

## Press Release ProWine China 2020 / November 2020



### **Going Strong as the Industry Leader:**

### **ProWine China 2020 Concludes on a Successful Note**

As the only international wines and spirits trade fair since the outbreak of COVID-19, ProWine China 2020 drew a successful conclusion on November 12th, 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 China 2020 to get in contact with local producers, importers, distributors and key buyers.

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.

Michael Degen, Executive Director, Messe Düsseldorf GmbH, explained: "Organizing ProWine China 2020 on schedule amidst the epidemic was more challenging this year than ever. We are delighted that the event maintains its international feature and hope its success will lead to new opportunities for the promotion of both domestic and international economic cycles in the post-epidemic era in the wines and spirits sector. "

Ian Roberts, Managing Director of Hospitality, Food and Beverage of Informa Markets said: "We are delighted with this year's ProWine China, which has attracted 22,542 visitors. The various multi city promotion and publicity campaigns which we have

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](http://www.prowinechina.com)



Messe  
Düsseldorf  
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.

杜塞尔多夫展览(上海)有限公司

Units 307-308, Tower 1

German Centre for Industry and Trade Shanghai

88 Keyuan Road, Zhangjiang Hi-Tech Park

Pudong, Shanghai 201203, P.R. China

中国上海市浦东新区张江高科技园区科苑路88号

上海德意志工商中心1号楼307-308室

邮编 201203

Tel: +86-21 6169-8300

Fax: +86-21 6169-8301

Email: [shanghai@mds.cn](mailto:shanghai@mds.cn)

Website: [www.mds.cn](http://www.mds.cn)



China International Exhibitions Ltd

华汉国际会议展览(上海)有限公司

8/F, Urban Development International Tower,

No. 355 Hong Qiao Road, Xu Hui District,

Shanghai 200030, P.R. China

上海市徐汇区虹桥路355号城开国际大厦8楼

邮编 200030

Tel: +86-21 3339-2222

Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)

Website: [www.prowinechina.com](http://www.prowinechina.com)



Hong Kong Sinoexpo Informa Markets

17/F, China Resources Building

26 Harbour Road, Wanchai

Hong Kong

Tel: +852 2827 6211

Fax: +852 3749 7310

Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)

undertook all year to promote ProWine China 2021 have laid a very strong foundation for this year's edition, despite the COVID-19 epidemic."

### **More confidence and development both worldwide and in China**

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.

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 China 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.

Ian Roberts, Managing Director of Hospitality, Food and Beverage of Informa Markets said: "Seizing the moment brings plentiful harvest and impact. ProWine China and its cross-regional multi-city promotions and publicity campaigns all year round lay a solid foundation for this year's edition to stand strong for new wins, despite the coronavirus epidemic. "

Meanwhile, this year saw the largest number of Chinese wine exhibitors among all ProWine China 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



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](http://www.prowinechina.com)



Messe  
Düsseldorf  
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.  
杜塞尔多夫展览(上海)有限公司  
Units 307-308, Tower 1  
German Centre for Industry and Trade Shanghai  
88 Keyuan Road, Zhangjiang Hi-Tech Park  
Pudong, Shanghai 201203, P.R. China  
中国上海市浦东新区张江高科技园区科苑路88号  
上海德意志工商中心1号楼307-308室  
邮编 201203  
Tel: +86-21 6169-8300  
Fax: +86-21 6169-8301  
Email: [shanghai@mds.cn](mailto:shanghai@mds.cn)  
Website: [www.mds.cn](http://www.mds.cn)



China International Exhibitions Ltd  
华汉国际会议展览(上海)有限公司  
8/F, Urban Development International Tower,  
No. 355 Hong Qiao Road, Xu Hui District,  
Shanghai 200030, P.R. China  
上海市徐汇区虹桥路355号城开国际大厦8楼  
邮编 200030  
Tel: +86-21 3339-2222  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)  
Website: [www.prowinechina.com](http://www.prowinechina.com)



Hong Kong Sinoexpo Informa Markets  
17/F, China Resources Building  
26 Harbour Road, Wanchai  
Hong Kong  
Tel: +852 2827 6211  
Fax: +852 3749 7310  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)

Development Service Center and the Yinchuan Helan Mountain Eastern Foothills Wine Industry Alliance took part in ProWine China 2020 for the first time with 16 wineries from the Alliance.

Ms. LI Muyang, Director of Media Relations of COFCO-Great Wall said: "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 China. 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."

### **ProWine China as the heart for wine professionals with a fascinating supporting program**

ProWine China 2020 continues its commitment to offering premium wine education with a diverse program of supporting events. Masters of Wine including ZHU Jian, Fongyee Walker, Edward Ragg and Julien Boulard staged the "Master's Secret Selection" masterclass. Professor LI Demei led a group of distinguished guests including SONG Ping (Domaines Barons de Rothschild Lafite China Manager), ZHANG Yanzhi (Owner of Xige Estate), LV Yang MS (Wine Consultant of Shangri-La Hotel Group, Founder of Grapea & Co.), Miss Yuan (Founder of Miss Yuan's WineShop) and WANG Jun (ASC Fine Wines Chief Operating Officer) to look into "The Impact of the Epidemic on Wine Consumption – Opportunity and Reaction of the Industry". Meanwhile, WSET also organized several attractive masterclasses and tastings on site. The third day of the show witnessed a successful second edition of Sake Blind Tasting Competition.

Gus ZHU MW explained: "I can feel that the trade visitors who joined my masterclasses really enjoyed our wine list, thanks to the



**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](http://www.prowinechina.com)



Messe  
Düsseldorf  
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.  
杜塞尔多夫展览(上海)有限公司  
Units 307-308, Tower 1  
German Centre for Industry and Trade Shanghai  
88 Keyuan Road, Zhangjiang Hi-Tech Park  
Pudong, Shanghai 201203, P.R. China  
中国上海市浦东新区张江高科技园区科苑路88号  
上海德意志工商中心1号楼307-308室  
邮编 201203  
Tel: +86-21 6169-8300  
Fax: +86-21 6169-8301  
Email: [shanghai@mds.cn](mailto:shanghai@mds.cn)  
Website: [www.mds.cn](http://www.mds.cn)



China International Exhibitions Ltd  
华汉国际会议展览(上海)有限公司  
8/F, Urban Development International Tower,  
No. 355 Hong Qiao Road, Xu Hui District,  
Shanghai 200030, P.R. China  
上海市徐汇区虹桥路355号城开国际大厦8楼  
邮编 200030  
Tel: +86-21 3339-2222  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)  
Website: [www.prowinechina.com](http://www.prowinechina.com)



Hong Kong Sinoexpo Informa Markets  
17/F, China Resources Building  
26 Harbour Road, Wanchai  
Hong Kong  
Tel: +852 2827 6211  
Fax: +852 3749 7310  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)

sponsorship of wineries who listened carefully to the market and consumers. I think ProWine China is doing a fantastic job in wine education. Investment in this area does not bring immediate results or returns but will yield far-reaching impact."

### **Outlook 2021**

ProWine China will be renamed ProWine in Shanghai next year and return to the Shanghai New International Expo Center during 9-11 November 2021, continuing the success of the past years in Mainland China.

### **Press Contact**

#### **ProWein World / Messe Düsseldorf GmbH**

Christiane Schorn / Monika Kissing / Brigitte Küppers  
Tel.: +49 211 4560 991 / -543 / - 929  
SchornC@messe-duesseldorf.de; KissingM@messe-duesseldorf.de; KueppersB@messe-duesseldorf.de

#### **ProWine China / Messe Düsseldorf (Shanghai) Co., Ltd.**

Aki Cao  
Tel.: +86 21 6169 8350  
[aki.cao@mdc.com.cn](mailto:aki.cao@mdc.com.cn)



**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](http://www.prowinechina.com)



Messe  
Düsseldorf  
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.  
杜塞尔多夫展览(上海)有限公司  
Units 307-308, Tower 1  
German Centre for Industry and Trade Shanghai  
88 Keyuan Road, Zhangjiang Hi-Tech Park  
Pudong, Shanghai 201203, P.R. China  
中国上海市浦东新区张江高科技园区科苑路88号  
上海德意志工商中心1号楼307-308室  
邮编 201203  
Tel: +86-21 6169-8300  
Fax: +86-21 6169-8301  
Email: [shanghai@mds.cn](mailto:shanghai@mds.cn)  
Website: [www.mds.cn](http://www.mds.cn)



China International Exhibitions Ltd  
华汉国际会议展览(上海)有限公司  
8/F, Urban Development International Tower,  
No. 355 Hong Qiao Road, Xu Hui District,  
Shanghai 200030, P.R. China  
上海市徐汇区虹桥路355号城开国际大厦8楼  
邮编 200030  
Tel: +86-21 3339-2222  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)  
Website: [www.prowinechina.com](http://www.prowinechina.com)



Hong Kong Sinoexpo Informa Markets  
17/F, China Resources Building  
26 Harbour Road, Wanchai  
Hong Kong  
Tel: +852 2827 6211  
Fax: +852 3749 7310  
Email: [prowine@imsinoexpo.com](mailto:prowine@imsinoexpo.com)