



ProWine

PASSION AND PROFESSION MADE IN GERMANY

Shanghai, 09 – 11 November 2021

International Trade Fair
for Wines and Spirits.

国际葡萄酒和烈酒贸易展览会

www.prowine-shanghai.com

Shanghai New International Expo Center (SNIEC)

上海新国际博览中心 (SNIEC)

上海

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informa markets



Messe
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Shanghai

THE MOST INFLUENTIAL WINE INDUSTRY PLATFORM IN MAINLAND CHINA 中国大陆最重要的 葡萄酒和烈酒贸易展览会

As the only international wines and spirits trade fair since the outbreak of COVID-19, ProWine Shanghai 2020 drew a successful conclusion in November 2020. This has been made possible by the effective epidemic control in China, as well as a strict hygiene and safety concept from the organizers and the care and support from the industry. A total of 400 wine producers and distributors from 17 countries and regions contributed to a global showing of wines and spirits. Boutique wineries and premium wine producers from all over the world were present at ProWine Shanghai 2020 to get in contact with local producers, importers, distributors and key buyers.

作为2020年新冠疫情爆发以来成功举办的国际葡萄酒和烈酒贸易展览会，ProWine Shanghai 2020已于2020年11月成功举办。得益于中国新冠疫情的有效控制，和主办方严格的卫生和安全理念，以及行业各界人士的关心与支持，共有来自17个国家和地区的400家企业参展 ProWine Shanghai 2020。来自全球的精品酒庄和优质葡萄酒生产企业纷纷亮相，与国内生产商、进口商、经销商及重要买家互动交流。

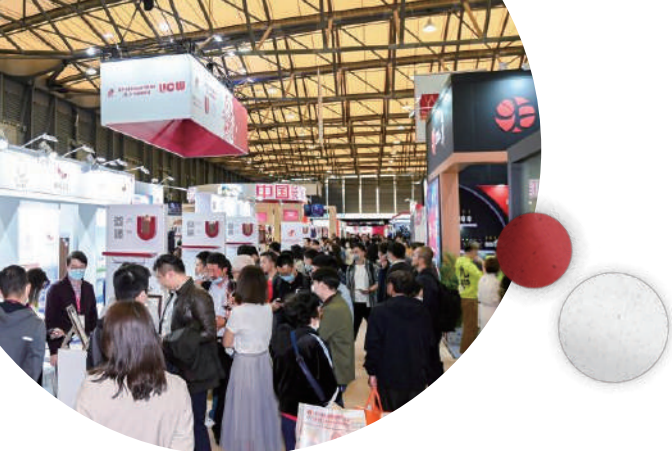


SIGNIFICANT SUCCESS DURING THE COVID-19 疫情中意义非凡的成功

Given the entry restrictions to China, the organizers carried out continuous communication with overseas pavilions and exhibitors, and actively promoted the model of "overseas organization, local support". This way, many overseas wineries were able to participate in ProWine Shanghai 2020 via their branch or local importers in China. It shows their commitment to the Chinese market. German Wine Institute announced on the second day of the event that the official flagship store for German wines would be launched on T-Mall on November 11th, 2020, the day of the "Double Eleven" shopping spree. The move opened up an important sales channel for online retail business and marketing of German wines in China.

由于目前中国的入境限制，主办方在与海外展团和展商的不断沟通后，积极促成“海外组织，本土支持”的模式，即部分海外酒庄以中国分公司或本地进口商的身份代为参展 ProWine Shanghai 2020，可见对中国市场十分重视。德国葡萄酒协会于展会第二天宣布，德国葡萄酒官方旗舰店于2020年11月11日“双十一购物狂欢节”当日正式入驻天猫，为德国葡萄酒在中国的线上零售业务和市场推广开辟重要通路。





MORE CONFIDENCE AND DEVELOPMENT BOTH WORLDWIDE AND IN CHINA 增信心 促发展，国际本土两手抓

Jointly organized by Messe Düsseldorf and Informa Markets, official pavilions from France, Germany, Spain, Portugal, Italy, Austria, Slovenia, Australia, Chile, Brazil, Argentina, California and Japan brought even more highlights to the show. Meanwhile, this year saw the largest number of Chinese wine exhibitors among all ProWine Shanghai editions. The most representative wine regions in China, such as Xinjiang, Ningxia, Huailai, Shanxi, Shandong, Qinhuangdao and Fangshan, were all present at the UCW UP-Chinese Wine booth. In addition to the multiplier WINE100 joint booth, the Yinchuan Wine Industry Development Service Center and the Yinchuan Helan Mountain Eastern Foothills Wine Industry Alliance took part in ProWine Shanghai 2020 for the first time with 16 wineries from the Alliance.

在杜塞尔多夫展览和英富曼会展集团的悉心组织下，法国、德国、西班牙、葡萄牙、意大利、奥地利、斯洛文尼亚、澳大利亚葡萄酒、智利、巴西、阿根廷、美国加州、日本等官方国家展团纷纷亮相，为展会增光添彩。与此同时，今年中国本土葡萄酒展商为历届ProWine Shanghai以来最大规模呈现。来自中国最有代表性的产区，新疆、宁夏、怀来、山西、山东、秦皇岛、房山产区纷纷亮相UCW向上中国葡萄酒展台。除了1+1>2的WINE100斟知酌鉴联合展台外，更有银川市葡萄酒产业发展服务中心联合银川市贺兰山东麓葡萄酒产业联盟携16家酒庄首次参展ProWine Shanghai 2020。

GOOD FEEDBACK FROM EXHIBITORS 展商的良好反馈

"PROWINE SHANGHAI FOR US HAS BEEN ALWAYS A VERY GOOD EVENT, WE ARE ON A LONG-TERM RELATIONSHIP, AND HOPE WE WILL CONTINUE LIKE THAT FOR NEXT YEARS. ALL THE WINERIES EXHIBITING, WITH WINES OF CHILE GAVE ME A REALLY GOOD FEEDBACK SO FAR, THEY WERE VERY HAPPY ABOUT THE QUALITY AND QUANTITY OF THE TRADE VISITORS AT PROWINE SHANGHAI 2020."

NICOLAI SAMRING
ASIA DIRECTOR
WINES OF CHILE

“我们一直相当认可ProWine Shanghai这个优秀的平台，双方之间也建立起长期的合作关系，希望未来继续保持良效合作。截至目前，与智利葡萄酒协会共同参展的所有酒庄对展会给予积极反馈，对ProWine Shanghai 2020的专业观众质量和数量都表示相当满意。”

智利葡萄酒协会
亚洲总监
Nicolai Samring



"DESPITE THE DISASTROUS PANDEMIC, WE HAVE MADE EVERY EFFORT TO MINIMIZE ITS IMPACT ON US. FOR EXAMPLE, WE ORGANIZED SEVERAL INTERESTING ONLINE ACTIVITIES INCLUDING LIVESTREAMING ECOMMERCE AND CLOUD LECTURES, AS WELL AS PHYSICAL EVENTS SUCH AS THE 5-STAR GALA. IN THE MEANTIME, WE CARRY ON WITH OUR PURSUIT OF BRAND AND QUALITY. THIS IS OUR THIRD YEAR EXHIBITING HERE AND WE ARE VERY CONFIDENT IN PROWINE SHANGHAI. IT SERVES AS A BRIDGE, BRINGING CHINESE WINES TO THE WORLD AND OTHER REGIONS, WHILST OFFERING MANY OVERSEAS EXHIBITORS THE OPPORTUNITY TO REACH OUT TO CHINESE DISTRIBUTORS AND TRADE BUYERS."

MS. LI MUYANG
DIRECTOR OF MEDIA RELATIONS OF COFCO-GREAT WALL

"疫情虽是负面的，但是我们也做了很多努力去尽量降低疫情对我们的影响，包括直播带货、云讲堂等线上活动，以及五星盛宴等线下活动，我们对品牌和品质的打造从未松懈。今年是中粮长城第三年参展，我们对ProWine Shanghai很有信心。它是一个桥梁，一方面面向世界把中国葡萄酒推出去，甚至细化到产区；另一方面，很多国外展商也愿意通过ProWine这个平台去接触中国的经销商等专业买家。"

中粮长城葡萄酒媒介公关总监
李沐阳 女士

"THIS IS MY FIRST TIME TO PROWINE SHANGHAI, WITH THE AIM TO GET MORE EXPERIENCE AND EXPAND MY HORIZONS THROUGH THIS EVENT. THE ATMOSPHERE IS GOOD, SO IS THE QUALITY OF WINES EXHIBITED BY VARIOUS EXHIBITORS. I ALSO FIND MANY ON-SITE MASTER CLASSES VERY ATTRACTIVE."

MR. LI YANG
WINE RETAILER FROM KAIFENG
MR. ZHANG YIXUN
WINE DISTRIBUTOR FROM ULANQAB

"这是我第一次来ProWine Shanghai，想通过这个展会丰富一些经验，开拓自己的眼界。整个展会的氛围非常好，各展商展出的酒款质量也很不错，许多现场大师班都非常吸引我。"

来自开封的葡萄酒零售商 李阳 先生
来自乌兰察布的葡萄酒经销商 张翼勋 先生



* Expected growth 预期增长



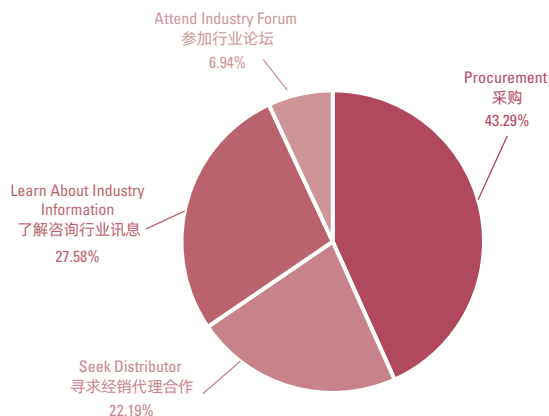
PROWINE SHANGHAI AS A HOTSPOT FOR WINE PROFESSIONALS WITH A FASCINATING SUPPORTING PROGRAM

葡萄酒专业人士齐聚 ProWine Shanghai 特色配套活动 惊喜不断

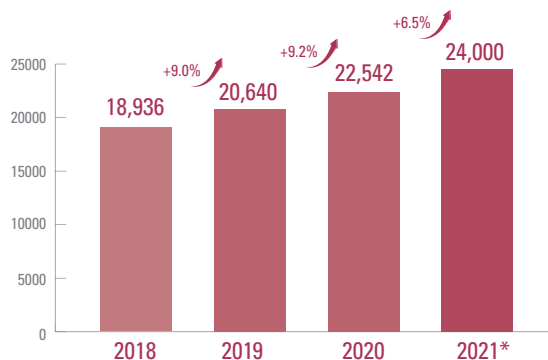
Under strict anti-epidemic measures of the organizers, a total of 22,542 trade visitors attended the 3-day event, an increase of 9.2% compared to the previous edition. In addition to local visitors, many also came from Beijing, Guangdong, Sichuan, Hainan, Shandong, Liaoning, Inner Mongolia and Macau.

在主办方严格的防疫措施下，3天盛会共有22,542名专业观众莅临现场，较上届增长了9.2%。除本地观众外，更多来自北京、广东、四川、海南、山东、辽宁、内蒙古和澳门的优质专业观众亲临现场。

Visitor Breakdown by Visit Purpose*
观众参观目的分析*



Number of Visitors (2018 - 2021e)
观众数量 (2018 - 2021 预期增长)



* Expected growth 预期增长

STAND RENTAL

展位租赁

ProWine Shanghai

09 – 11 November 2021



Floor Space Only

光地展位

Minimum sq.m: 9 m² 最小面积: 9平方米
Price: US \$ 440 per m² 价格: 2990元/平方米
(Early Bird Rate: US\$420 per m², deadline: 30th April 2021)
(早鸟价: 2855人民币/平方米, 2021年4月30日截止)



Walk-On Stand

标准展位

Minimum sq.m: 9 m² 最小面积: 9平方米
Price: US \$ 535 per m² 价格: 3650元/平方米
(Early Bird Rate: US\$515 per m², deadline: 30th April 2021)
(早鸟价: 3515人民币/平方米, 2021年4月30日截止)



Premium Stand

特级展位

Minimum sq.m: 18 m² 最小面积: 18平方米
Price: US \$ 560 per m² 价格: 3820元/平方米
(Early Bird Rate: US\$540 per m², deadline: 30th April 2021)
(早鸟价: 3685人民币/平方米, 2021年4月30日截止)



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Singapore	10 – 13 May 2022

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