

WINE CHINA EXPO

China International Wine & Spirits Expo

21, 22, 23 September, 2017

National Agricultural Exhibition Centre, Beijing

Note: Wine China Expo is the part of 15th China international agricultural trade fair organized by the Ministry of Agriculture, P. R. China

In conjunction with

2017 Shanghai International Wine Tasting Meeting

24 September, 2017 Four Season Hotel, Shanghai

Your Gateway To Chinese Market with B2B & B2C

(B2B means business to business ; B2C means business to consumers)

Exhibitors' Testimonials

"Wine China Expo 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 Expo 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

WINE CHINA EXPO –LAST REVIEW

- China Wine Expo Sept. 23rd – 25th
 - Shanghai Intl Wine Tasting Meeting
26 Sept.
- 250 direct 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 2017

China International Wine & Spirits Exp
-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 21-23 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.

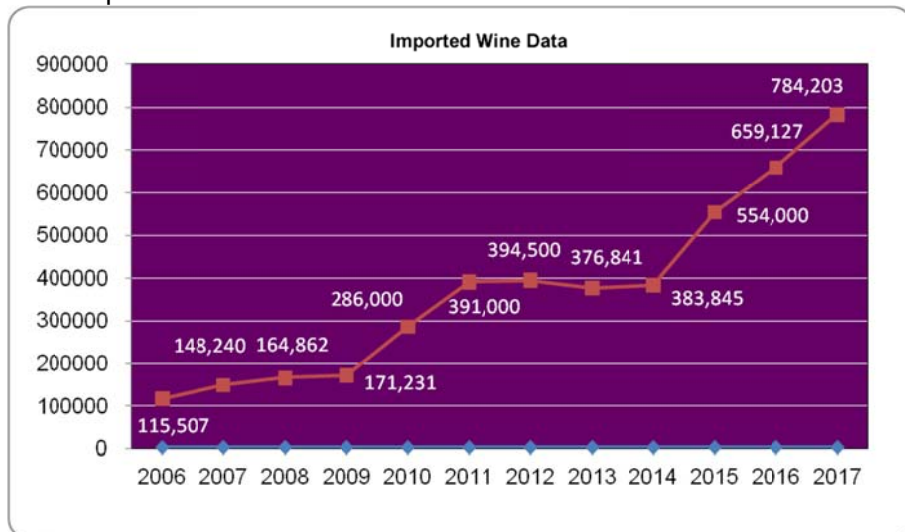


24 September – 2017 SHANGHAI INTERNATIONAL WINE TASTING MEETING

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 about 7% in recent years and a steadily growing market of wine consumers, China with over 1.3 billion people has quickly established itself as one of the world's seven largest wine consumption markets.



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 about 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 19% and in 2017 the amount of imported wines is about 784,203 tons.

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.

THE FAVORABLE MARKET NEW OPPORTUNITY

It is a new policy by Chinese government that it is duty free for Chinese consumers to buy the imported goods which of the value is not more than RMB 20000 (about USD 2858 or Euro 2740) per year and the value of each order is not more than RMB 2000 (about USD 286 or Euro 274), especially Chinese consumer can directly buy those goods from overseas or duty-free storage, so you can sell your products to Chinese consumer directly as well as rent a room in duty free storage, and also find your smart Chinese agents to help you do everything.

The trend of Chinese marketing is changing and we will try to provide the following service for you to obtain the opportunity from Chinese market:

1. to have the special offer for you to save the cost
2. to have BtoB & BtoC business opportunity
3. to help you use the e-commerce to do business with Chinese consumers and agents



WINE CHINA EXPO 2017

Event Information

- Dates & Venues

Wine China Expo

China International Wine & Spirits Expo

21 & 22 September 2017 (Trade Visitors Admission)

23 September 2017 (Trade & Public Admission)

National Agricultural Exhibition Centre, Beijing

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



2017 Shanghai International Wine Tasting Meeting

24 September 2017 (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

- 2017 Shanghai International Wine Tasting Meeting
- 2017 China 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 Duty Free Storage Introduction**



- Multi-Channel Visitor Marketing

100,000 invitation tickets (40,000 through direct mailing, 60,000 through emails 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 **May 01, 2017**, 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 minutes wine presentation**

Special Offer:

Special Table: USD 500/Euro 480 per table (it includes one table of 100cmx50cmx80cm, two chairs, the poster board, wine glasses)

Raw space cost

- 1-side open (min. 6sqm) USD 210 or Euro 200 per sqm
- 2-sides open (min.18sqm) USD 230 or Euro 220 per sqm
- 3-sides open (from 18-54sqm) USD 270 or Euro 260 per sqm
- 4-sides open (from 36-72sqm) USD 350 or Euro 340 per sqm
- 3 or 4 sides open (72sqm or more) USD 250 or Euro 240 per sqm

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

- Basic package (min. 6sqm) USD 50 or Euro 40 per sqm
- Senior package (min. 6sqm) USD 90 or Euro 80 per sqm
- Luxury package (min. 12sqm) USD 110 or Euro 100 per sqm

Added Cleaning Service Fee:

USD 32 or Euro 30 per sqm (inc. Glasses, bucket, ice, water, refrigerator or wine cooler (6-48 bottles) (requested)

Shanghai International Wine Tasting Event

USD 500 or Euro 450 per display table (includes tasting kit and company listing)

Creative Branding Opportunities

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

- Full 4C page (210mmx140mm) USD 1100 / Euro 1000
- Inside double 4C pages (280mm x 210mm) USD 1900 / Euro 1800
- Inside front cover (210mmx140mm) USD 2000 / Euro 1800
- 1st right hand page (210mmx140mm) USD 2000 / Euro 1800
- Inside back cover (210mmx140mm) USD 1700 / Euro 1500
- Outside back cover (210mmx140mm) USD 2600 / Euro 2500

2) Ticket and Hand Bag

Back cover of ticket (210mmx95mm) USD 2200 / Euro 2000 per 20,000 tickets (Total number of tickets: 100,000)



9sqm-Basic Standard Package



9sqm-Senior Standard Package



12sqm-Luxury Standard Package



Back cover of bag (297mmx350mm) USD 2200 / Euro 2000 per 2000 bags (Total number of bags: 6000)

About The Organization:

Attention: Wine China Expo is the PART of 15th China International Agricultural Trade Fair

Approved by the Ministry of Agriculture
China Council for the Promotion of International Trade (CCPIT)
Agricultural Trade Centre, the Ministry of Agriculture

Organised by Beijing Regalland Convention & Exhibition Co. Ltd

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.

For more information please contact:



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