



REGIONAL & LOCAL BEERSTARS

A digital platform to connect beer lovers, promoters and brewers across the 300 European regions

SOME KEY FIGURES



fedra
Federation of
Regional Growth Actors
in Europe

Be connected and broaden your brewing horizons !

Nowadays, having a web presence has become a must for any company or SMB that wants to grow and not get left behind by the digital revolution. Investing in the digitalisation of your company is the ideal solution to be visible at different levels (regional, national and European), to conquer new markets, to lower operational costs and find new commercial opportunities.

In spite of this, far too many companies fail to connect, broaden their horizons and neglect the regional level. Indeed, there are **more than 300 regions in Europe**.

To address this need, NeoConnect will launch by the summer 2017 a platform specifically built to connect actors from the beer industry from the different European regions.

In addition to **beer lovers**, the platform will be designed for all local and regional **promoters**, the restaurants, bars and cafés, event organisers, not forgetting **brewers**. The platform will also benefit from an extensive launch campaign at the European level.

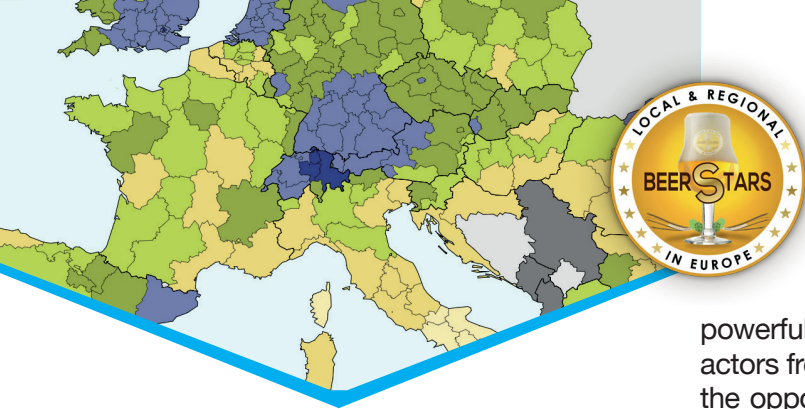
FEDRA, a Federation specialised in projects at the regional level, is at the centre of the Community of Regional Growth Actors in Brussels and in 300 European regions.

FEDRA supports the “Beerstars” platform.

- **26,208 European experts** are reached by our messages on social networks and from our news rooms (+48% from September 2016)
- **9,498 members and captive partners** (+34% from September 2016)

The “Regional & local Beerstars” platform will benefit from the visibility granted by FEDRA and from its platform of growth actors in Europe.

More than 110 of FEDRA's Young Regional Ambassadors will present and disseminate this initiative throughout the European Union.



Added value of the “Regional & local beerstars” platform

The “**Regional & local Beerstars**” platform is a powerful digital tool that can attract, promote and connect all actors from the brewing world. Among other things, it gives you the opportunity to present breweries and beers, to geolocalise

the places where your products are sold, to promote restaurants using your beer and to announce upcoming events or festivals related to brewing. It also enables you to identify beer lovers, to present your different products, to have an online e-shop and to simply give news and updates in one or all European regions.

Specific offers for the different “Beerstars” categories

- **“Beer lovers” category :**

Free access to the platform for all beer lovers.

- **“Beer promoters” category :**

For all beer promoters (restaurants, cafés, shops, festivals, circles...), opportunity to communicate the different types of beers available, meals made using beer, events, etc.

- **“Brewers” category :**

For all beer producers, breweries, opportunity to communicate on the different types of beers brewed, projects, events, folkloric manifestations, etc.

Your brewery, your activity or your beer takes centre stage on the platform

- **“Regional actor” category :**

Visibility of your brewery’s logo at the regional level, emphasis on your brewery at the regional level, opportunity to connect with consumers, etc.

- **“National actor” category :**

Visibility of your brewery’s logo at the national level, emphasis on your brewery at the national level, opportunity to connect with consumers and promoters, etc.

- **“European actor” category :**

Visibility of your brewery’s logo all over the site (home page and registration page) and many extra benefits.

NeoConnect Digitise your community

The “**Regional & local Beerstars**” platform has been developed as a part of the NeoConnect initiative, born from the collaboration between Vox Teneo (an IT company), the @vitam foundation (specialised in sustainable development) and FEDRA, the Federation of Growth Actors in Europe, specialised in projects at the regional level. The conception and development of NeoConnect started 3 years ago and the first platform was launched in June 2016 - the @Vitam platform on sustainable development. The company GPM sprl is assisting in the commercial development of the “Beerstars” platform.

Digital revolution : what about you ?

- **Digital revolution** is just beginning and will rapidly **change the habits** of consumers and citizens,
- In Europe, the **overall impact** of digital technologies is expected to triple revenue over three years,
- Studies show that digitalisation will lead to an average income growth of 8.4% by 2018 in **the food and retail sectors**.