

WINE CHINA EXPO

6TH China (Beijing) International Wine & Spirits Exhibition

23, 24, 25 September, 2013

National Agricultural Exhibition Centre, Beijing

In conjunction with

3rd Shanghai International Wine Tasting Meeting

26 September, 2013 Four Season Hotel, Shanghai

Your Gateway To Chinese Market

Exhibitors' Testimonials

"Wine China 2012 was organized very well and there were many importers and agents from all over the world. This will surely bring good results for the development of the wine market in China. Thanks to the entire organization" Emiliano Ruggetti, International Sales Manager, Tenuta La Fiammenga

"Thank you and your team for all your preparations for the Wine China 2012 in Beijing and in Shanghai. As we are also organizers for events, we know how difficult it is to meet all expectations of exhibitors and how stressful such an organization is. Besides some things we could clear during the fair, we are quite satisfied with our participation and returned with lots of impressions back to Sud de France" .

Ms.Liu Xuan, China Project Manager, Sud de France

"We were in a good position. There were many trade visitors in our booth and many visitors like our Australian wines. Thank you for your professional service" Mr. Yong Jiang, Director of Winckelmans Group Pty Ltd.

"The exhibition is quite business-oriented and the service is great. We signed contracts on the spot. We will participate again next year"- Candy Liu, Sales Manager, Casalaccio Srl.

"Very good first impression of such a competition and I want to congratulate all the staff who was professional and helpful. Hope next year I can come back as I was surprised with the public who came to the competition"

-----Mrs. Sofia V.S. Sancho Uva, Wine Producer of Portugal Delicious Pack



CCPIT



Ministry of Agriculture



Wine China Expo



Beijing Municipal Government

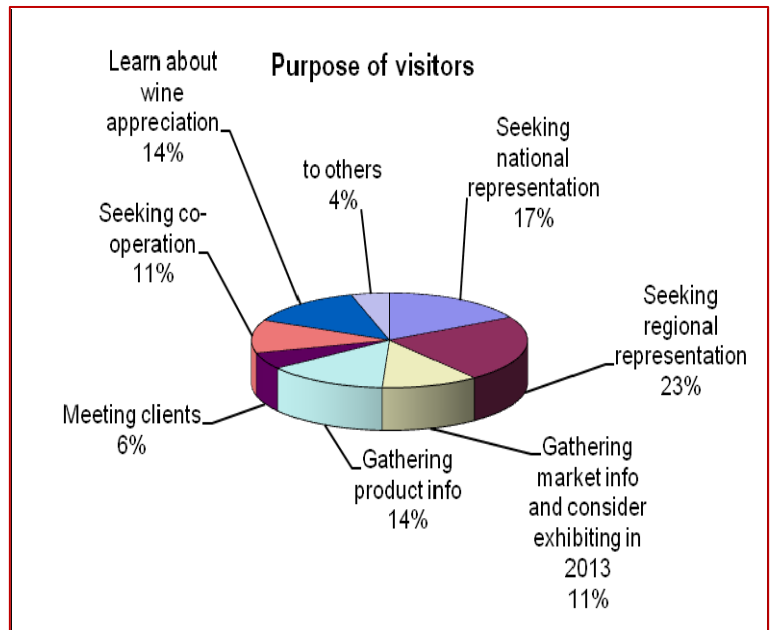
FOODS & WINES
from SPAIN



Sud de France 法国南部

5th WINE CHINA EXPO 2012 -REVIEW

- 5th China Wine Expo April 23rd – 25th
- 2nd Shanghai Intl Wine Tasting Meeting 26 April
- 250 indirect and indirect exhibitors
- Pavilion: France Pavilion, Spain Pavilion, Romania Pavilion, New Zealand Pavilion, USA Pavilion
- From France, Germany, Italy, Spain, Portugal, Greece, Argentina, America, Australia, Bulgaria, Austria, Hungary, Moldova, Russia, Ukraine, Romania, New Zealand, Mexico, Chile, South Africa, Canada, USA, Hong Kong and China.
- 4,000 brands featured
- 10,000 Trade visitors
- Professional Visitors Type 1 (60%)
 - importers, distributors, agents, food and beverage industry personnel
- Professional Visitors Type 2 (15%)
 - State-owned enterprises, government bodies, supermarket owners, retail chain operators (Carrefour, Wal-Mart, Metro, Merry Mart, Jingkelong, 7-11), hotels and restaurants
- Professional Visitors Type 3 (7%)
 - Media and training institutes, service providers
- Visitor Type 4 (18%)
 - Wine enthusiasts, wine club members



WINE CHINA EXPO 2013

6TH CHINA (BEIJING) INTERNATIONAL WINE & SPIRITS EXHIBITION

CONNECTING YOU WITH THE NORTH & THE EAST

Wine China Expo is committed to providing a direct and effective platform for wine producers, exporters, importers, distributors and connoisseurs to connect and do business successfully. We aim to help exhibitors achieve their goals, meeting potential business partners through our trade expo. Our wine tasting meetings and seminars aim to spread the knowledge of wine and hence boost wine consumption in China



From 23-25 September, Wine China Expo takes you to the political, economic and cultural heartbeat of China ~ BEIJING. The wine market in this North region is seeing an annual double-digit growth rate. High income local Chinese are eager to buy premium wines to display their wealth while the young, affluent and fashionable view wine as a modern product and wine drinking as a sign of sophistication, contributing to the

escalating growth of wine buying. Marketing wine as a modern and high-end product would be the key to establishing a foothold in this market of high growth potential.

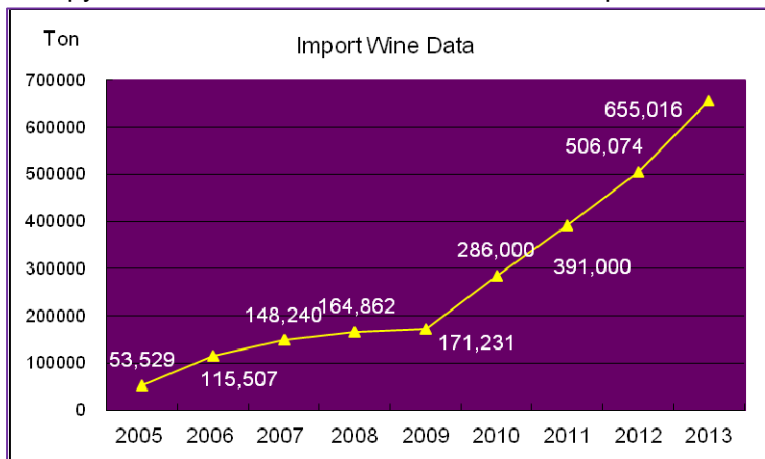
26 September – 3rd SHANGHAI INTERNATIONAL WINE TASTING MEETING

Shanghai Wine Tasting Meeting is the perfect complement to Wine China Expo Beijing. Eastern China has the strongest alcoholic beverage sales in the country. Wine alone accounts for almost 50% of total sales in this region. Here, consumers have a greater knowledge and appreciation of wine. Exporters should reinforce their presence in this market with continued branding and promotion activities

CHINA'S WINE MARKET

With an economic growth rate at 8-10% in 2012 and a steadily growing market of wine consumers, China has quickly established itself as one of the world's seven largest wine consumption markets. China's wine industry has been growing steadily in the first quarter of 2011 with a total value of industrial output at RMB 7.37billion (up 23.8% from previous year) and a sales value of RMB 7.272 billion (up 26.2%).

Wine making has become a hotspot of investment over the years with experts predicting continuing growth in this sector and strong competition among domestic and international producers. Currently, imported wines occupy 20% share of the local market and is expected to increase dramatically. China Customs reports that the



annual growth rate of imported wines stands at around 30%.

The key markets for imported wines are Beijing, Shanghai and Guangzhou. The imported wines are mainly from Spain, Chile, France, Australia, Argentina, Italy, USA, Germany, Portugal and South Africa with dry red and dry white wines accounting for approximately 97% of the total sales. By sales volume, the top four distribution

modes for imported wines are hotels and restaurants, supermarkets and stores, terminal outlets and group purchasing, collectively making up 95% of the total sales.

WINE CHINA EXPO 2013

Event Information

- Dates & Venues

Wine China Expo

6th China (Beijing) International Wine & Spirits Exhibition

23, 24, 25 September 2013 (Trade Visitors Admission)

25 September 2013 (Trade & Public Admission)

National Agricultural Exhibition Centre, Beijing

Est. 400 exhibitors (450 booths) from 30 countries, 13000 trade visitors

3rd Shanghai International Wine Tasting Meeting

26 September 2013 (Trade Visitors Admission)



Four Seasons Hotel, Shanghai
Est. 100 exhibitors, 2500 trade visitors

Scope of Exhibits

Wines (Grape-based and non-grape based wines)
Alcoholic Beverages, Spirits/Alcohol
Wine Accessories
Wine Publications, Wine Training
Winery-related equipment (packaging, processing, transportation)
Wine Paraphernalia (sculptures, prints, models of chateaus)

- Know Your Market

A host of activities to acquaint you with the local wine market, create brand awareness and network

- 3rd Shanghai International Wine Tasting Meeting
- 2013 China (Beijing) International Wine & Spirits Competition
- Beijing International Wine Presentation
- Networking with importers from Top 100 Chinese Importers
- Beijing Wine & Gourmet Tour
- Beijing Wine Retail Tour
- Wine & Food Matching Workshop
- Wine Appreciation Training Session
- China International Wine Marketing Summit
- Wine Auction Charity Event

- Multi-Channel Visitor Marketing

100,000 printed invitation tickets (40,000 through direct mailing, 60,000 through associations and trade), advertising in printed and online local and international media targeting:

Trade: Importers, wholesalers and agents

Retail: Supermarkets and retail chains such as Carrefour, Metro, Wal-Mart, 7/11 and Duty Free

Hotel & Restaurant: F&B managers, wine managers, sommeliers and purchasers

Government & Associations: Ministry representatives and associations

Media: related to F&B, hotels and restaurants, healthcare and consumer guides

Internet Network: wine store, food store and so on

Others: wine club members and enthusiasts

Book Your Stand Now

Before **April 01, 2013**, with 50% deposit and qualify for one of these options

- ☐ 10% discount of raw space rental
- ☐ One 4C page ad in official show catalogue
- ☐ Banner ad on Wine China Expo website for one year
- ☐ Min.27sqm-complimentary 20 minute wine presentation

Raw space cost

1-side open (min. 6sqm) Euro 200 per sqm



9sqm-Basic Standard Package

2-sides open (min.18sqm) Euro 220 per sqm
 3-sides open (from 18-54sqm) Euro 260 per sqm
 4-sides open (from 36-72sqm) Euro 340 per sqm
 3 or 4 sides open (72sqm or more) Euro 240 per sqm

Add Stand Equipment (not inclusive of raw space rental cost)

Basic package (min. 6sqm) Euro 40 per sqm
 Senior package (min. 6sqm) Euro 80 per sqm
 Luxury package (min. 12sqm) Euro 100 per sqm

Add Cleaning Service Fee:

Euro 25 per sqm (inc. Glasses, bucket, ice, water, refrigerator or wine cooler (6-48 bottles) (requested)

Shanghai Intl Wine Tasting Event

Euro 450 per display table (includes tasting kit and company listing)

Creative Branding Opportunities

1) Official show catalogue (210mm x 140mm)

Bookmark with string (150mm x 50mm)	Euro 1000
Full 4C page (210mmx140mm)	Euro 1000
Inside double 4C pages (280mm x 210mm)	Euro 1800
Inside front cover (210mmx140mm)	Euro 1600
1 st right hand page (210mmx140mm)	Euro 1800
Inside back cover (210mmx140mm)	Euro 1500
Outside back cover (210mmx140mm)	Euro 2000

2) Ticket and Hand Bag

Back cover of ticket (210mmx95mm) Euro 2000 per 20,000 tickets
 (Total number of tickets: 100,000)
 Back cover of bag (297mmx350mm) Euro 2000 per 2000 bags
 (Total number of bags: 6000)

About The Organization:

Wine China Expo is

Approved by The Ministry of Commerce, P.R. China

Beijing Municipal Commission of Commerce

Organised by Beijing Regalland Convention & Exhibition Co. Ltd

Officially supported by The Ministry of Agriculture

China Council for the Promotion of International Trade (CCPIT)

China World Trade Centre

Our years of experience in organising trade fairs for the wine, olive oil, agriculture and fishery industries have enabled us to build a network of buyers, importers and distributors in the FMCG, airline, hotel, restaurant and food and beverage packaging trade sectors. This makes it possible for us to connect exhibitors and buyers quickly and effectively.



9sqm-Senior Standard Package



12sqm-Luxury Standard Package



For more information please contact:



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