

Press Release ProWine China 2020 / May 2020

Preparations for ProWine China 2020 in Full Swing

Early-bird discounts extended until end of May

The preparations for ProWine China 2020, to be held in Shanghai from 10 to 12 November 2020, are running at full steam. For the 8th time now the Chinese edition of the World's No. 1 trade fair ProWein will be held at the Shanghai New International Expo Center (SNIEC) in parallel with the leading trade fair Food & Hotel China (FHC). There is every indication that the coming ProWine China will meet with strong response from the sector and that the success story will continue.

Based on the model of the world's biggest and most relevant trade fair for the wine and spirits industries, ProWein in Düsseldorf, ProWine China offers comprehensive international ranges and a high-calibre programme of expert side events. The registration phase for exhibitors is already in full swing. Even today, more confirmations have already been received than at the same time last year. Until end of May ProWine China will still offer all interested exhibitors a special early-bird rate.

Renowned Exhibitors in the Line-Up

Again in excess of 800 wine producers and spirits suppliers from all over the world are expected at ProWine China. The individual exhibitors registered so far include such household names as Les Grands Chais de France (GCF), Cantine Sgarzi Luigi S.r.l. or COFCO Great Wall.



International Trade Fair
for Wines and Spirits
国际葡萄酒和烈酒贸易展览会

10.-12.11.2020
SNIEC
Shanghai, China
中国上海
www.prowinechina.com



Messe
Düsseldorf
Shanghai

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In addition to this, the Japan Sake and Shochu Makers Association, Korea Traditional Liquor Association and the Korea Winery Association as well as the Development Agency of Serbia have confirmed their participation at a bigger joint stand. Likewise, numerous producers from the China's wine-growing regions will be represented at this year's stand of UP-Chinese Wine. Further registrations for participation in group stands are imminent.

More than an International Exhibition Platform

Above and beyond the ranges displayed by exhibitors ProWine China provides all visitors with ample opportunities for exchanging experiences and continuous education during the three-day trade fair. Special Masterclasses, seminars and tastings organised by renowned industry experts will give the approx. 20,000 expected visitors insights into the changed requirements for the wine and spirits industries.

For more information and registration documents for exhibitors visit the ProWine China website at www.prowinechina.com.

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