

Press Release | October 2018

ProWine China 2018
Shanghai New International Expo Centre
Shanghai, China, 13 – 15 November 2018

ProWine China looks forward to a new successful edition

- **More international exhibitors**
- **Extensive programme of side events**
- **Whisky Lounge celebrates premiere**
- **Shanghai as a Hotspot for Wine Professionals**

Before ProWine, the leading trade fair for the international wine and spirits industry, celebrates its 25th anniversary this coming year, ProWine China will also be in for a small jubilee from 13 to 15 November 2018: five years ago, the first ProWine China took place in Shanghai. At the forthcoming edition the producers of wines and spirits from all over the world will be presenting themselves in the halls W4-W5 of the Shanghai New International Expo Center (SNIEC). In addition there will be numerous wine and spirits-related seminars and tastings. After five successful years in Shanghai, the coming ProWine China promises to be bigger and more comprehensive than ever.

More National and Regional Pavilions

ProWine China expects to the tune of 700 exhibitors from some 40 countries, including 22 national and regional pavilions. All key wine-growing nations such as France, Italy, Spain, Australia, Germany, Portugal and the USA are represented at ProWine China. Worth mentioning here is the debut of Canada and Azerbaijan with their own national participations. Alongside the groups there are also plenty of large producers presenting themselves to the Chinese market, such as Les Grands Chais de France (Groupe GCF) from France, for example, or FERRARI, one of the most important sparkling wine producers from Italy.

Following the very good response already enjoyed by ProWine China last year, ProWine China 2018 will follow on from this success: many exhibitors have expanded their exhibition space this year or no longer



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just attend as part of a cross-segment national pavilion but focus more strongly on their regional origin. The Spanish region D.O.Ca Rioja, for instance, will be represented with its own stand, followed by regional group stands from Mantova, Piemont and Primitivo di Manduria in Italy alongside the regional pavilion of the California Wine Institute and representations from the "Union des Vignerons des Côtes du Rhône" and the "Bureau National Interprofessionnel du Cognac".

Extensive Line-Up of Side Events Conveys Sectoral Know-How

ProWine China is not only a top-class meeting point for global wine and spirits producers. This trade fair also conveys more in-depth knowledge through its versatile events on site. It aims to advance wine education in China through forums, masterclasses and tastings. Professor Li Demei will again chair the industry forum entitled "Chinese Consumer Study – How to Draw Chinese Consumers' Attention" at ProWine China 2018. Seminars include the WSET-Forum, held over all three trade fairs days, as well as a wide selection of courses organised by various international pavilions. ProWine China 2018 will also offer tasting zones within the Champagne Lounge, the Craft Spirits and Whisky Lounge and the Decanter Asia Wine Awards Wines. By participating in the events trade visitors can gain deep insights into the latest wine trends.

Highlight: Whisky Lounge

The spirits theme also plays an increasingly important role at ProWine China. This is evidenced by the China Whisky Society (for short CWS) organising its own Whisky Lounge for the first time. CWS is a non-profit organisation that promotes the development of a whisky and spirits culture in China, regulates the Chinese whisky and spirits market and renders professional services to whisky enthusiasts.

Shanghai as a Hotspot for Wine Professionals

Due to the growing visibility of ProWine China more and more organisers are opting to hold important expert events in Shanghai in November. This year will see the Decanter Shanghai Fine Wine



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Encounter being held concurrently with ProWine China. Furthermore, Wine of Australia and Sud de France will organise their award ceremonies for their wine contest in Shanghai from 13 to 15 November. Even the founding conference of the "China Wine Union" initiated by Minghao Guo, a well-known Chinese wine expert and important influencer, will be held on the third day of ProWine China. Insiders are already speaking of a "Shanghai Wine Week" – driven by the growing success of ProWine China.

For further information on ProWine China 2018 online go to: www.prowinechina.com.

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