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International Trade Fair
for Wines and Spirits

Shanghai, China 12 - 14 November 2019

Shanghai New International Expo Centre (SNIEC)

国际葡萄酒和烈酒贸易展览会

上海新国际博览中心 (SNIEC)

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THE MOST INFLUENTIAL WINE INDUSTRY PLATFORM IN MAINLAND CHINA 中国大陆最重要的 葡萄酒和烈酒贸易展览会



In its 6th year ProWine China has become firmly established in Shanghai. During 13-15 November 2018, ProWine China 2018, the latest edition of the ProWein World series of international trade fairs for wine and spirits, concluded on a high note. International exhibitors attested to the high quality of sales leads and valuable new business contacts with industry partners from China. ProWine China 2018 welcomed 750 established wine producers and distributors from 39 countries with 20% increase in exhibition space.

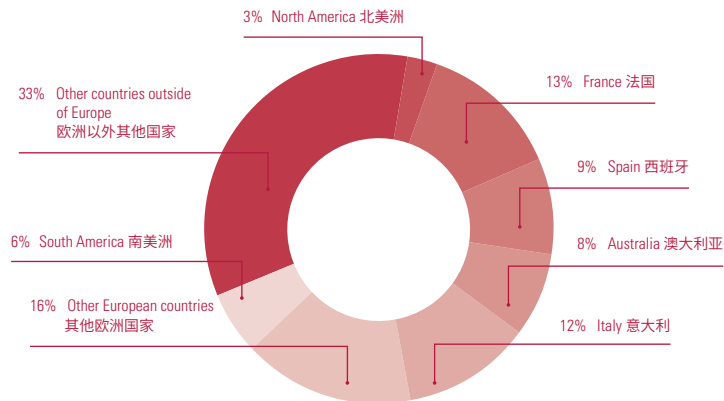
历经六年，ProWine China在上海稳固发展。2018年11月13日至15日，ProWine China 2018隆重举行。本届展会规模创历年之最，为生产商、进口商、经销商、重要买家和行业专家搭建桥梁，创造优质商机，促进行业交流互动。作为全球领先的葡萄酒与烈酒贸易展览会系列ProWein World旗下系列展会，ProWine China 2018获得业界高度评价。国际展商借此平台把握中国市场优质销售机会，建立重要业务联系。ProWine China 2018迎来39个国家750家实力雄厚的葡萄酒生产商和经销商参展，展览面积增加20%。





ProWine China continues to grow in international exhibitor numbers, reaching new records in 2018.

ProWine China 的高层次专业访客数量和国际参展商持续增长，2018 年再创历史新高。



Source / 数据来源 : ProWine China 2018

"I'm an importer from Xuzhou, and I've visited ProWine China for 3 years. ProWine China is the best choice among all wine exhibitions in China. Its internationality and professionalism is the most impressive. Compared with last year, I found a lot of wines for example from Kazakhstan, Canada, Australia and Azerbaijan, indicating that ProWine China is becoming more influential. I came here with clear procurement needs and was satisfied with the high quality and variety of the exhibits." by Rui Yan, manager of Xuzhou Puya Trading Co., Ltd.

“我是特地从江苏徐州赶来的进口商，今年是我参观ProWine China 的第三年了。对我来说，如果下半年要选一个必去的展会，那非ProWine China莫属，其国际性和专业性是最让我满意的。相比去年，我看到了很多来自像哈萨克斯坦、加拿大、澳大利亚、阿塞拜疆等国家的酒商，这说明ProWine China的影响力越来越大。我这次是抱着明确的采购需求和计划来的，逛了一下觉得质量和种类都很不错。” 闫瑞，徐州市葡雅商贸有限公司经理，在接受采访时表达了对ProWine China的高度认可。



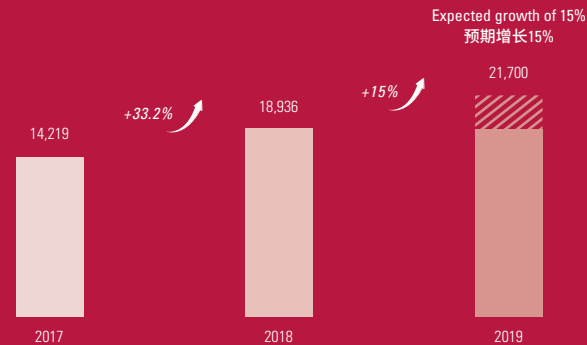
EXPAND YOUR NETWORK IN MAINLAND CHINA

专业观众持续增长 覆盖区域愈加广泛

ProWine China 2018 attracted 18,936 trade visitors, which is an increase of 33.2% compared with ProWine China 2017. More visitors came from provinces and cities like Beijing, Guangdong, Xinjiang, Hainan, Shandong, Liaoning and Fujian who were able to view and taste first-hand a wide variety of wine and spirits.

ProWine China 2018为期三天的盛会更吸引18,936名专业观众到场，观众人数较上届增长了33.2%。除本地观众外，更多来自北京、广东、新疆、海南、山东、辽宁和福建的观众亲身品鉴各式葡萄酒和烈酒。

Visitor Growth
参观者增长

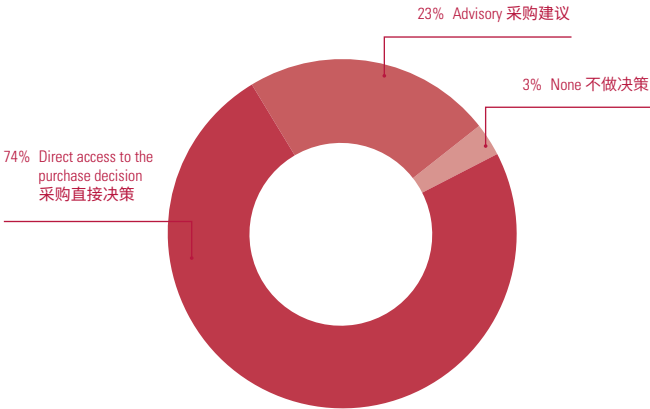


Yu TIANYU, Executive Vice President, Managing Director of China, Kingston Estate, Australia, commented "For Kingston it is the 3rd time to be at ProWine China. For us, it is very important to be here, because at ProWine China you find the best quality of trade visitors for the whole wine sector in Mainland China. This year we had a lot of traffic and good business contacts. ProWine China is also very important for us, because here we are able to promote our brand intensively. This is crucial for China, because the booming market is very brand driven."

俞天韵，澳大利亚王都酒庄执行副总裁兼中国区董事总经理，表示：“这是王都酒庄第三次参加ProWine China。对我们而言，来这里参展非常重要，因为在ProWine China，您可以找到中国大陆整个葡萄酒行业最优质的专业观众。今年，我们的展台人气很旺，建立了大量良好的业务联系。ProWine China对我们也非常重要，因为我们能够在这里集中推广企业品牌。这对中国至关重要，因为这个蓬勃发展的市场深受品牌驱动。”



VISITOR BREAKDOWN BY ROLE IN PURCHASING
观众采购决策分析



Source / 数据来源 : ProWine China 2018

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MULTI-PLATFORM FOR CHINESE IMPORTERS AND DISTRIBUTORS 为中国进口商和经销商 打造全方位平台

There was notable local representation at ProWine China 2018, with well-known companies such as Great Wall (COFCO), Easy Cellar and famous associations like Chief Whisky Society. They were able to showcase their products to a wide range of industry players, and met their Chinese counterparts to discuss possibilities for collaboration to increase their business regionally.

ProWine China 2018吸引了多家知名本土展商参展,包括长城葡萄酒、酒易酪庄,以及知名协会,例如CWS威士忌协会,面向广大业内人士展示最新产品,并与中国同行会面,讨论合作机会,拓展本地业务。

Lizhong Chen, General Manager of TIANSAI VINEYARDS stated: "This is my third time to participate in ProWine China which is professional and international as usual. I found that the layout of each production area is very clear, and large number of distributors, and they know their target. To us ProWine is more a platform that brings together quality distributors and buyers, while domestic wineries and foreign exhibitors can compete on the same stage. We will definitely continue to participate in ProWine China next year."

陈立忠,新疆天塞酒庄总经理,表示:“这是我第三次参展ProWine China,一如既往的非常专业和国际化。我发现展馆内每一个产区的布局都非常清晰,而且出乎我们预料的是经销商数量特别多,并且他们很清楚自己想要什么。对于我们来说,ProWine China是一个平台,集合了优质的经销商和消费者,同时让国内酒庄及国外展商同台竞技。明年我们肯定会继续参展ProWine China。”

VALUABLE KNOWLEDGE FROM MASTERCLASSES AND SEMINARS 大师班和研讨会带来丰富 行业资讯

From its beginning, ProWine China was dedicated to wine education. More than 30 masterclasses and seminars throughout the three show days offered participants various knowledge on wine and spirits and latest industry trend.

ProWine China始终致力于葡萄酒教育产业。今年展会共打造了30多场业内顶级专业大师班和研讨会，帮助大家深入了解美酒的方方面面，剖析葡萄酒和烈酒最新行业资讯。



"For Chinese wine, the professionalism of the whole industry has improved significantly, and consumers can clearly express their needs nowadays. Yesterday I talked with many industry friends, everyone said that ProWine China is an absolutely first-class professional wine exhibition in Mainland China. The content of ProWine China masterclasses is rich and format interactive, and the trade delegates in the masterclasses are very attentive, showing a very strong interest and enthusiasm." commented by Li Deimei who is Associate Professor of Beijing University of Agriculture, Chairman of ProWine China 2018 Industry Forum.

"对于中国葡萄酒来说，整个行业的专业性有明显的提升，消费者也能明确的表达自己的喜好。昨天跟很多业内朋友交流，大家都说ProWine China是中国大陆绝对一流的葡萄酒专业展会。ProWine China的大师班内容丰富，互动性强，参与大师班的听众都非常专注，表现出了非常浓厚的兴趣及积极性。"李德美，北京农学院副教授，ProWine China产业论坛策划及主持人。



SPECIAL ZONE: CHAMPAGNE LOUNGE, SPIRITS BAR, WHISKY LOUNGE

特色专区:香槟酒廊、烈酒吧、威士忌酒廊

ProWine China 2018 offered tasting zones that include Champagne Lounge, Spirits Bar and Whisky Lounge. Trade visitors can not only taste the wine and spirits, but also attend the different topics of masterclasses during the three exhibition days.

ProWine China 2018设有多个极富特色且独一无二的品鉴专区,包括香槟酒廊、烈酒吧、威士忌酒廊。观众不仅可以品尝各国佳酿,还能在展会三天参加不同主题的大师班。



PROFESSIONAL SERVICE

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Floor Space Only 光地展位

Minimum sq.m: 9 m² 最小面积: 9 平方米
Price: US \$ 435 per m² 价格: 2956 元/平方米

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



Walk-On Stand 标准展位

Minimum sq.m: 9 m² 最小面积: 9 平方米
Price: US \$ 530 per m² 价格: 3616 元/平方米

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



Premium Stand 特级展位

Minimum sq.m: 18 m² 最小面积: 18 平方米
Price: US \$ 555 per m² 价格: 3786 元/平方米

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.
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。



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ProWine China Website

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12 -14 Nov 2019
Shanghai, China



15 -17 Mar 2020
Düsseldorf, Germany



07 -10 May 2019
Hong Kong

31 Mar -03 Apr 2020
Singapore



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