



CBCE会议日程 CBCE Agenda

2016.5.25

13:30-20:00

全天参会人员报到 (根据邮件确认函二维码拿胸卡)
Registration (Badge Pick Up with QR code in the confirmation letter)

18:00

演讲嘉宾、VIP嘉宾、赞助商欢迎晚宴 (中星铂尔曼酒店3楼 Grand Ball Room)
Welcome Dinner at the Grand Ball Room of Pullman Hotel South (speakers, sponsors and VIPs Only)

2016.5.26

会场1 Conference Room 1

08:30-09:00

开幕式 Opening Ceremony

周广田 Guangtian Zhou
国家啤酒标准委员会委员, 杜门斯亚洲学院院长, 齐鲁工业大学教授
Member of National Beer Standardization Committee, Dean of Doemens Asian Academy, Professor of Qilu University

Rolf Keller
德国纽伦堡博览集团副总裁
Vice President of NürnbergMesse Group

09:00-10:00

茶歇 (划分会场)
Tea Break

10:00-10:30

美国精酿与美国酒花 The American Craft Beer Revolution and USA Hops

Matthew Brynildson
美国Firestone Walker酒厂总酿酒师
Brew Master of Firestone Walker Brewing Company

10:30-11:00

酸啤酒的酿造工艺 Brewing Technology of Sour Beer

Willem Van Herreweghen
比利时一流酿酒师, Timmermans总咨询, Brewery Consultancy Belgium创始人
Belgian Top Brew Master, General Consultant of Timmermans, Founder of Brewery Consultancy Belgium

11:00-11:30

精酿啤酒分离技术 Separating Technology of Craft Beer

Galati Maurizio Salvatore
安德里茨分离技术全球商业拓展经理
Global Business Development Manager of Andritz Separation

11:30-12:00

精酿创业可以小而美地发展下去 Growing Up As A Brewer: Strategies for Staying Small, Staying Beautiful

Sam Holloway
Crafting A Strategy创始人
Founder of Crafting A Strategy

12:00-13:00

全体参会人员酒店自助午餐
Lunch Buffet

13:00-13:30

美国酒花的介绍和应用 Introduction and Practice of American Hops

Dr. Patrick Ting
博士, ACS, ASBC, HRC学会理事, 国际酒花标准委员会委员
Member of ACS, ASBC, HRC, member of International Hops Standardization Committee

13:30-14:00

美国精酿复兴如何影响生活方式 The American Craft Renaissance & The Connected Lifestyle

Fred Bueltmann
美国New Holland酒厂副总裁、美国GABF和啤酒世界杯评委、多本啤酒书籍作者
Cicerone / Vice President of New Holland, Judge of GABF and WBC

14:00-14:30

酵母在酿造中的艺术和科学 The Art & Science of Yeast in Brewing

Chris White
美国White Lab酵母公司创始人、CEO
Founder and CEO of White Labs



2016.5.26

会场1 Conference Room 1

14:30-15:30

茶歇 Tea Break

15:30-16:00

精酿啤酒的工厂质量控制 Factory Quality and Performance for Craft Beer

Axel Gummich
德国优布劳（中国）啤酒饮料有限公司技术总监兼总酿酒师
Technical Director & Head Brew Master of Urbrau China

16:00-16:30

全球精酿啤酒的创新 Creativity in Craft Beer Internationally

Michael Jordan
上海拳击猫总酿酒师
Michael Jordan, Brew Master of Boxing Cat Brewery
Carl Setzer
北京大跃创始人、总酿酒师
Founder and Brew Master of Great Leap

16:30-17:00

技能培训为中国精酿啤酒工业腾飞助力 Technical Training Assists the Development of China Craft Beer Industry

周广田 Guangtian Zhou
国家啤酒标准委员会委员，杜门斯亚洲学院院长，齐鲁工业大学教授
Member of National Beer Standardization Committee, Dean of Doemens Asian Academy, Professor of Qilu University

17:00-17:30

啤酒中酚的风味 The Phenolic Taste in Beer

Willem Van Herreweghen
比利时一流酿酒师，Timmermans总咨询，Brewery Consultancy Belgium创始人
Belgian Top Brew Master, General Consultant of Timmermans, Founder of Brewery Consultancy Belgium

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会场2 Conference Room 2

10:00-10:30

精酿啤酒的品鉴及在国际大赛中的分类和评分 Best Beer Tasting Practise

Leon Mickelson
百威英博亚太区精酿事业部供应总负责人
Head of Supply, Craft Brewing Operations, Asia Pacific, Abinbev
美国啤酒世界杯、澳大利亚国际啤酒大奖赛、新西兰国际啤酒大奖赛以及亚洲啤酒杯评委

10:30-11:00

精酿革命席卷全球 The Craft Beer Revolution Goes Global

Steve Hindy
美国布鲁克林酒厂创始人、董事长
Founder and Chairman of Brooklyn Brewery

11:00-11:30

精酿啤酒的创业与工艺创新 Craft Beer Start Up and Process Innovation

刘俊杰 Junjie Liu
北京喜啤士文化发展有限公司CEO
CEO of The Beer Link

11:30-12:00

把精酿啤酒的未来装入易拉罐 Canning the Future of Craft Beer

Andrew Ferguson
美国Wild Goose Canning销售总监
Sales Director of Wild Goose Canning

12:00-13:00

全体参会人员酒店自助午餐
Lunch Buffet

13:00-13:30

如何开办并成功运营精酿酒吧？ How to Start and Run A Brewpub Successfully ?

Lee Tseng
拳击猫联合创始人
CO-Founder of Boxing Cat Brewery
刘芳 Fang Liu
北京大跃创始人
Founder of Great Leap



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会场2 Conference Room 2

13:30-14:00

**你能酿出好啤酒？那还远远不够。
So You Make Great Beer? That's Not Enough.**

Chandler Jurinka
北京悠航创始人
Founder of Slow Boat Brewery

14:00-14:30

**精酿啤酒酿造实用技巧
Back to Brewing Basics**

Leon Mickelson
百威英博亚太区精酿事业部供应总负责人
Head of Supply, Craft Brewing Operations, Asia Pacific, Abinbev
美国啤酒世界杯、澳大利亚国际啤酒大奖赛、新西兰国际啤酒大奖赛
以及亚洲啤酒杯评委

14:30-15:30

茶歇 Tea Break

15:30-16:00

**精酿行业的道德规范及跨文化的研究结果
Ethic of The Craft Brewing Industry, Results of A Cross
Cultural Analysis**

Mark Meckler
博士, Crafting A Strategy联合创始人
Doctor, Co-founder of Crafting A Strategy

16:00-16:30

**巴西和拉丁美洲的啤酒市场总览
Overview of the Brazilian and South American Beer Market**

Professor Carlo Enrico Bressiani, PhD
巴西酿酒学校de Cerveja E Malte创始人, CEO, 教授
Founder and CEO of Brazilian Brew School de Cerveja E Malte

16:30-17:00

**从发酵罐到酒杯-中国特色啤酒后处理之道
From Fermenters to Glasses: The Practical Problems in
China to Deliver Your Beer Properly**

银海 Hai Yin
北京牛啤堂创始人、酿酒师
Founder and Brew Master of Beijing Nbeer Pub
王睿 Rui Wang
成都丰收精酿创始人、酿酒师
Founder and Brew Master of Chengdu Harvest Brewery

17:00-17:30

**用本土原料酿酒并且创造中国特色配方
Brewing with local ingredients and creating Chinese
Style Recipes**

Alex Acker, Kristian Li
北京京A创始人
Founders of Beijing Jing A

2016.5.27

会场1 Conference Room 1

08:30-09:00

**过桶陈酿啤酒的酿造方法
How to Brew Barrel Aged Ale**

Fraser Kennedy
美国鹅岛酒厂亚洲总酿酒师
Asia Head Brewer of Goose Island Beer Co.

09:00-09:30

**啤酒过滤 该还是不该？
Filtration of Beer! To do or not to do ?**

Gerrit Blumelhuber
德国杜门斯发酵学院服务部门经理
Managing Director Department Services of Doemens Academy

09:30-10:00

**现代精酿设备的机遇及挑战
Modern Craft Brewing Equipment: Chances
and Challenges**

Konrad Müller Auffemann
德国克朗斯设备厂啤酒产品研发部总监
Product Development Director of Kronen

10:00-10:40

茶歇 Tea Break

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会场1 Conference Room 1

10:40-11:10

瓶内发酵——不同的方式早就不同的啤酒 Bottle Fermentation - Different Ways and Strategies for Different Styles of Beers

Gerrit Blumelhuber
德国杜门斯发酵学院服务部门经理
Managing Director Department Services of Doemens Academy

11:10-11:40

啤酒多样化的酵母选择 Selecting the Yeast for Beer Diversity

Joseph Pitt
Fermenties亚太区销售总监
Sales Manager-Asia Pacific of Fermenties

11:40-12:10

美国酒花的耕作及收获数据 U.S Hops Cultivation and Harvest Statics

Matthew Brynildson
美国Firestone Walker 酒厂总酿酒师
Brew Master of Firestone Walker Brewing Company

12:10-12:30

浅谈精酿厂设备配置 Talking About Equipment of Craft Beer Brewery

孙九洲 Gloria Sun
哈尔滨汉德轻工医药装备有限责任公司总经理
GM of Harbin Hande Light Industrial &Pharmaceutical Equipment Co., Ltd.
黄丽娟 Helen Huang
公司营销技术顾问
Sales Technical Consultant

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会场2 Conference Room 2

08:30-12:30

精酿商业论坛 Business Discussion Forum

精酿啤酒市场营销策略 Marketing Strategies of Craft beer

曹晖, 莱宝董事长 / 隋和洋, 莱宝董事长助理及市场总监
Justin Cao, Chairman of Reberg
Leo Sui, Assistant of Chairman and Marketing Director

精酿啤酒的渠道建设 Channels of Craft Beer

李景瑞, 上海瓊馨露贸易副总经理 / 顾翔, 麦颂国际总经理
Jerry Li, Vice President of Shanghai Icing Trading Co., Ltd.
Remon Gu, Bepuls Shanghai Co., Ltd.

资本与精酿 Capital and Craft Beer

梁英杰, 凯鹏华盈创业投资基金合伙人 / 沈佳韵, 唯快资本合伙人
Victor Leung, Partner of KPCB
Lilian Shen, Partner of Wequick Capital Co.

2016.5.25-26 09:00-19:00 展览会 Exhibition

2016.5.27 酒厂参观 Brewery Tour (需提前登记购票 Advance Purchase Required)

2016.5.26 上海啤酒周酒吧活动 Shanghai Brew Pub and Bar Events

2016.5.26-27 现场媒体采访安排 Media Interview