



Press Release

Vinexpo Shanghai: the key year-end event for wine and spirits professionals

Bordeaux, 12 July 2019 - *In three months, Vinexpo Shanghai will open its doors, with almost 90% of exhibition space already reserved. The wine and spirits trade show takes place 23, 24 and 25 October 2019 at the Shanghai World Expo Exhibition & Convention Center (SWEECC).*

An exclusively B2B exhibition

After 20 years of investment in Asia-Pacific with Vinexpo Hong Kong, it's a natural move for Vinexpo to reaffirm its presence in mainland China with Vinexpo Shanghai. The show will bring together the leading international brands in the wine and spirits industry, keen to meet the most influential buyers in mainland China. An opportunity for international producers to grow their customer portfolio and strengthen their presence in the region, drawing on a qualitative database of 30,000 Chinese professional buyers and influencers.

Mainland China, a land of business opportunities for producers worldwide

Wine imports continue to rise in China and are set to reach 89.7 million 9-litre cases in 2021, an increase of 23.7% in three years.

The free-trade agreements China has signed with Australia and Chile have given rise to high demand for wine in the Chinese market. With consumption set to increase by 11% per year between now and 2021, Australian producers like Accolade Wines aim to take advantage of this trend to build market share. The big Chilean companies, such as Concha Y Toro, Emiliana and Sur Valles Wine Group, will also be exhibiting at Vinexpo Shanghai 2019.

Spain will be well represented by quality wine producers covering all the country's wine-producing regions: González Byass and Osborne, known for their sherries but also with a very wide range of Spanish wines. Rioja Alta will host wine tastings from the Rioja region and Castell del Remei will make discover the specificities of the wines from Catalonia.

France, as the top wine supplier in China in both volume and value terms, will be in a dominant position at Vinexpo Shanghai. Joanne, CVBG Grands Crus, Borie-Manoux, Sovex Grands Châteaux, Nathaniel Johnston and Twins are just some of the big names coming to meet Chinese buyers. They will join a large number of Bordeaux producers and merchant. The other French producing regions such as Champagne (Maisons Charles and Piper Heidsieck) or Côtes de Rhône (Maison Chapoutier) will also be represented.

Premium Chinese products in the international spotlight

With a decidedly international dimension, Vinexpo Shanghai is an opportunity for Chinese producers to promote the increased quality of their Baijiu and wines through tastings. The big Baijiu producers, like Fenjiu Group, will compete with the major international spirits. Wine producers like China Greatwall Wine (Cofco), Yantai Changyu Pioneer Wine and Tonghua Wine Co will present their latest vintages.

**More information on VinexpoShanghai.com
Be part of the Vinexpo Community**



VINEXPO
newsroom

Press Contact

Anne Cusson – *Communication Director*

Tél : +33 (0)5 56 56 00 29 / +33 (0)6 63 32 35 06

Email : acusson@vinexpo.com