

Press Release | October, 2017

ProWine China 2017

Shanghai New International Expo Centre
Shanghai, China, 14 – 16 November, 2017

ProWine China 2017

A Must-See Wines and Spirits Trade Fair

- More exhibitors from all over the world
- Renown industry experts offering insights and knowledge
- FHC Extended Buyer's Hour

The fifth edition of ProWine China will be held from November 14-16, 2017. The event in Halls W4-W5 of Shanghai New International Expo Center (SNIEC) is set to attract an increasing number of wines and spirits producers and industry insiders from around the world, drawing professional visitors to come and experience the festivities at China's leading trade fair for wines and spirits.

Unsurpassed diversity of global wines and spirits: the number of exhibitors continues to grow

ProWine China organizers have received registrations of 700 wines and spirits exhibitors from 33 countries along with 17 country pavilions and 3 region pavilions. The global wine industry, namely France, Italy, Spain, Australia, Germany, Portugal and United States keep a close watch on the event. It is worth mentioning that Armenia, will make its debut at ProWine China as a new country pavilion for 2017. Australia establishes strong participation with 22 companies in the Australian pavilion hosted by Wine Australia, plus nearly 20 additional exhibitors from Australia; Australian exhibitors now occupy 30% more exhibition area when compared to the previous year. As compared to 2016, the overall exhibition area grows by over 20%.

The world's leading wines and spirits companies are prepared to take part in ProWine China 2017. As one of France's largest producers and traders of wines and spirits, Les Grands Chais de France (GCF Group), very satisfied with last year's participation, has increased their exhibition area for this year's event. One of the leading Russian premium vodka producers - Beluga Vodka International Limited – exhibits for the first time this year. Delphine Revillon, a champagne brand, will make its debut at ProWine China 2017's Champagne Lounge.

RVF China Zone with fine wines from China

Following the debut of the China Pavilion during ProWine China 2016, a collection of premium Chinese wineries will again congregate at ProWine China 2017: the first 16 premium chateaux bearing the "Chateau Wine Certification Trademark" issued by the China Alcoholic Drink Association will be present at the RVF China Zone to showcase fine wines from various Chinese regions including Xinjiang, Ningxia, Huailai and Liaoning (ice wine).

Renowned experts offer a wealth of industry knowledge

In addition to establishing a premier industry meeting point for the world's wines and spirits producers, ProWine China also offers ample knowledge through its extensive onsite events. The organizers are committed to long-term development of wine education in China by



International Trade Fair for
Wines and Spirits

国际葡萄酒和烈酒贸易展览会

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SNIEC

Shanghai, China

中国上海

www.prowinechina.com



Messe
Düsseldorf
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.

杜塞尔多夫展览（上海）有限公司

Units 307-308, Tower 1

German Centre for Industry and Trade Shanghai

88 Keyuan Road, Zhangjiang Hi-Tech Park

Pudong, Shanghai 201203, P.R. China

中国上海市浦东新区张江高科技园区科苑路88号

上海德意志工商中心1号楼307-308室

邮编 201203

Tel: +86-21 6169-8300

Fax: +86-21 6169-8301

Email: shanghai@mds.cn

Website: www.mds.cn



UBM



China International Exhibitions Ltd

华汉国际会议展览（上海）有限公司

Room A2402, Singular Mansion, No.318-322

Xian Xia Road

Shanghai 200336, P.R. China

中国上海仙霞路318-322号鑫达大厦2402室

邮编 200336

Tel: +86-21 6209-5209

Fax: +86-21 6209-5210

Email: cie@chinaallworld.com

Website: www.chinaallworld.com



香港展覽服務有限公司

Hong Kong Exhibition Services Ltd.

HONG KONG (Hong Kong and China shows)

Hong Kong Exhibition Services Ltd

Unit 1203, 12/F

Harcourt House

39 Gloucester Road

Wanchai

Hong Kong

Tel: +852 2804 1500

Email: exhibit@hkesallworld.com

Telex: +65646 HKEXH

Web: www.hkesallworld.com

Fax: +852 2528 3103/350 0750

preparing forums, master classes and tasting zones year after year for experts and wine enthusiasts.

Professor Li Demei will continue to preside over the industry forum at ProWine China 2017 under the theme of "Understanding Chinese Consumers." Masterclasses include the WSET Forum which spans all three days of the show, along with a wide selection of courses organized by various international pavilions. ProWine China 2017 will offer tasting areas that include Champagne Lounge, Spirits Bar, PinkRoséLounge and Decanter Asia Wine Awards Wines. By participating in the events, visitors can learn of the latest wine trends, taste exclusive products while increasing their wine knowledge.

Champagne Lounge

For its first appearance at ProWine China in 2016, the Champagne Lounge set itself as a prime venue for business matching between exhibitors and buyers. Whilst China is coming 19th of champagne foreign markets (volume figures, CIVC source), the Champagne Lounge and its rich tastings and seminars program are meeting the demand of a rapidly changing market. At ProWine China 2017, there will be 5 champagne producers and with additional more than 10 brands presented their products in the lounge. Another highlight at this year's Champagne Lounge in Shanghai will be Champagne Rosé. There will be one corner in the lounge dedicated for rose champagne.

FHC Extended Buyer's Hour

ProWine China is held in parallel with FHC China – China's professional food and hospitality expo with over 72,000 trade buyers. On November 14 to 15, the first two days of the exhibition, ProWine China's closing time will be extended by one hour to 7 pm. FHC China 2017 will continue with normal hours – which is until 6 pm. This means that FHC China visitors can migrate to ProWine China during the extended hour to source from a rich selection of wines and spirits.

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Further information and updates can be found on the official website at www.prowinechina.com or by searching "ProWine" on WeChat.

Press Contact ProWine China:

Messe Düsseldorf (Shanghai) Co.,Ltd.
Renee Zhao
phone: +86 21 6169 8355
Renee.zhao@MDS.CN

Press Contact ProWine China & FHC:

China International Exhibitions Ltd.
Margaret Zhang
phone: +86 21 6209 5209
margaret@chinaallworld.com

Press Contact ProWein:

Messe Düsseldorf GmbH, Press Office ProWein
Christiane Schorn, Brigitte Küppers (Assistant)
phone: +49 211 4560 991
Email: SchornC@messe-duesseldorf.de, KueppersB@messe-duesseldorf.de



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上海德意志工商中心1号楼307-308室

邮编 201203

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