



## **Wine China Expo 2017 Events Schedule**

In order to enrich the content of the exhibition, we design series activities to provide more opportunities to understand the Chinese wine market, generate publicity, demonstrate products, overcome objections, close sales, meet new prospects, and develop relationships with your existing and potential customers.

**"Wine spreads China"** provides great first-hand experience and a unique vibrant atmosphere.

The activities that will be held during Wine China Expo 2017 include:

1. Beijing Wine & Gourmet Tour
2. Beijing Wine Retail Tour
3. Wine & Food Matching Workshop
4. Wine Knowledge Popularizing Training
5. Beijing International Wine Tasting Meeting
6. China International Wine & Spirits Competition
7. Meeting with Top 100 Chinese Importers
8. China International Wine Marketing Summit
9. Wine Auction Event & Charity Sales
10. Shanghai International Wine Tasting Meeting

**Organizers:**

**Regalland** 金万洲

**Beijing Regalland Convention & Exhibition Co., Ltd.**

Tel:+86 10 64416542 Fax:+86 10 64412231

## **Beijing Wine & Gourmet Tour**

When the evening draws on and your busy and fruitful day at the exhibition comes to an end, don't forget to invite your close friends or your business partners to Beijing Wine & Gourmet Tour. Here you can experience the colorful nightlife in Beijing, taste fine wine and delicious food, enjoy relaxation, what's more, you can make new friends.

- **Date:** September 21, 2017
- **Venue:** 10 top Chinese or West Restaurants in the neighborhood of the Exhibition Center, Beijing Sanlitun Wine Bar Street, and CBD
- **Description:** You may choose the restaurant you like and enjoy the special food. What's more exciting, you can experience the wine culture in Europe, America, Africa, and Australia under the guidance of the chateau hosts from these regions. Of course, you'll have an opportunity to taste fine wine around the globe. Isn't that inviting?
- **Registration Fee:** USD 85/Euro 80 per person.
- **Sponsor opportunity:** You may choose one or more of the scheduled 10 restaurants to sponsor.

We will offer you the following favorable treatments:

- To post a roll up banner at the restaurant
  - To have a 20-minutes show time
  - To invite guests to taste your wine
  - To distribute your leaflets at the restaurant
- **Sponsor fee:** USD 1100/Euro 1000.

## **Beijing Wine Retail Tour**

Wine China Expo 2017 will be held in Beijing that is a huge wine consumption base in China. As the organizer, we're committed to providing more opportunities for wine producers, distributors and wine lovers to know more about local market. Beijing Wine Retail Tour on September 22, 2017 will be a climax of Wine China Expo 2017. Wine exporters, distributors will gain insight to wine market in Beijing and make face-to-face communication with relevant people by visiting local wine stores, wine bars, wine

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cellars, wine supermarkets, wine chateaus, etc. There is also an evening party and a Lucky Draw to make you more involved. The relevant video will be posted on the homepage of exhibition website. If you're interested in this tour, please make a reservation since the attendee number is limited to 100.

Please hurry up!

- **Date:** September 22 , 2017 (18: 00-22:00)
- **Venue:** wine supermarkets, wine cellars, wine bars, and vineyards, including 90Plus Bar in Jianwai Soho, Fulong wine Cellar, Junde wine shop, Laffitte chateau wine tasting room, Wine Talk Restaurant and so on.
- **Registration Fee:** USD 65/Euro 60 per person.

## **Wine & Food Matching Workshop**

Wine often appears on the dinner table for its mellowness and health value, and when matching it with proper food, you can get a rich flavor. During Wine China Expo 2017, a special area will be prepared to cook or show food that can go well with wine. Also, videos will be played to give visitors some idea about how to match food with wine. If you are interested in this activity, please invite your acknowledged chef to cook food on the spot, or request to play your short-films about your chateaus, wine & food matching demonstration. What's more, we will provide the attendees some snacks.

- **Date:** September 21-23, 2017 (10: 00-16:00)
- **Venue:** Wine Tasting Area
- **Sponsor fee:** USD 950/Euro 900 per company. (to display your company name on the backboard, to distribute your leaflets, to sponsor wine and to post a roll up banner, and to play VCD/DVD)
- **Application Methods:** Fill the attached application form or register on the spot. Seats are limited, so please apply ASAP.

## **Wine Knowledge Popularizing Training**

The history of wine can date back to the Tang Dynasty or even earlier, although, many consumers and distributors in China still don't know much about wine. The fact wine differs in producing area, flavor, price and matching food makes it difficult for general public to compare different kinds of wine. A lecture

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on wine will be offered to popularize the knowledge of wine. Certainly, this lecture is also a great opportunity for exhibitors to promote wine brands and expand consumer base. Wine experts and experienced operators are welcomed to give lectures. This activity includes 3 sessions in 3 days. The topics can be general knowledge of wine, how to choose the right wine, how to match food with wine, and experience on wine marketing, etc.

If interested in sponsoring this event (**the sponsor fee is USD950/EURO 900 per 2 hour**), you can invite an expert to give a lecture. If so, you will obtain the opportunity to introduce your wine.

- **Date:** September 21-23, 2017 (14: 00-16: 00)
- **Venue:** Training Area
- **Topics:** general knowledge of wine, how to choose the right wine, how to match food with wine, and experience on wine marketing, etc.
- **Registration Fee:** Free
- **Application method:** Fill the application form on the Web or register on the spot. Seats are limited, so please apply ASAP.

### **Beijing International Wine Tasting Meeting**

This event is held to provide additional opportunity for you to promote your wine by an intuitive way directly. Our invited trade visitors to taste your wine under your instruction, and you can greatly shorten the distance between your products and potential buyers. You may sponsor this event, and if you book your space of more than 23 sqm before April 01, 2017, you will **FREE** have 20-minute show time to introduce your wine and those invited trade visitors to taste your wines during this meeting.

- **Date:** September 21-23, 2017 (10: 00-17: 00)
- **Venue:** Meeting Area
- **Attendee:** Chinese importers, distributors and agents (Trade Only)
- **Attending Fee:** free (advance register online)
- **Sponsor Fee:** Exhibitors are required to pay USD 550/Euro 500 for a 30-minutes presentation. Non-exhibitor should pay USD 1100/Euro 1000 per 30 minutes. (note: the list of the attendees will be free for the sponsor)
- **Application method:** Fill the application form on the Web or register on the spot. Seats are limited, so please apply ASAP.

## **2017 China International Wine & Spirits Competition**

The registered wines will be tasted and scored by a panel of professional Chinese tasters. They are all qualified Chinese tasters who know clearly about the taste of Chinese people. Their judgment will represent Chinese people's wine taste and their suggestion will be useful reference for you to tailor your wine to Chinese market. The result will be published on our website. And the awards will be presented to the winners during the exhibition. For more information, please refer to the general rules and application form of China International Wine Competition.

- **Application Deadline: May 21, 2017**
- **Registration Fee:** Euro 170 per sample or USD 220 per sample or RMB 1400 per sample
- **Registration:** to fill the related form on the website: [www.winechinaexpo.com](http://www.winechinaexpo.com)

## **Meeting with Top 100 Wine Importers**

We will invite 100 most famous wine importers to visit the exhibition and meet you at the Meeting with Top 100 Wine Importers. These importers account for about 80% of the total wine market in China. This meeting is open for you free of charge.

- **Date:** September 22 , 2017 (13: 00-17: 00)
- **Venue:** Meeting Area
- **Attendee:** The representative of TOP 100 Chinese Importers including Purchasing Manager, General Manager, Import Manager, CEO and so on.
- **Registration Fee:** For all exhibitors of Wine China Expo 2017, it's free of charge.  
For non-exhibitors, it's USD1000/Euro 950 per person.

## **China International Wine Brands Marketing Summit**

To promote the development of wine industry and enhance communication, China International Wine Brand Marketing Summit will be held during the exhibition. The dialogue will be occurred among wine producers, importers, distributors, marketing experts and media reporters. They will share how to market

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wine brands in China and other countries and they can share experiences on operating method, distributing channel and brand establishment which are gained in China and other countries. Acting as agents of international brands, Domestic distributors can learn more about the wine business in other parts of the world and make themselves more international oriented. Through dialogue with domestic companies, international exporters can enhance their understanding of the Chinese market and promote their cooperation with Chinese companies.

- **Date:** September 23, 2017 (10: 00-12:00)
- **Venue:** Meeting Zone
- **Registration Fee:** Free for exhibitors; Euro 100 per No-exhibitor
- **Special Guests:** representatives from famous enterprises in China and foreign wine exporters
- **Topics:** The relevant standards in wine industry, wine culture spreading, wine brand marketing, the difference between Chinese market and international market
- **Attendees:** Distributors, agents, producers, foreign exporters, wine lovers, etc.
- **Application method:** Fill the application form on the Web or register on the spot. Seats are limited, so please apply ASAP.

### **Wine Auction Event & Charity Sales**

We will hold a Wine Auction Event & Charity Sales in the morning of September 21, 2017. For the exhibitors, this is a superb opportunity to learn about the potential market of your wine and promote your brand. For the visitors, this is a wonderful opportunity to purchase some of the great wines at every price level. Many of the big wine collectors and wine lovers in China will be invited to attend this event. If you like, we can assist you to donate earnings from the auction to Beijing charity foundation in your name.

- **Date:** September 21 , 2017 (10:00-12:00)
- **Venue:** Meeting Zone
- **Registration Fee:** Free

### **Shanghai International Wine Tasting Meeting**

Shanghai is one of the largest cities of wine consumption in China. Stimulated by strong momentum of economic development and world Expo, wine market in Shanghai is very prosperous. There are a lot of wine dealers, including 894 wine wholesalers and 38,000 retailers. At present, wine from nearly 40

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countries and regions has entered Shanghai.

We hope you can make full use of your business travel one-time to meet much more Chinese importers, distributors in Shanghai and neighboring cities and learn more about the wine market in Shanghai.

- **Date:** September 24, 2017 (2:00 pm – 7:00 pm)
- **Venue:** Four Seasons Hotel, Shanghai
- **Add:** No. 500 Weihai Road, Shanghai, China
- **Registration Fee:** No-exhibitor: **USD550/Euro 500** per table; the exhibitor: **USD 500/Euro 450** per table (the size of the table: 90cm x 76cm, glasses, water, tasting guide and related service)

### **Notes:**

1. The quotas for some of the above events are limited, the earlier you confirm to participate in Wine China Expo 2017 or attend relevant events, the more choices you may have.
2. If you are interested in any of the above events, please contact us:

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E-mail: [info@winechinaexpo.com](mailto:info@winechinaexpo.com)