

2019 Post Show Report

International Trade Fair
for Wines and Spirits

Shanghai, China

12 -14 November 2019

Shanghai New International Expo Centre (SNIEC)

www.prowinechina.com

Supported by:



Organized by:





ProWine China 2019 Closes with Great Success and Witnessing the Great Potential of the Chinese Market

- The scale of the exhibition is unprecedented with more wine and spirits producers attending
- With 20,640 trade visitors, ProWine China has reached a new record and the proportion of visitors from other Chinese cities apart from Shanghai has further increased
- Vibrant co-located activities to continuously support the education of wine and spirits

The scale of the exhibition is unprecedented with more wine producers attending

ProWine China 2019, the latest edition of the ProWein World series of international trade fairs for wine and spirits, has grown rapidly since its entry into China in 2013 and has grown into a true qualified platform for international exhibitors to establish important business contacts in the Chinese market.

“ProWine China 2019 saw significant growth in the number of local and international wine producers and suppliers, reflecting upon the country’s continued evolution to become one of the largest markets for wines and spirits globally. With overseas exhibitor participation at 80% hailing from 36 countries and regions, this reinforces the strategic position that the exhibition plays in fulfilling the needs and demands for such a dedicated platform in the Chinese market.”

Mr. Bastian Mingers
Global Head Wine & Spirits and Director ProWein of Messe
Düsseldorf GmbH

“In the 3 days of ProWine China, Shanghai has been the center of an exhibition of unimaginable dimensions. We had visitors come from all over China. Some even came from very distant provinces, such as Inner Mongolia and Xinjiang”

Mr. Ian Roberts
Managing Director of Hospitality, Food and Beverage of
Informa Markets

ProWine China was held alongside the 23rd edition of Food & Hotel China (FHC 2019), which is China’s premier and most comprehensive food and hospitality trade event. Jointly organized by Messe Düsseldorf and Informa Markets, ProWine China 2019 welcomed 820 established wine producers and distributors from 37 (2018: 750 exhibitors) countries and regions with an 10% increase in net exhibition space. With its largest footprint ever at ProWine China, 121 companies from France participated in 2019. In addition to that, exhibitor groups from Italy, Spain, Australia, Germany, USA, Austria, Chile and other countries and regions, ProWine China also attracted international and regional participations including Chianti Classico, Vino Nobile di Montepulciano, Beaujolais, Catalunya, CRDO TORO as well as DOCa RIOJA. Meanwhile, companies such as Grands Chais de France (France) and COFCO Great Wall from China, Dalmacijavino from Croatia and Duca Di Salaparuta from Italy also participated this year.

“ProWine China invests a lot in bringing the right trade visitors to the fair. We feel this very clearly. The quality of the visitors is growing from year to year and again has reached an excellent level.”

Julien Layrisse
International Project Manager of AANA
(Agence de l’Alimentation Nouvelle Aquitaine), France

“We’re at ProWine China for the first time to promote Sake and Shochu from Japan. China is one of the most important markets for us. At ProWine China we not only make a lot of new contacts, but also meet existing customers. Especially our master classes are very well attended. We are very satisfied and are already planning our participation next year.”

Hitoshi Utsunomiya
Director of Japan Sake and Shochu Makers Association,
Japan



ProWine China 2019 was successfully held on November 12th-14th, 2019 at Shanghai New International Expo Center. Wineries and distilleries from all over the world came to the fair and met with importers, distributors, key buyers, industry experts and domestic producers to explore new business opportunities.





The number of visitors has reached a new record and the proportion of visitors from other Chinese cities apart from Shanghai has further increased

The three-day event attracted 20,640 professional visitors, which is an increase of 9% from the last edition (2018: 18,936 visitors). Besides local visitors, more trade visitors from Beijing, Guangdong, Xinjiang, Hainan, Shandong, Liaoning and Inner Mongolia came to visit. It shows that ProWine China's influence in the Chinese market is expanding.



"I visit ProWine China every year because ProWine China is a very professional exhibition for professional traders. Comparing to last year, there are more international pavilions and more kinds of wine."

Mr. Chang Wei t
he founder of Lavie Cellar

Vibrant co-located activities to continuously support the education of wine and spirits

For 7 years, ProWine China has always been committed to help educate the wine industry to jointly promote the development of the Chinese wine market. During ProWine China 2019, more than 40 professional master classes were held to help attendees to understand the history and tendency of wine and spirits.

The 7 renowned Masters of Wine & Master Sommeliers, Fongyee Walker MW, Edward Ragg MW, Debra Meiburg MW, Sarah Heller MW, Cassidy Dart MW, Robert Geddes MW as well as Lv Yang MS participated in various activities and events during ProWine China 2019. This once again confirms the fact that exhibitors value the importance of wine education!

"After many years' developments of Chinese wine market, a considerable number of consumers has begun to pay attention to wine quality. This is also an inevitable process of market development. It should be said that the wine market is gradually maturing. I find the visitors here are very professional, and most of them are with purchase demanding. This is my deepest impression this year."

Prof. Li Demei
associate professor of Beijing University of Agriculture



"This year's master classes include such rich contents and many masters attended. The Chinese wine market will constantly improve with patience, time, as well as supports from ProWine China."

Mr. Lv Yang
MS, the first Chinese MS

"This year I took the opportunity to attend the Burgundy and German wine master classes. What has been beyond my expectations was the high level of the wines and the education. It shows that exhibitors are very confident in Chinese market. Meanwhile, there is more and more interaction and communication."

Mr. Fu Zixuan
official lecturer of The Wine & Spirit Education Trust



Exhibition Statistics 2019

Show Title	ProWine China 2019 International Trade Fair for Wines and Spirits
Date	12 - 14 November 2019
Show Hours	12 November - 10:00 to 18:00 13 November - 10:00 to 18:00 14 November - 10:00 to 16:00
Venue	Shanghai New International Expo Centre (SNIEC) Hall W4 & W5 No. 2345 Longyang Road, Pudong, Shanghai, China
Organiser	Messe Düsseldorf (Shanghai) Co., Ltd. China International Exhibitions Ltd (CIE)
Events at ProWine China 2019	<p>Forums & Master Classes</p> <ul style="list-style-type: none">■ ProWine Industry Forum■ Over 30 sessions of masterclasses■ IMW Seminar <p>Exhibitor Exhibitors Masterclasses and Tasting</p> <ul style="list-style-type: none">■ Wine of Germany tasting■ UP-Chinese Wine tasting■ Grapea & Co. masterclass■ The French tasting room■ Beaujolais masterclass■ Dragon Phoenix tasting■ COFCO tasting <p>Special Zone</p> <ul style="list-style-type: none">■ The 9th China Master Bartender Competition 2019 - East China Division■ Champagne Lounge■ Decanter tasting zone■ Spirits Bar■ MUNDUS Vini tasting zone

More Information



www.prowinechina.com



ProWine China WeChat



ProWine China Weibo



Exhibition Statistics 2019

Exhibition Area	19,250 sqm gross area
Total Number of Participating Companies	820
Total Number of Countries & Regions Participating	37



National, Regional and Organizational Pavilions

ARGENTINA
AUSTRALIA
AUSTRIA
BRAZIL
BULGARIA
CANADA
CHILE
CHINA
FRANCE
GEORGIA

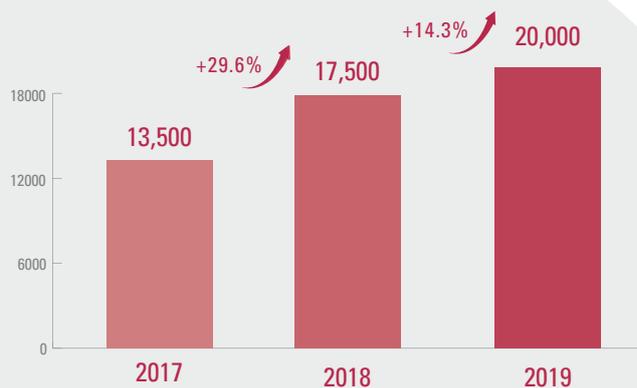
GERMANY
GREECE
ITALY
JAPAN
PORTUGAL
SERBIA
SLOVENIA
SOUTH AFRICA
SPAIN
USA

China Wine Union
Consejo Regulador de la D.O.Ca. Rioja
Consejo Regulador de la Denominacion de Origen Toro
Consell Regulador D.O. Montsant
Consorzio Vino Chianti Classico
Consorzio Vino Nobile di Montepulciano
ENOTECA REGIONALE EMILIA ROMAGNA
Inter Beaujolais
Italia del Vino Consorzio
Krasnodar Region Development Corporation CJSC
PIEMONTE LAND OF PERFECTION
Promotora d'Exportacions Catalanes S.A. (PRODECA)
UP-Chinese Wine

Exhibitors



Gross Area



Exhibition Statistics 2019

VISITOR BREAKDOWN BY REGION

Region	No. of Visitors	Percentage (%)
Shanghai	9,289	45.0
Outside of Shanghai	11,351	55.0
Grand Total:	20,640	100.00

VISITOR BREAKDOWN BY SECTOR

Sector	Percentage (%)
Retail / Supermarket	24.61
Importer / Distributor	31.34
Wholesaler	18.17
Hospitality	8.05
Catering	4.95
Wine Manufacturing	5.28
Consultants / Services	7.6
Total	100.00

VISITOR BREAKDOWN BY ROLE IN PURCHASING

Sector	Percentage (%)
Decisive	42.35
Crucial	31.66
Advisory	24.48
None	1.51
Total	100.00

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

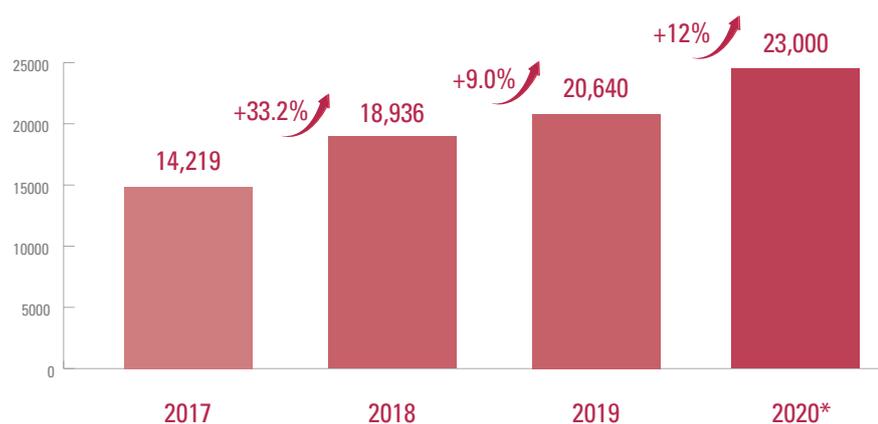
Job Title / Function	Percentage (%)
President / CEO / Managing Director / General Manager / Store Manager	28.41
Purchasing Manager / Buyer	21.1
Sales / Marketing / Communication	23.87
Owner / Partner / Proprietor / Store Manager	11.29
Executive Chef / Chef	0.96
Enologist / Sommelier	2.58
Trading Staff	7.33
Food Service / Catering Manager	1.85
Press	1.3
Students from School of Hospitality and Gastronomy	0.19
Others	1.12
Total	100.00

VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

Products / Services	Percentage (%)
Still Red Wine	24.34
Still White Wine	12.5
Still Rose Wine	9.78
Sparkling Wine	13.29
Fortified Wine	6.01
Fruit Wine	4.77
Organic Wine	7.66
Branded Wine	5.7
Spirits	5.99
Other Alcoholic Beverage	2.73
Wine-related Equipment & Service	3.08
Seminars and Wine Education	4.15
Total	100.00

* Visitors may indicate more than one product / service interest.

Number of Visitors (2017 - 2020e)



* 预期增长

See you next year
at Shanghai
New International
Expo Centre (SNIEC)
Hall W4 - W5
10.-12.11.2020

Contact for exhibitors: China



Messe Düsseldorf (Shanghai) Co., Ltd.
Contact: Krystal Qian
Tel: +8621 6169 8300
Email: Krystal.Qian@mds.cn



China International Exhibitions Ltd.
Contact: Frances Le
Tel: +8621 3339 2191
Email: Frances.Le@imsinoexpo.com



Contact for exhibitors: International



Messe Düsseldorf GmbH
Contact: Petra Langen
Tel: +49 211 4560 585
Email: LangenP@messe-duesseldorf.de



Informa Markets
Contact: Stella Lee
Tel: +44 20 7560 4043
Email: Stella.Lee@informa.com