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„Pouring Digital“: BCB 2020 takes place as a Special Edition

The Bar Convent Berlin 2020 will break new ground and bring its community together in the form of a BCB Special Edition. Due to the current regulations, the fair cannot take place as originally planned from 12 to 14 October at the Exhibition Centre Berlin. With the new "Pouring Digital", the BCB team is working on an alternative concept combining live and digital events.

"We are aware of our responsibility, as a trade fair that unites many thousands of people in one place, but also as part of a globally networked bar scene. A bar scene that is possibly facing its greatest challenge ever," says BCB Director Petra Lassahn. "So we will be offering an alternative event format in the autumn. If our exhibitors and visitors can't come to us, then we will go to them."

The BCB team is working together with partners on a concept for how the spirit of the BCB, the lectures, events and togetherness can take place live and virtually this year. Online will play a big role, but we are also examining how bars - as the heart of the fair and who act as alternative locations - can be included. Many exhibitors across the industry wanted an alternative, a place where they can exchange ideas and get together, especially in these times of crisis. "Precisely because the industry worldwide is suffering from the consequences of the Covid-19 pandemic, we need to 'meet' to gain strength and learn from each other and to exchange ideas in a safe and innovative environment. We want the opportunity to get ourselves ready to grow and look forward to the future with confidence," Lassahn continued.

The BCB team will provide timely information on further plans for 2020. In 2021, the BCB is planned to take place at the Berlin Exhibition Grounds with its new City Life Spirits concept, which was originally planned for this year.

#WeareBCB

#PouringDigital

#Hospitalityinthenewnormal

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