

## **New Vinexpo Shanghai exhibition boosts opportunities for wines and spirits in China**



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Bordeaux, 12 November 2018 – **The first Vinexpo Shanghai will take place on 23-24-25 October 2019 at the Shanghai World Expo Exhibition & Convention Center (SWEECC). This new Vinexpo exhibition reflects the Group’s global expansion strategy and ambition to be present in China every year, in addition to Vinexpo Hong Kong already taking place every two years.**

*“For 37 years, the Vinexpo brand has raised the profile of the wine and spirits sector around the world, becoming the sector’s international partner. Vinexpo Shanghai will complement our successful Hong Kong exhibition and take us a step further in penetrating deeper into the Chinese market”,* said Christophe Navarre, President of the Vinexpo Supervisory Board.

The establishment of a new Vinexpo event in China also correlates with the remarkable growth of wine consumption in China, which is set to increase by over a third to nearly \$23bn over the 2016-2021 period – as revealed in the latest Vinexpo/IWSR Report released earlier this year. This propels China to being the second most valuable market by 2021 behind the US.

Shanghai is a key import destination where Vinexpo will gather wine and spirits worldwide producers. Its aim is to create new development solutions for its clients through the Group’s 20-year experience in Asia-Pacific and by continuing its recent Chinese e-commerce partnership with Asia’s most successful e-retailer, Alibaba.

*“Our first collaboration with Vinexpo on Tmall Wine’s New Retail to showcase some of the future ideas on Tmall concept of Future Bars in Hong Kong was a great success. We will continue to work together with Vinexpo to promote Tmall Wine New Retail Concept globally. So, it was an obvious decision for us that Vinexpo is the best partner for this and we are thrilled to join Vinexpo on their newest project in Shanghai.”* Said Betty Cheng, Director of Alcohol, Tmall Alibaba.

Vinexpo Shanghai will be dedicated to local Chinese buyers who will find opportunities to expand their portfolios through a programme of business meetings, tastings and masterclasses commensurate with the Group’s high-quality standards.

#### **About the Shanghai World Expo Exhibition & Convention Center (SWEECC)**

SWEECC is located in the center of Shanghai and near the Huangpu River. It is 40 km away from Pudong International Airport to the east, and 20 km away from Hongqiao Airport to the west. There are several transports direct to SWEECC, including Airport bus line, Metro line and bus lines, as well as links to the 3 railway stations.

#### **About Vinexpo**

Since its establishment in Bordeaux in 1981, on the initiative of Bordeaux Gironde’s Chamber of Commerce and Industry, Vinexpo has been a leading organizer of events for the wine and spirits industry. In 37 years, Vinexpo has developed a unique understanding of the market and an extensive network of key distributors around the world. The brand currently runs exhibitions in five set locations (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris), and the touring event Vinexpo Explorer. The Group also publishes every year the Vinexpo/IWSR Report, which is the most comprehensive survey on the global consumption of wine and spirits.

More information on [vinexposhanghai.com](http://vinexposhanghai.com)

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