



ProWine China 2019 – Press Release No. 2 / 24 September 2019

Demand as High as Ever at ProWine China 2019

Exhibitors from around the world see promising opportunities on the Chinese market

Soon that time will have come round again: from 12 to 14 November the new edition of the trade fair ProWine China will kick off in Shanghai. Registrations received this year are very encouraging: at ProWine China 2019 organisers expect to welcome over 800 exhibitors showcasing wines and spirits from 35 countries and regions. No other event on the Chinese mainland offers comparable ranges. The biggest exhibiting nations at ProWine China 2019 are France and Italy, followed by Spain, Australia, Germany and Portugal. Boasting 1,000 m² of exhibition space the French participation is as big as ever. Developments for Italy have been similar with an over 60% increase compared to the previous year. For Germany the Federal Ministry of Food and Agriculture (BMEL) in cooperation with the German Wine Institute (DWI) has announced the biggest investment in ProWine China so far. Likewise, Austria (via Advantage Austria) and Portugal (via Wines of Portugal) have significantly enlarged their presence with country pavilions. Serbia and Bulgaria will also be presenting their own national stands – thereby also adding to the newcomers at this year's ProWine China.

Strong Demand from Exhibitors in all Areas

There is also a positive trend to be noted this year in terms of the wine-growing regions attending. Inter Beaujolais from France and D.O. Montsant from Spain will be taking part for the first time in 2019 as well as some well-known regions from Italy, including the Consorzio Vino Chianti Classico, Consorzio Vino Nobile di Montepulciano, Consorzio Piemonte Land of Perfection or Enoteca

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Regionale Emilia Romagna. The number of Chinese exhibitors has also risen further. Numerous producers from China's domestic wine-growing regions will be represented at the UP-Chinese Stand this year. Furthermore, there will be many individual exhibitors participating again including renowned producers such as Les Grands Chais de France (GCF), Champagne Taittinger, Ferrari-Bisol, Santa Margherita, Félix Solís avantis and COFCO GreatWall.

Knowledge Transfer for the Industry

ProWine China is not only a forum for showcasing wines and spirits but also one for professional tastings: all three trade fair days will feature a high-calibre lecture programme staged right at the exhibitors' stands or at the ProWine China Forum. All seminars and masterclasses will be hosted by renowned experts including Fongyee Walker MW and Edward Ragg MW, co-founder of Dragon Phoenix Wine Consulting, or Lu Yang, the founder of Grapea & Co. The latter is the world's first and until now only Chinese Master Sommelier. Prof. Li Demei chairs the industry forum at ProWine China 2019 under the heading "The Role of Media on Wine Promotion – How Wineries work Effectively with the Media". Other highlights include the masterclasses care of WSET (Wine & Spirit Education Trust), the Japan Sake and Shochu Makers Association and AWSEC (Asia Wine and Service Education Centre). In addition to this, there are numerous offerings from international associations such as Wine Australia, Chianti Classico, GCF, ornes of Portugal.

Key Industry Events will accompany the Trade Fair in Shanghai

ProWine China will be accompanied by major industry events in the city. 11 November will see the seventh Wine Australia China Awards being presented at a gala ceremony, while the reception and dinner of the China Wine Union will be held on 14 November. Once again running throughout the entire week at ProWine China will be the

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Decanter Shanghai Fine Wine Encounter – one of the biggest and most well-known wine tastings of its kind in China. This programme underscores the importance of ProWine China for the Chinese wine sector.

About ProWine China

The seventh edition of ProWine China will be held in both Halls W4 and W5 of the Shanghai New International Expo Center (SNIEC) in Shanghai from 12 to 14 November 2019. Running concurrently will be the 23rd edition of Food&Hotel China (FHC2019) – China's leading trade fair for food and hospitality. ProWine China 2019 is organised by Messe Düsseldorf in cooperation with UBM and the Chinese spin-off of the leading international trade fair ProWein in Düsseldorf. While ProWein focuses on international experts from retail and food service, ProWine China exclusively targets industry professionals from mainland China. For more information on ProWine China go to: www.prowinechina.com.

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