

Presseinformation | June 2018

ProWine China 2018

Shanghai New International Expo Centre

Shanghai, China, 13. – 15. November 2018



ProWine China Paves the Way to Continued Success in 2018

- High demand from international and local exhibitors
- Significant growth of visitors is expected from outside Shanghai
- Diversified line-up of supporting events

The 6th edition of ProWine China 2018 is gearing up to be a spectacular experience featuring global wine and spirits, special events, and live entertainment. Last year's show featured a wide range of exciting producers, dealers, and trade operators from across the world. And 2018 promises to be the biggest exhibition ever since its beginnings.

High exhibitor demand sets the tone

With rapid growth and diversification of China's wine market, it's not surprising to see more exhibitors have already booked their stands than at the same point in time a year ago. South Africa's pavilion is the first to confirm while France is still the largest country pavilion by far. Expansion area has undergone a significant growth with pavilions planned from Australia, Chile, Portugal, Italy, Brazil, Spain, Austria and Germany.

By far, spotlight exhibitor for 2018 including Les Grands Chais de France, and Union des Vignerons des Côtes du Rhône. Renowned newcomer Château Miraval, which invested by Brad Pitt and Angelina Jolie, had confirmed their premier participation to ProWine China 2018. Another highlight will be the Champagne Lounge with several champagne producers. With the strong international presentation and growing local interests, the

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for Wines and Spirits
国际葡萄酒和烈酒贸易展览会

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SNIEC

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www.prowinechina.com



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organizer expects 15% increase of exhibitors for ProWine China 2018 compared to previous year.

Significant growth of visitors is expected from outside Shanghai

ProWine China's continuous endeavor and promotional campaigns across major cities have resulted in increasing presence and accomplishment for its platform. 50.1% of last year's professional visitors were came from outside of Shanghai. The organizer will carry on its co-operational city presentation with local partners to organize inspirational series of tasting events and masterclasses across China.

This year's city promotional destination already been nailed down, which including Guangzhou, Shenzhen, Kunming, Shenyang, Qingdao, Nanjing, Hangzhou, Beijing, Jinan, Xian, Zhengzhou, Dalian, Wuhan, Changsha, Hefei, Xiamen, Nanchang, Wulumuqi, Yinchuan, Tianjin, Shijiazhuang, etc. In the course of stimulating series of promotions, visitors to ProWine China 2018 are expected to boost 20% with substantial growth of visitors from all corners of China.

Diversified onsite events provides in-depth know-how for wine and spirits professionals

In addition to establishing a premier business-promoting platform for global wines and spirits producers in China, ProWine China also offers a varied and wide selection of supporting programme through its extensive onsite events, concentrated masterclasses, seminars and presentations – will be held either directly at exhibitors' stands or at the ProWine China Forums. For instance, the organizers will continue its long-term sponsorship with WSET (Wine & Spirit Education Trust), who will host a series of multi-themed masterclass during the 3-day trade fair.



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Professor Li Demei will continue to preside over the industry forum at ProWine China 2018 under the theme of "Chinese Consumer Study – How to draw Chinese consumers'attention." ProWine China 2018 will offer tasting areas that include Champagne Lounge, Craft Spirits, Organic Wines and Decanter Asia Wine Awards Wines. By participating in the events, visitors can gain in-depth insights of the latest wine trends. "ProWine China is the ideal setting for international exhibitors to explore the fast growing China market. It had achieved sustainable commercial success through thoughtful market focus and superior results in the past five years, trade operators can find a wide range of options at this pure B to B platform and gain in-depth insight of the Chinese market. We would like to push this positive development in future. Our goal is that ProWine China always will be a powerful platform for the Chinese wine industry", said Marius Berlemann, Director ProWein and Global Head Wines & Spirits at Messe Düsseldorf. ProWine China 2018 will take place on 13 -15 November 2018 (Tuesday to Thursday) in Hall W4 and W5 of Shanghai New International Expo Center (SNIEC). Further information can be found on it official website at [ProWine China](http://ProWineChina.com). You may also search "ProWine" on Wechat platform for any exhibition news and updates.

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