CBST 2025

CHINA INTERNATIONAL BEVERAGE INDUSTRY EXHIBITION ON SCIENCE & TECHNOLOGY

THE13th 第13届

2025.3.5-7

N1-N4

SHANGHAI NEW INTERNATIONAL EXPO CENTER









www.cbst.com.cr

Overview of CBST

CBST China International Beverage Industry Exhibition On Science and Technology is a leading professional brand exhibition in China and even in the Asia-Pacific region, focusing on the whole industry chain of beverage industry technology. CBST hosted by China Beverage Industry Association, started in 2003 and has been upgraded from biennial to annual since 2023. With the development of the beverage industry, the scale of the exhibition has been continuously improved, the professional quality has been highly praised, the supporting services have been continuously optimized, and the international reputation has been gradually enhanced. It is regarded as an important annual industry exhibition by the industry!

The original intention of CBST was to create a one-stop service platform for the industry, which not only effectively promotes communication, interaction and integration in the Chinese beverage industry, but also forms four major platforms: new product release, procurement negotiation, industry exchange and open cooperation. It effectively links the supply chain of the beverage industry, enabling people from all walks of life to get what they need efficiently and at low cost, and has received widespread recognition and positive praise. It is a brand exhibition with extensive influence and authority in the Chinese beverage industry.





Exhibition Message

The 13th China International Beverage Industry Exhibition On Science and Technology (CBST2025) is scheduled to be held from March 5-7, 2025 at the Shanghai New International Expo Center. In the name of the exhibition organizing committee, I sincerely invite and look forward to the participation and visit of domestic and foreign enterprises and individuals in the beverage industry chain.

Since its inception, CBST has become not only an international platform to showcase new technologies and new products of enterprises in the industry, but also an industry gala to showcase the brand image of beverages and the upstream and downstream industrial chain. With innovation as the driving force, demand as the guide and quality as the foundation, superimposed on the implementation of a new round of large-scale equipment renovation policy being carried out in China, it will become a catalyst and trigger point for promoting the upgrading of domestic beverage equipment and improving product quality.



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China Beverage Industry Association Honorary Chairman

Currently, China has become one of the largest beverage consumption markets in the world, with rapid development of the beverage industry, expansion of production scale, and obvious long-term growth trend. The emergence of new masses, new demands, new channels, new consumption, etc., has spawned the beverage industry is undergoing a new change. Accompanied by the industry's "involution" intensification, industrial upgrading is imminent, product innovation, production capacity efficiency, cost optimisation, integrated marketing, channel management, automation upgrades, digital transformation, energy-saving and low-carbon construction and other aspects of enterprises to accelerate the development of the New Quality Productive Forces key areas of concern. People from all walks of life in the industry are looking forward to obtaining new discoveries, colliding with new sparks and stimulating new kinetic energy on this important industry exchange platform of CBST.

CBST2025 will adhere to technological innovation leading industrial innovation, deepen and expand open cooperation, promote industries higher-end, smarter, and more environmentally friendly upgrading of China's beverage industry, and better meet and create market demand. Utilize the communication function of the CBST exhibition platform to actively promote cooperation between domestic and foreign beverage industry chain related enterprises, share cutting-edge development trends, innovative concepts, and technological achievements in the industry, and jointly promote high-quality development of the beverage industry.

"Brand Exhibition Leading Innovation". In the new era of China's beverage industry, we are together with you. For the new exhibition period of CBST, we are looking forward to meeting you. In the spring of 2025, let's make a promise to meet in Shanghai!



Holding Date Venue Organizer

Undertakers

Mar.5-7,2025

Hall N1-N4, Shanghai New International Expo Center, China

China Beverage Industry Association

The Industrial Chain Branch of CBIA Join Exhibitions Beijing Co., Ltd.

Exhibitors 300+



∠ Visitors 40000+



Area 45000+

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Exhibition History

CBST China International Beverage Industry Exhibition On Science and Technology was founded in 2003 and has been successfully held for 12 sessions. The exhibition organising committee has always been based on the integration and development of the whole industry chain of the beverage industry, adhering to the multi-measures, long-term efforts and unremitting efforts, and taking the improvement of the efficient interaction between exhibitors and visitors as the top priority of the exhibition's various tasks. After more than 20 years of innovation and progress, CBST has gained a large number of domestic and foreign exhibitors and attracted many famous beverage companies to visit the show. Nowadays, CBST is not only the preferred exhibition for China's beverage industry, but also a renowned brand exhibition in the Asia-Pacific region in the field of beverage industry.













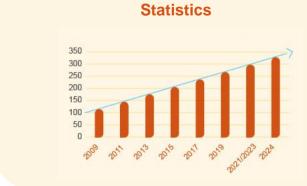




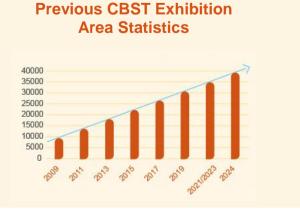








Previous CBST Exhibitors



Meet CBST2025



The 13th China International Beverage Industry Exhibition On Science and Technology will be grandly held from March 5-7, 2025 at the N1-N4 Hall of the Shanghai New International Expo Center. First launch, first exhibition, and commercial docking; Industry hotspots and trend foresight; Professional activities, connecting to the future, a must come event for practitioners in the entire beverage industry chain.

CBST adheres to the interests of exhibitors as the basic, audience satisfaction as the cornerstone, to show the effect as the basis, quality and quality as a guarantee, to think what you think, to achieve what you want, here to all walks of life to send out the most sincere invitation to participate in the exhibition and visit, and seek common development, share the opportunity to forge the future together!

CBST2025 will highlight the characteristics of "professionalism", "authority", "foresight" and "internationalization", continue to plough into the beverage industry, focus on the development trend of the industry, lock the hotspots of the industry, continue to build a "full industry chain" ecosystem, and actively build an efficient service platform for the Chinese beverage industry.

CBST exhibition organizing committee will uphold the consistent service concept, mature exhibition experience, adhere to the pioneering and innovative, with more perfect organization, better service, help China beverage industry high-quality innovation and development, and nurture the industry chain New Quality Productive Forces.



Industry Events

Leading Trends Insight on Future

With the organizer's own advantages and extensive influence, the organizing committee of CBST continues to launch a series of optimization measures, including close communication with relevant government departments to obtain policy guidelines; close liaison with member enterprises of associations and exhibitors to obtain industry developments; and linkage and cooperation with scientific research institutes and colleges and universities to obtain the latest research results. Grasp the pulse of the industry, sorting out industry trends, on-site centralized release, discuss industry hotspots, common future of the industry.







As Promised Rave Reviews

Meet at CBST, attend industrial event together. The industry chain upstream and downstream colleagues in various fields around the industry development of the "focus", the industry's attention to the "hot spot", the market demand of the "selling point", to solve technical bottlenecks " Key points" and "innovation points" of the same period of activities, came to the exhibition site, old friends friendly catch up with each other, new friends communicate with each other, get new ideas, collision of new inspiration, harvest all walks of life unanimously praised.



Concurrent Activates Unusually Brilliant

Looking ahead, the carefully planned various and valuable parallel activities of CBST are key to the continued evolution of the exhibition. The previous exhibitions not only had professional conferences such as the Association Annual Meeting, Innovation Forum, Symposium, Closed-door Salon, etc., but also had many kinds of activities such as Industry Evaluation. Professional Tournament. Authoritative Publication, Standard Deliberation, etc., which presented the industry's hot spots for the first time, accurately researched the industry's development trend, and provided high-quality contents for industrialists, reflecting the same scene with CBST and demonstrating the extraordinary strength.



Brand Exhibitions

Debut Showcase Technology Driven



High-quality display effect and ultra-high popularity of the exhibition, attracting exhibitors to take CBST as the first showcase for their innovative technologies and products, and to appreciate the road of change and innovation in the beverage industry. CBST is driven by scientific and technological innovation, from the evolution of production process, production equipment and production efficiency, to the upgrading of raw materials, packaging innovation, lean management, warehouse optimization, green environmental protection, energy saving and consumption reduction. It has promoted the process of automation, intelligence and digitalization in Chinese beverage industry.

Migh Quality Platform Win-Win Cooperation

3 days exhibition, 365 days service. Building a more efficient. more transparent, more exclusive and more worry-free all-round trade platform is the goal that CBST always pursues. 3 days exhibition period, CBST is not only a platform for new technology, new products and new achievements in the field of beverage industry science and technology to be displayed in China, but also an important platform for professional buyers and sellers of the beverage industry chain to expand the human network market, and integrate business cooperation. After the exhibition, the online platform of "Beverage Industry Chain Resource Sharing Group" will never end, with 3,000+ members releasing demands, exchanging technologies and sharing business opportunities.











Featured Areas Harvest More



New era, new trend; new concept, new business opportunities. Following the latest changes and development trends in the industry, the organizing committee of CBST will set up special zones such as "Beverage Brand Culture and Innovation Showcase", "Raw Materials & Natural Extracts Showcase", "New Retail Beverage Showcase" and "Green and Low Carbon Technology Showcase". The organizing committee of CBST focuses on the display of new raw materials, products and technologies by setting up special zones such as "Beverage Brand Culture and Innovation Showcase", "Raw Materials & Natural Extracts Showcase", "New Retail Beverage Showcase" and "Green and Low Carbon Technology Showcase", which will inject "innovative genes" into product R&D and cultivate "innovative kinetic energy" for the industry's high-quality development.

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Strong Support From Beverage Companies

As a professional brand exhibition for beverage practitioners, CBST has gained the full trust and support of many beverage enterprises. Before the exhibition, enterprises have sent messages to express their affirmation and expectation for CBST; near the exhibition period, notices were issued and relevant departments and personnel were organised to visit the venue; on the exhibition site, big names visited, enthusiastically observed the exhibition, exchanged purchases, signed contracts on the spot, and cooperation intentions appeared frequently. Beverage enterprises regard CBST as a window to the development of the beverage industry in China and even in the Asia-Pacific region, and a "grand gathering of professional buyers and sellers in the beverage industry"!



CBST Support Units



Names not listed in order

Gathering of Exhibitors



After years of development and improvement, CBST gathered many famous beverage industry chain upstream and downstream enterprises to participate in the exhibition, which is an important platform for exhibitors to focus on displaying innovative achievements and seeking business opportunities. CBST provides exhibitors with all-round, ultra-precise and more efficient target buyers to target, and cooperates with beverage enterprises in a sincere and mutually beneficial way, helping them to promote their products quickly, expand the market in a comprehensive way, and develop and progress together.

Nenowned Exhibitors of Previous CBST



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Exhibition Visitors

Professional Visitors Strong Invitation

CBST exhibition organizing committee actively play the organizer China Beverage Industry Association in the industry's influence and appeal, using the Association's unique database, through the high decisionmaking power of the audience 1 to 1 independent invitations, individual professional audience multichannel invitations, group audience targeted invitations, the relevant organizations / institutions to send letters of invitation, so as to ensure that the number of visitors to the audience continues to improve, the quality of continuous improvement, to guide the effect of the exhibition.

Visitor numbers Continuous Climbing

Along with the continuous improvement of the quality of the CBST exhibition, the number of visitors to the exhibition has grown steadily. It grew from more than 1,000 in the first session to nearly 40,000 in CBST2024, and the audience size of CBST2025 is expected to exceed 40,000 people. The hot scene of crowded, shoulder-to-shoulder conversations, invited professional visitors and key decision makers highlights the important position of CBST as a leading platform for industry trade exchange and cooperation.

Audience Level Wide coverage

CBST exhibition audience, with decision-making ability and departmental management of the audience accounted for more than 60%; engaged in production, procurement, technology, supply chain, research and development of the audience reached more than 90%; from the beverage, food, wine, dairy products, spices, daily chemicals, processing, raw and auxiliary materials and other areas of the audience reached 68%; is more than 40% of the audience for the purpose of purchasing orders. The high verticality, strong relevance and decision-making power of the audience have become important features of CBST, which are well known among exhibitors.



Group

Visitors

With the double increase of CBST's industry influence and brand awareness, it attracts more and more enterprises/units to pay attention and visit. Not only many domestic and foreign beverage enterprises in various fields of the department enthusiastically group, but also to attract international associations and institutions, government investment promotion bureau, local industry associations, universities and research institutes and other types of organizations to visit the scene. Wearing new demands, observing new equipment, experiencing new technology, negotiating new cooperation and bursting with new business opportunities.



Overseas Visitors

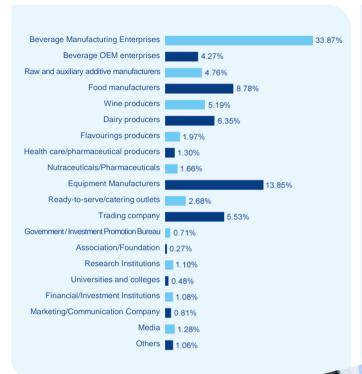
With the gradual expansion of CBST's international influence, more and more overseas professional visitors are coming to the show. Data shows that CBST visitors come from more than 40 countries and regions in five continents, of which those from Europe, Africa and Southeast Asia account for more than 70% of the total overseas visitors. The communication and cooperation across time and space not only promotes the dissemination and promotion of innovative technology, but also strengthens the connection between Chinese beverage industry and the world's beverage industry, and shares the dividends of development.

Exhibition Visitors



CBST2 24 Visitor **Industry Distribution**

CBST2 24 Visitor **Visiting Purpose**

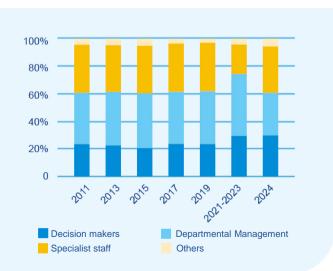




CBST2 24 Visitor **Sectoral Classification**

100% 80% 60% 40% 20% 0 2021:2023 Management Services Marketing Purchasing Technology

CBST 2011-2024 **Visitor Job Classification**



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Concurrent Activities / Media Partners

Concurrent Activities \\

Opening Ceremony of CBST2025

China Beverage Industry Association Annual Conference

China Beverage Entrepreneurs Salon

China International Beverage Technology Seminar

Culture Dinner of Annual Meeting CBST2025 Opening Ceremony Dinner

China Beverage Industry Association Vice Chairman Working Meeting

CBST2025 "Innovative Exhibits" Award Ceremony

Beverage Brand Culture and Green Development Exhibition Area

Raw/Auxiliary Materials & Natural Extracts Zone

More activities will bring surprises to exhibitors are coming soon!

















Media Partners

Selected professional vertical media and social media, CBST2025 upgrades and refreshes its media matrix. Accurately publicize the official media of the exhibition, and combine online and offline media, so that the exhibition information, exhibition dynamics, exhibitors' exhibits and exhibitors' activities can be released with high frequency before, during and after the exhibition, and directly reach the target audience, to enhance the exhibition's popularity and impact. Many free promotion channels and value-added services to maximize corporate brand exposure and exhibition revenue.



Exhibition Scope



- Small-size Beverage Equipment and Production Line
- Solid Beverage Production Equipment
- Raw and Subsidiary Material Handing
- Food Additive/ Ingredients
- New Food Ingredients / Natural Extracts
- Water Treatment
- **Extractive and Extraction**
- Blending
- Filtration and Separation

Robot application solutions

- Sterilization and Disinfection
- Homogeneous and Emulsions
- Packages and Containers
- Casting embryo and mold
- Blowing and Injection Mould
- Filling & Sealing
- labeling and sleeve labeling
- Date printing code

Others

Monitoring Instrument and Equipment



CBST2325

Exhibition Information

Booth Consulting

Tel:+86-10-84464668

Fax:+86-10-84464236

E-mail:CBST@chinabeverage.org

Website: www.cbst.com.cn

Visitor

Tel:+86-10-84464668-802

Fax:+86-10-84464236

E-mail:CBST@chinabeverage.org

Website:www.cbst.com.cn

