



For trade visitors only  
仅对专业观众开放

International Trade Fair  
for Wines and Spirits

# Shanghai, China 10 - 12 November 2020

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 7th year ProWine China has become firmly established in Shanghai. During 12-14 November 2019, ProWine China 2019, the latest edition of the ProWine 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 2019 welcomed 820 established wine producers and distributors from 37 countries with 10% increase in exhibition space.

进入中国的七年来，ProWine China 在上海迅速地发展壮大，2019年11月12-14日，第七届盛会圆满落幕，规模再创历史新高，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ProWine World旗下系列展会，ProWine China 2019 迎来了来自 37 个国家的 820 家实力雄厚的葡萄酒生产商和经销商参展，展览面积增加10%，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。

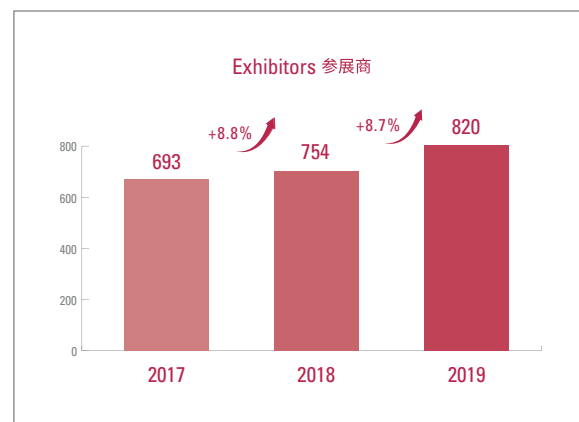




## THE SCALE OF EXHIBITION IS UNPRECEDENTED WITH MORE WINE PRODUCERS ATTENDING 展商规模空前 产区进一步细化

With its largest footprint ever at ProWine China, 121 companies from France participated in 2019. In addition to that, exhibitor groups from Italy, Spain, Australia, Germany, USA, Austria, Chile and other countries and regions, ProWine China also attracted international and regional participations including Chianti Classico, Vino Nobile di Montepulciano, Beaujolais, Catalunya, CRDO TORO as well as DOCa RIOJA. Meanwhile, companies such as Grands Chais de France (France) and COFCO Great Wall from China, Dalmacijavino from Croatia and Duca Di Salaparuta from Italy also participated this year.

ProWine China 史上最大的法国展团包含了121家优质企业，此外还有来自意大利、西班牙、澳大利亚、德国、美国、奥地利、智利等国家和地区的展团。经典基安帝，高贵蒙特布查诺，博若莱、加泰罗尼亚，CRDO TORO，里奥哈葡萄酒优质原产地等产区展团也纷纷亮相，同时还有法国大酒窖、中粮长城、克罗地亚Dalmacijavino、意大利杜公爵酒庄等重磅独立展商为展会增光添彩。



Source / 数据来源 : ProWine China 2019

“ProWine China invests a lot in bringing the right trade visitors to the fair. We feel this very clearly. The quality of the visitors is growing from year to year and again has reached an excellent level.” stated by Julien Layrisse, International Project Manager of AANA (Agence de l’Alimentation Nouvelle Aquitaine), France.

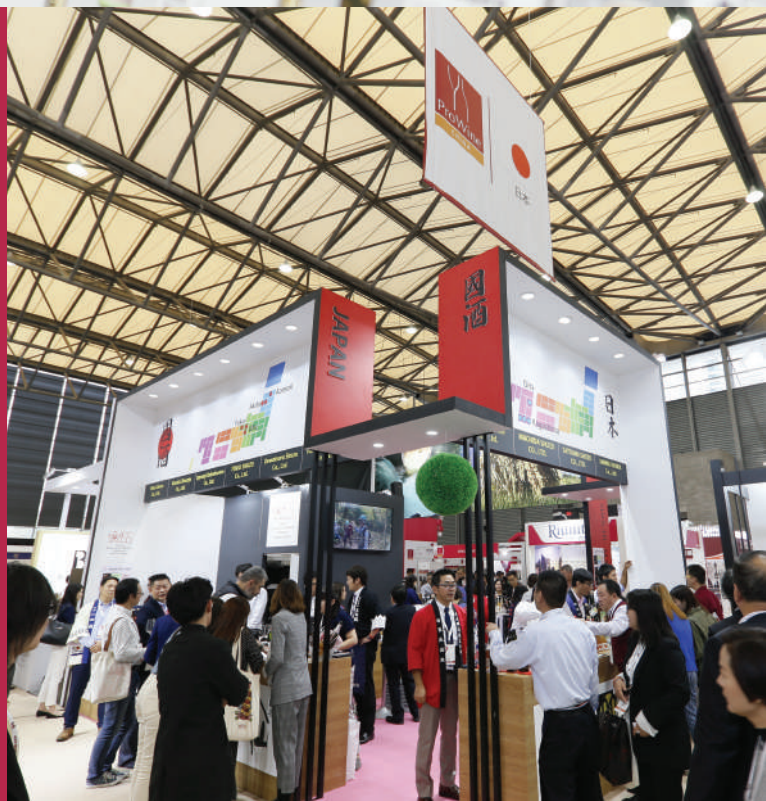
“ProWine China 在吸引专业观众到场方面投入了很多，这一届我们的感受尤其明显。观众的质量一年比一年更高且再一次达到了一个很高的水准。” 法国AANA (Agence de l’Alimentation Nouvelle Aquitaine) 的项目国际项目经理 Julien Layrisse 表示。





"We're at ProWine China for the first time to promote Sake and Shochu. China is one of the most important markets for us. At ProWine China we can not only make a lot of new contacts, but also meet existing customers. Especially our master classes are very well attended. We are very satisfied and are already planning our participation next year." by Hitoshi Utsunomiya, Director of Japan Sake and Shochu Makers Association, Japan.

“这是我们第一次在 ProWine China 上推广来自日本的清酒和烧酒。中国是我们最重要的市场之一。在 ProWine China 上我们可以结实很多新的潜在客户，并且也可以见到很多的老客户。另外值得一提的是我们的论坛非常火爆。我们对参展效果十分满意并且正在计划预定明年的展位。”日本清酒烧酒酿造商协会的会长 Hitoshi Utsunomiya 受访时表示。





# EXPAND YOUR NETWORK IN MAINLAND CHINA

## 观众数量再创新高 上海以外城市比例再提升

ProWine China 2019 attracted 20,640 trade visitors, which is an increase of 9% compared with ProWine China 2018. More visitors came from provinces and cities like Beijing, Guangdong, Xinjiang, Hainan, Shandong, Liaoning and Inner Mongolia who were able to view and taste first-hand a wide variety of wine and spirits.

ProWine China 2019 为期三天的盛会更吸引20,640 名专业观众到场，观众人数较上届增长了9%。除本地观众外，更多来自北京、广东、新疆、海南、山东、辽宁和内蒙古的观众亲身品鉴各式葡萄酒和烈酒。



\* Expected growth 预期增长  
Source / 数据来源 : ProWine China 2019

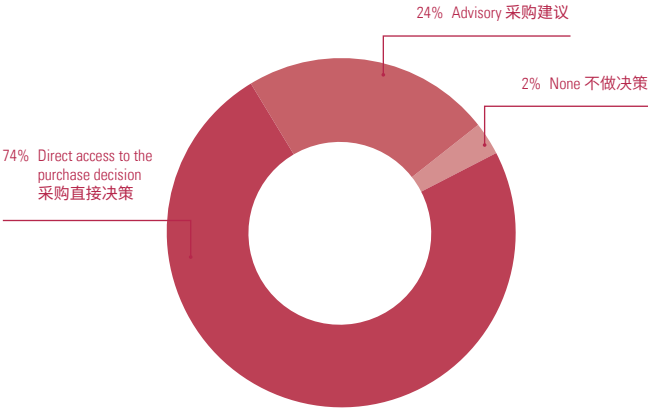


Mr. Chang Wei, the founder of Lavie Cellar, said: "I visit ProWine China every year because ProWine China is a very professional exhibition for professional traders. Comparing to last year, there are more international pavilions and more kinds of wine."

乐为酒窖创办人，常微先生受访表示：“ProWine China 我每年都来，特别重视。主要原因是它非常专业，展商质量很高。相比去年，今年看到更多国家展团，包括日本、巴西等，品类也更丰富。”



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



Source / 数据来源 : ProWine China 2019



# VIBRANT CO-LOCATED ACTIVITIES TO CONTINUOUSLY SUPPORT THE EDUCATION OF WINE AND SPIRITS

## 同期活动精彩纷呈 持续助力葡萄酒及烈酒教育

For 7 years, ProWine China has always been committed to help educate the wine industry to jointly promote the development of the Chinese wine market. During ProWine China 2019, more than 40 professional master classes were held to help attendees to understand the history and tendency of wine and spirits. The 7 renowned Masters of Wine & Master Sommeliers, Fongyee Walker MW, Edward Ragg MW, Debra Meiburg MW, Sarah Heller MW, Cassidy Dart MW, Robert Geddes MW as well as Lv Yang MS participated in various activities and events during ProWine China 2019. This once again confirms the fact that exhibitors value the importance of wine education!

7年来，ProWine China 始终坚持助力葡萄酒教育产业，共同推广中国葡萄酒市场发展，本届展会期间共打造了40余场业内顶级的专业大师班及品鉴会，帮助大家了解葡萄酒及烈酒的历史及发展趋势。赵凤仪、杜慕康、Debra Meiburg、Sarah Heller、Cassidy Dart、Robert Geddes以及吕杨在内的7位葡萄酒大师和侍酒师大师的出席也刷新了ProWine China的新记录，这也同样说明参展商对于葡萄酒教育工作的重视！



## SPECIAL ZONE: CHAMPAGNE LOUNGE, SPIRITS BAR 特色专区：香槟酒廊、烈酒吧

ProWine China 2019 offered tasting zones that include Champagne Lounge and Spirits Bar. Trade visitors can not only taste the wine and spirits, but also attend the different topics of master classes during the three exhibition days.

ProWine China 2019 设有多个极富特色且独一无二的品鉴专区, 包括香槟酒廊和烈酒吧。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

## 专业服务



### Floor Space Only 光地展位

Minimum sq.m: 9 m<sup>2</sup>      最小面积: 9平方米  
Price: US \$ 440 per m<sup>2</sup>      价格: 2990 元/平方米  
(Early Bird Rate: US\$420 per m<sup>2</sup>, deadline: 30th April 2020)  
(早鸟价: 2855人民币/平方米, 2020年4月30日截止)

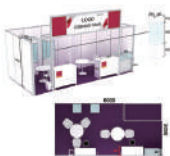
Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand.  
提供光地展位, 适合大型展商或国家展团自行设计展台之用。



### Walk-On Stand 标准展位

Minimum sq.m: 9 m<sup>2</sup>      最小面积: 9平方米  
Price: US \$ 535 per m<sup>2</sup>      价格: 3650 元/平方米  
(Early Bird Rate: US\$515 per m<sup>2</sup>, deadline: 30th April 2020)  
(早鸟价: 3515人民币/平方米, 2020年4月30日截止)

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 m<sup>2</sup>      最小面积: 18 平方米  
Price: US \$ 560 per m<sup>2</sup>      价格: 3820 元/平方米  
(Early Bird Rate: US\$540 per m<sup>2</sup>, deadline: 30th April 2020)  
(早鸟价: 3685人民币/平方米, 2020年4月30日截止)

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。



# GET IN CONTACT WITH US

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ProWine China Wechat



ProWine China Website



# TICKET TO THE WORLD



**10 - 12 Nov 2020**  
Shanghai



**21-23 Mar 2021**  
Düsseldorf



**02-05 Mar 2021**  
Singapore

**18 - 21 May 2021**  
Hong Kong

