ProWine
CHINA

For trade visitors only
仅对专业观众开放

7.- 9.11.2016
Shanghai, China
中国，上海

Shanghai New International Expo Centre (SNIEC)
International Trade Fair for Wines and Spirits
上海新国际博览中心 (SNIEC)
国际葡萄酒和烈酒贸易展览会

www.prowinechina.com

Supported by:
支持方：

20th FHC CHINA 2016 SHANGHAI

ProWein
International Trade Fair for Wines and Spirits

Organized by:
主办方:

International Exhibitions CHINA

ALLWORLD EXHIBITIONS

Messe Düsseldorf Shanghai

CONTINUES ON COURSE FOR SUCCESS

持续成功的进程

On November 13, ProWine China 2015 - a regional satellite event of ProWein, the leading international trade fair for wines and spirits came to a successful end in Shanghai. 600 wines and spirits manufacturers from 33 countries presented their top products. No other trade fair for wine in China mainland comes even close to achieving such a high share of foreign exhibitors (85%).

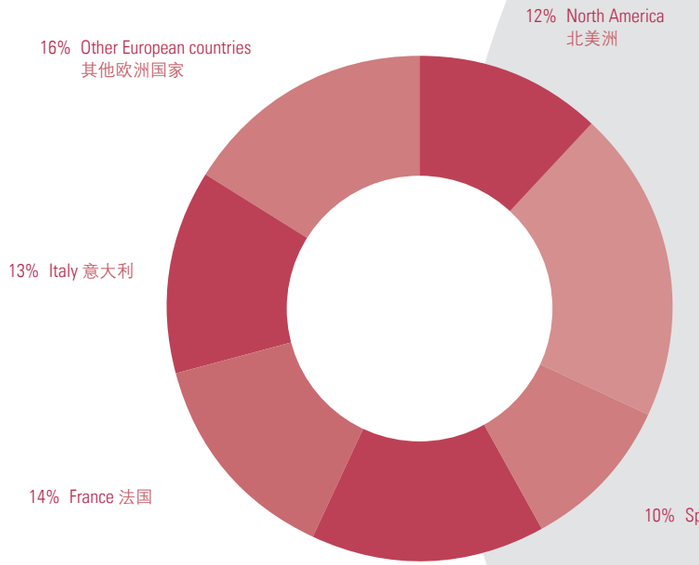
With 10,228 dedicated ProWine China visitors and additional 4,611 from Food and Hospitality China (FHC) registered visitors can be regarded a full success (with 25% increase to ProWine China 2014).

11 月 13 日，ProWein 的卫星展 ProWine China 2015，国际领先的葡萄酒与烈酒贸易展览会在上海圆满落幕。来自 33 个国家和地区的 600 余家参展企业展出了他们的高端产品。在中国大陆地区，没有一个其他的同类展览会可以有如此之高的外商比例（85%）。

10228 位 ProWine China 的注册观众和 4611 位来自 FHC 的注册观众是一个巨大的成功（相较 ProWine China 2014 有 25% 的增长）。

600 exhibitors in total, which included 88 exhibitors from China as well as 512 for example from:

总计 600 家参展商，其中包括来自中国的 88 家参展商
其余 512 家参展商分别来自：



Source / 数据来源 : ProWine China 2015



"The 59 Companies" in the Business France Pavilion had an excellent response at ProWine China 2015.
法国展团的 59 家参展商对 ProWine China 2015 展出效果反馈积极。



"Good quality visitors" attended the South Africa Pavilion.
高质量买家访问南非展团。

COVER YOUR NETWORK IN CHINA MAINLAND

大陆商贸网络全覆盖

About 15,000 trade buyers to ProWine China 2015 surpass its already exceptionally high standards. Around 50% of trade buyers are from outside of Shanghai. ProWine China, the one-stop platform for exhibitors covers their business for all of China mainland. To Avoid missing a meeting with your business partners, you only need one single trade fair in China: ProWine China from 7-9 November, 2016.

约 15000 位贸易观众为 ProWine China 进一步提升了其突出的高水准。50% 左右的贸易观众是来自上海以外的城市。ProWine China 为展商提供了一个覆盖中国大陆地区的一站式的平台。只需一个贸易展览会就不会错过您的商业伙伴，ProWine China 2016, 11 月 7 - 9 日。





ProWine China means business for wine exporters to China.
ProWine China — 葡萄酒出口中国的窗口。

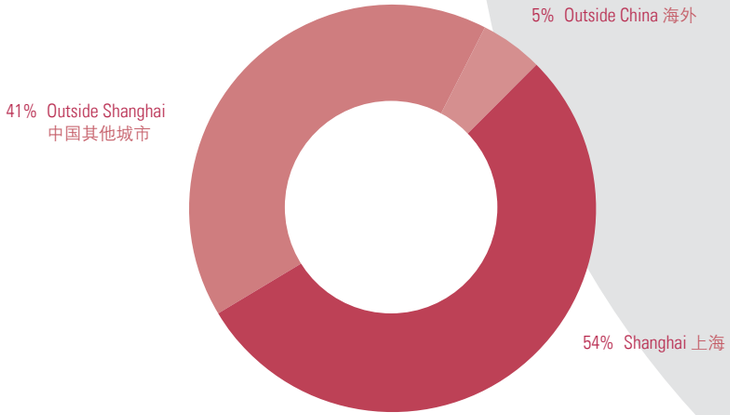
"This is our third time to ProWine China. During every year's ProWine China, we can meet importers from all over China. As the importer for Italy Sgarzi Luigi, we always value the quality of the visitors. And during 3 year's participation, we noticed more and more buyers from all over China visit our stand. This is what we are very happy about."

"这是我们连续第三次参加 ProWine China 展会。每次展会我们都可以找到来自全国各地的进口商。作为意大利思卡其卢易吉葡萄酒在中国的进口商，我们一直非常看重展会买家的质量。而在 3 年的参展经历中，我们也明显感觉到越来越多的买家从全国各地来拜访我们的展位，这是我们非常乐于看到的。"

Franco Fang, General Manager of Sgarzi Luigi Wine (Shenzhen) / 思卡其卢易吉葡萄酒（深圳）有限公司，总经理方剑云

VISITOR BREAKDOWN BY REGION:

观众按地区划分：



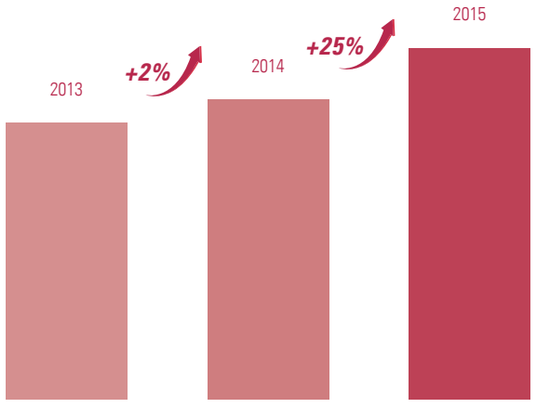
Source / 数据来源 : ProWine China 2015

HIGH QUALITY BUYERS UPGRADE YOUR BUSINESS

高质买家助力商贸

Thanks to its strict visitor registration procedure, ProWine China is reserved only for wine and spirits specialists. Here, exhibitors and trade visitors can make new contacts, catch up with old contacts and business partners.

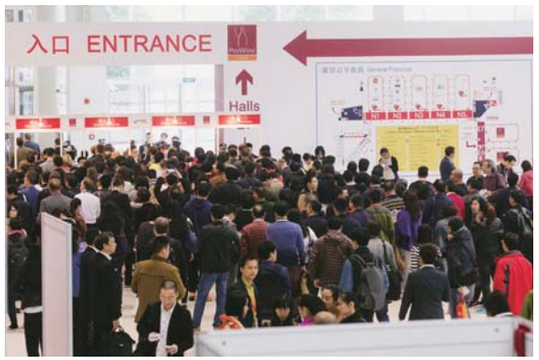
基于严格的观众注册审核机制，ProWine China 是仅为葡萄酒和烈酒业内人士开放的一个平台。在此，展商和观众建立新的联系，与众多老朋友和合作伙伴见面沟通。



7,650 visitors 观众

8,200 visitors 观众

10,228 visitors 观众



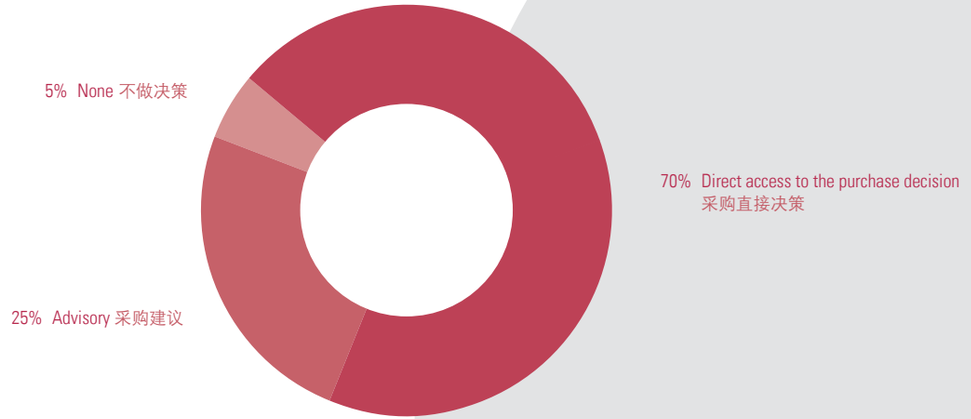
Big crowds but only professional visitors may enter ProWine China.
人头攒动，但仅对专业观众开放。

Source / 数据来源 : ProWine China 2013 / ProWine China 2014 / ProWine China 2015

Visitor registered for ProWine China, Excluding visitors from FHC China. / 上述数字仅为ProWine China 注册观众数字，不包括来自FHC的观众。

VISITOR BREAKDOWN BY ROLE IN PURCHASING

观众采购决策分析



Source / 数据来源 : ProWine China 2015

"We decided to go to ProWine this year and we will definitely be coming back because I think that this show attracts good quality visitors and it is also a very comfortable fair. Everyone we have spoken to has talked about real deals. After working here for over a decade, I have found new niche partners as well as partners wanting to work within our existing distribution network"

"我们参加了今年的 ProWine China 展会并且肯定还要回来因为我们觉得这是一个观众质量很高同时让人很舒服的展会。每一个我们沟通的客人都是实实在在讨论相关的贸易情况。通过展会，我们找到了一些新的合作伙伴，而这些合作伙伴也非常愿意成为我们的经销商。"

De Bortoli Wines GM Sales for Greater China, Matt Bahen / De Bortoli 葡萄酒大中国区销售经理 Matt Bahen

EDUCATION CAMPAIGN GROWS THE MARKET

教育攻略提升产业

From 2014, the 2nd edition of ProWine China, we launched the "ProWine China Education Campaign" to support the market growth. ProWein is extending its collaboration with the Wine & Spirit Education Trust (WSET) becoming a Silver Patron. This also shows ProWine China's long term commitment to the Chinese market. Different styles of education events during ProWine China give visitors the opportunity to grow their wine knowledge.

从 2014 年的第二届 ProWine China 开始，我们举办“ProWine China 教育攻略”去支持产业的发展。ProWein 也与英国葡萄酒与烈酒教育基金会 (WSET) 合作，成为其银级赞助商。这充分体现了 ProWine China 对于中国市场的长期承诺。ProWine China 展会期间不同形式的培训活动给予观众获取葡萄酒知识的机会。

WSET
CORPORATE PATRON
SILVER



The ProWine China education Campaign continues at 2015 and 2016 exhibitions.
ProWine China 教育攻略在 2015 和 2016 展会期间延续。

"I am delighted we have been able to welcome ProWein as the first trade fair into the ever growing circle of WSET corporate patrons. There are many synergies between ProWein in Düsseldorf, ProWine China, ProWine Asia and the WSET – synergies that we plan to use extensively."

Ian Harris, Chief Executive of WSET, also welcomed the development of the collaboration
WSET 首席执行官伊恩 • 哈里斯 (Ian Harris)

“我们非常欢迎 ProWein 加入我们，成为 WSET 首家展览公司赞助商。ProWein (杜塞尔多夫) 、ProWine China、ProWine Asia 三大展会与 WSET 之间存在大量合作契机，我们有意对其加以妥善利用。”

Li Demei, a professor from Beijing University of Agriculture, Lv Yang, the wine director from Shangri-La Group, and Simon Zhou, the CEO of Ruby Red, participated in the discussion topics including "The specificity of the Chinese wine consumer market" at the second ProWine China Industry Summit. Additional, supporting programs also organized by local partner like RVF China and international partner like WSET.

来自北京农学院的李德美教授，香格里拉酒店集团的葡萄酒业务总监吕杨、红樽坊的 CEO 周赛蒙等参加了以“中国葡萄酒消费市场特殊性”为主题的第二届 ProWine China 产业论坛。另外，包括来自本地的 RVF 中国和海外的 WSET 等合作伙伴也举办了其他丰富多彩的论坛活动。



TASTING DIVERSITY AND CATCHING TRENDS-THE EVENT PROGRAM OF PROWINE CHINA 2016

品味多元，感知趋势 — ProWine China 2016 活动计划

TASTINGS

Welcome to the numerous tasting areas. For you, it is the best opportunity to present and discover the latest wine trends.

Fine wine tasting section will offer you an individual slot for your fine wine tasting with your invited-only important customers and partners.

品鉴

欢迎来到众多的品鉴区。对您而言，这是最佳的平台去展示和发掘最前沿的葡萄酒趋势。

名酒品鉴单元将提供给您一个独立品鉴的单元，仅供您受邀的重要客户和合作伙伴。



ProWine China Industry summit and national wine tastings adds to the benefit of visiting ProWine China.
ProWine China 产业论坛及国家葡萄酒品鉴让观众受益颇丰。

EVENTS

ProWine China is just as comprehensive as the high-level event programme of the exhibitors is extensive and diverse. It offers the trade visitors exciting presentations, top-class discussions and culinary events. ProWine China education Campaign will await you 7-9. November, 2016, Shanghai.

活动

ProWine China 是一个综合性的高端活动平台，众多展商来自不同的产区和国家。这为观众提供了众多令人精彩的演讲，高水准的对话及相关活动。ProWine China 教育攻略在 2016 年 11 月 7 - 9 日期待您的光临！







ProWein

19. - 21. 03. 2017
Düsseldorf, Germany



ONCE A YEAR, DUESSELDORF TURNS INTO THE WINE CAPITAL

24 of world's leading trade fairs call Duesseldorf their home. One of them is ProWein. From 19th to 21st March 2017, the international wine trade gathers in Duesseldorf, Germany for the leading international trade fair for wines and spirits. Around 6,000 exhibitors from more than 50 countries, and 52,000 trade buyers from all over the world will meet at this wine capital.

一年一次，杜塞尔多夫成为葡萄酒的首都

有 24 个全球最为领先的展览会在杜塞尔多夫举办，其中一个就是 ProWein。2017 年 3 月 19 - 21 日，国际葡萄酒贸易在德国杜塞尔多夫国际领先的葡萄酒与烈酒贸易展会期间聚集。超过 50 个国家的 6000 余家参展商，来自全球的 52000 余位观众在葡萄酒的首都相聚。

www.prowein-world.com

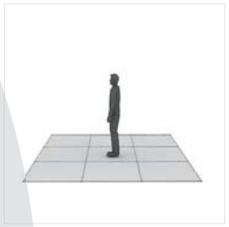
In 2018, the second edition ProWine Asia will be held in Singapore on April 24th to 27th.

2018 年，第二届 ProWine Asia 将于 4 月 24 - 27 日在新加坡举办。

ProWine
ASIA

PROFESSIONAL SERVICE

专业服务



Stand package: Floor space only

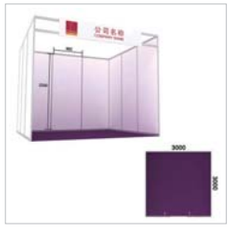
展位方案: 光地展位

Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand.

Minimum sq.m: 9 m²
Price: US $ 425 per m²

提供光地展位，适合大型展商或国家展团自行设计展台之用。

最小面积： 9 平方米
价格：2888 元/ 平方米



Stand package: Shell stand

展位方案: 基本展位

Includes walls, carpet, lighting and fascia with company name.

Minimum sq.m: 9 m²
Price: US $ 505 per m²

提供墙面、地毯、照明、楣板。

最小面积： 9 平方米
价格：3438 元/ 平方米



Stand package: Walk on Stand

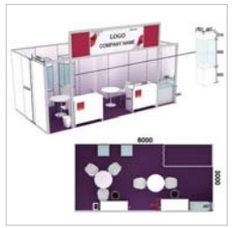
展位方案: 标准展位

Includes walls, carpet, lighting, fascia with company name, counter, table, chairs, electrical socket, system glass showcase, store room and waste paper basket.

Minimum sq.m: 9 m²
Price: US $ 520 per m²

提供墙面、地毯、照明、楣板、服务台、桌、椅、插座、玻璃展示系统、储藏室、废纸箱。

最小面积： 9 平方米
价格：3548 元/ 平方米



Stand package: Premium Stand

展位方案: 特级展位

Includes walls, carpet, lighting, fascia with company name, counter, table, chairs, electrical socket, system glass showcase, glass showcase, store room, bar stool and waste paper basket.

Minimum sq.m: 18 m²
Price: US $ 545 per m²

提供墙面、地毯、照明、楣板、服务台、桌、椅、插座、玻璃展示系统、玻璃展柜、储藏室、高脚椅、废纸箱。

最小面积： 18 平方米
价格：3718 元/ 平方米

GET IN CONTACT WITH US

联系方式

Contact for exhibitors: International 国际展商联系信息

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fax: +44-20 7840-2111
e-mail: mcox@oesallworld.com

Contact for exhibitors: China 中国展商联系信息

Messe Düsseldorf Shanghai

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German Centre for Industry and Trade Shanghai
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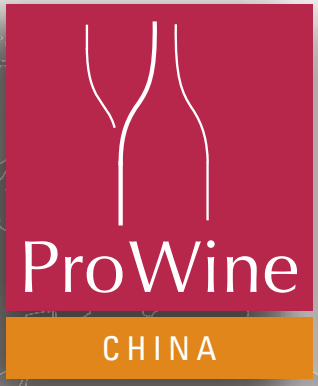
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PROWEIN带领你到世界的核心市场



07.-09.11.2016
Shanghai, China



19.-21.03.2017
Düsseldorf, Germany



24.-27.04.2018
Singapore

www.prowein-world.com

ProWine China & ProWine Asia in cooperation with
ProWine China和ProWine Asia与奥伟展览合作

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