforcing the promotion of this Exhibition.



CBST2019 相关信息

Exhibition Information

展位预订 Booth Consulting

电话Tel: +86-10-84464638

传真Fax: +86-10-84464236

邮箱E-mail: CBST@chinabeverage.org

网址Website: www.chinabeverage.org/cbst

观众参观 Visitor

电话Tel: +86-10-84464638-800

传真Fax: +86-10-84464236

邮箱E-mail: byn@chinabeverage.org

网址Website: www.chinabeverage.org/cbst

展出范围

Exhibition Scope

饮料小试设备及生产线

Small-size Beverage Equipment and Production Line

原辅料及其处理

Raw and Subsidiary Material Handling

食品添加剂

Food Additive

水处理

Water Treatment

萃取及调配

Extraction and Deploying

过滤分离

Filtration and Separation

杀菌灭菌

Sterilization and Disinfection

包装容器

Package and Containers

吹塑注塑

Blowing and Injection Mould

灌装封口

Filling and Sealing

固体饮料生产设备

Solid Beverage Production Equipment

贴套标及喷码

Labeling and Coding

检测仪器及设备

Monitoring Instrument and Equipment

装卸码垛

Crator, Decrator and Palletizer

仓储自动化

Warehouse Automation

工业清洗

Container Cleaning

工业自动化

Industry Automatic

配套设备及零部件

Covollary Equipment and Parts

工厂设计及整体解决方案

Plant Design and Integrated Solution

休闲食品

Recreation Beverage

售卖设备

Vending Equipment

其他

Others



CBST2019

第九届中国国际饮料工业科技展

THE 9th CHINA INTERNATIONAL BEVERAGE INDUSTRY
EXHIBITION ON SCIENCE & TECHNOLOGY

2019.11.18-20

上海新国际博览中心N1-N4馆

Shanghai New International Expo Centre (SNIEC), China



品牌展会 产业链创新零距离
Brand Exhibition Industrial Chain Innovation Connection

主办单位 中国饮料工业协会

Organizer: China Beverage Industry Association (CBIA)

承办单位: 中国饮料工业协会供应链分会 北京中农天光展览服务有限公司

Underwriter: The Supplier Branch of CBIA / Jike Exhibitions Beijing Co., Ltd.



扫码进入展会
官方微信: CBST2019