



Hotelex Shanghai 2010

Wine China 2010

March 29– April 1, 2010 SNIEC



Hotelex Shanghai 2009 in brief.

- The show space reached **60,000 sqm** by having 3,029 booth lots
- **41,227 visitors** including 3,055 overseas visitors, of whom 66% are purchasing decision makers
- **751 exhibitors from 19 countries** or regions participated, which is equivalent to 10% growth compared with 2008
- More than half of the exhibitors are worldwide famous leading brands.

Why take part in Hotelex?

- **18 years' successful history** made Hotelex the most influential & powerful hospitality exhibition in Asia
- **9 integrated shows** offer a full range of high quality products and services and provide a one-stop purchasing platform
- **High-level forums** and industry conferences discuss the development of China hospitality industry
- **Numerous network events and programme** such as championships and presenting shows and competitions facilitate the participants of Hotelex to learn the latest trends and innovations in the market
- **Unique visitor profile** & professional visitors every year ensure the success of our exhibitors and the profitable trade interactions
- Professional management of organizers and the full support from government, industry associations and other organizations.

China — One of the Largest Food and Beverage Importing Nations

As a large food consumption market, China became one of the largest food importing countries. In the recent 5 years, the average annual increase rate of imported food was at around 15%.

Coffee & Tea — In Shanghai, more than half of the coffee consumption market is occupied by hotels, fast-food chain stores and other similar fields. By 2020 it is predicted that if Chinese people consume one cup per capita per day, the whole industry chain will have a hundred billion outputs and make China the largest coffee consumption nation in the world. As for tea China is already the

largest consuming nation in the world and new innovations promise to boost the tea market in China.

Wine — In recent years, the wine industry in China developed with a huge increase of 20% p.a. CASTEL believes China will become the 7th largest wine consumption country by 2010.

Olive Oil — Compared with 150 tons in 1998, the olive oil imported to China achieved about 10,000 tons in 2006 - a raise of nearly 60% per year.

Bakery — From 2003 to 2007, the average annual compound growth rate in bread industry was 32.8%. Official government analysis suggests that the output will reach 270 billion yuan.

Ice cream — As the amount of consumption expenditure for leisure is rising rapidly in China, ice cream has become a new favorite for Chinese people. Currently, in China the per capita consumption for ice cream is 2 liters per year, and in the future 20 years, it is expected to reach 6 liters. In 2009, the ice cream sale in China will be over 39 billion liters as estimated, which will achieve 50 billion liters by 2012. But it is still far away from the large ice cream consumption countries. China is still a large potential market.

Considering these facts for the Food & Beverage industry in China, there is no doubt that Hotelex is the most efficient way to reach out to highly professional buyers from hotels, restaurants, bars, food retail & wholesale and other segments and provides valuable business opportunities in China & Asia.

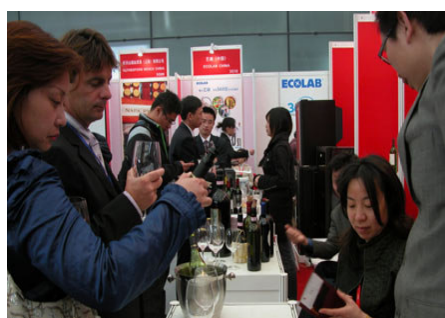
China — A Golden Potential for the Wine Market

The wine, liquor industry developed from a very pre-mature market into one of the biggest markets offering vast business opportunities. More and more international wine & liquor brands enter the Chinese market to gain valuable market shares. High quality vineyards were set by Chinese, French, Italians or American entrepreneurs producing now exceptionally high qualities red and white in China – internationally recognized. With a growing demand by Chinese people as well as from a growing foreign national and expat community the wine industry in China is still offering vast opportunities.

In 2008, the amount of wine import in China reached USD2.64 billion, an increase of 43.48% compared with 1.84 billion in 2007 which created a new record. It is estimated by authorities that the amount of wine sales in China will still keep a CAGR of more than 15% from 2009 to 2015. No doubt, China will be one of the largest wine markets and consumption nations in the world. Hotelex will enable you to enjoy a wonderful wine event – International, Professional and Target Oriented.

Special Events

- ❖ **Wine Talk:** Wine specialist & sommeliers will be invited to introduce and share the knowledge and culture of wine.
- ❖ **Wine Tasting:** Attractive on-site performance will



be presented by excellent sommeliers and share their working experience & recommendations.

- ❖ **National Wine Day:** Wine exhibitors from different countries will give introduction to their national wine and products.

Product Categories

Wine, Beer, Liquor

Target Visitors

The organizer will ensure to engage & enlarge its extensive database to invite purchasing and catering managers from star hotels & restaurants, economy chain hotels, resorts, clubs, business clubs, entertainment & leisure venues, bars, supermarkets, fast food chains, government & hotels procurement centers, importers & exporters and distributors...all related to the wine & liquor market.

Media Partners

UBM Sinoexpo cooperates with powerful media partners to promote Hotelex in China & in more than 40 countries worldwide amongst famous domestic media such as China Tourism News, HC360.com, hotel.souhu.com, Global Hotel, World Hotel, Chinese Hotel & Catering Supplies Special, China Food, Chinese Cuisine, Food & Wine, Fine Wine and Liquor magazine, www.barmap.com, DRiNK, HOTEL.YUMMY, Restaurateur, Cuisine & Food, New Western Cuisine, Food Development News, www.cnmf.net, www.cookcn.com, www.wines-info.com, www.cnwine.cn, www.foodqs.cn, www.efoods.cn, etc to ensure the best visibility & promotion for the clients.

Participation Fee & Stand Options

Option 1: 1m *1m / booth, USD 176

Price includes one lockable (wine storage cupboard) information table, one chair, one wine tasting spittoon, one waste paper basket, one free poster position (1000mm*1000mm), wine cups and full carpet.

Option 2: 2m *1.5m / booth, USD 529

Price includes two information tables (one is lockable wine storage cupboard), two chairs, one wine tasting spittoon, one waste paper basket, two free poster position, wine cups and full carpet.

Option 3: 3m *3m / booth, USD 1588 (2 sides open +10% surcharge)

Price includes two information tables (one is lockable wine storage cupboard), two chairs, two waste paper baskets, wine cups, spotlights, bilingual (Chinese and English) display of company's

name on the fascia board, three free poster position (one is 950mmL*2300mmH and the other two are 1000mm*1000mm), one socket (220V) and full carpet.

Exhibiting Application Form

We'd like to participate in the 19th edition of HOTELEX Shanghai on March 29 – April 1, 2010 at Shanghai New International Expo Center.

*We would like to reserve 1sqm booth, 3sqm booth, 9sqm booth.

*We would like to give a lecture for _____ round(s) of Wine talk (half an hour/round) .

*We would like to give a lecture for _____ round(s) of Wine tasting (2 hours/round) .

*We would like to give a lecture for _____ round(s) of National Wine day (1 hour/round) .

*We would like to book an advertisement on _____.

*We would like to be the sponsor of _____.

Please provide us detailed information.

Company Name: _____

Address: _____ Postal Code: _____

Contact Person: _____ Tel: _____ Fax: _____

E-mail: _____ Website: _____

Contact

Please fax to us when you finish the application form.



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Floor Plan

