



SHANGHAI

23 - 25 OCT. 2019



PRESS  
KIT

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VINEXPO.COM | THE WORLD OF WINE & SPIRITS



# **VINEXPO**

SHANGHAI  
23 - 25 OCT. 2019

**THE NEW INTERNATIONAL WINE  
AND SPIRITS EXHIBITION  
FOR MAINLAND CHINA**

# **PRESS KIT**

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VINEXPO  
**newsroom**



# CONTENTS

<b>VINEXPO SHANGHAI – A FIRST!</b>	4
------------------------------------	---

<b>KEY EVENTS</b>	5-7
-------------------	-----

WOW! World of Organic Wines  
Grand Opening Gala Dinner

<b>VINEXPO ACADEMY</b>	8
------------------------	---

<b>FOCUS ON</b>	9-14
-----------------	------

Exclusive masterclasses  
Major conferences  
Special events  
Other highlights

<b>PRACTICAL INFORMATION</b>	15
------------------------------	----

<b>PARTNERS</b>	16-17
-----------------	-------

<b>OTHER VINEXPO EXHIBITIONS</b>	18
----------------------------------	----



# VINEXPO

## SHANGHAI

### 23 - 25 OCT. 2019

**Vinexpo Shanghai** is hosting its maiden event in a booming market: by 2022, China will be the world's leading importer of wines and spirits.

After Vinexpo Hong Kong, Vinexpo is ramping up its presence in China and consolidating its links with the most dynamic market in the world. As a destination, Shanghai is recognised as a strategic import hub for mainland China.

There are countless quality opportunities for international brands seeking to compete with local spirits and wines. Over the next few years, a major transition from local to imported products is expected to occur.

This new exhibition benefits from Vinexpo's **20 years of expertise in Asia** helping its clients secure easier and wider-reaching penetration of the Chinese market.

**Vinexpo Shanghai** brings together qualified professionals – over 4,000 trade visitors are expected to attend – and leading industry brand names, in an international setting and at a time of the year that is conducive to business and to buying for the Chinese New Year.

The exhibition takes place in the prestigious Shanghai World Expo Exhibition & Convention Center (SWEECC), a venue with extremely high standards.

**We invite you to join us, on 23, 24 and 25 October 2019, for three days of international business focusing on wines and spirits, punctuated by an extensive programme of conferences, masterclasses, tastings and opportunities for our experts to take the floor.**

## EXHIBITORS

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**260** exhibitors from **19** countries, **40** producing regions attending

All the major wine producing countries will be attending Vinexpo Shanghai. Buyers will be able to taste and order wines from France, Italy, Spain, Chile, Australia, South Africa, Germany, Argentina... and of course China.

By 2021, consumption of still wines imported into China will for the first time outstrip consumption of locally produced wines: 79.1 million 9-litre cases versus 71.2 million.

The Chinese market therefore continues to offer huge opportunities. Vinexpo Shanghai attendees will come into contact with the key buyers who have redesigned the country's distribution networks, and producers travelling to the first Vinexpo Shanghai have fully grasped the importance of this.

France, the leading supplier of still wines to China, will cover 38% of stand area to promote wines from a dozen of the country's wine regions, from the Rhone Valley to Alsace, via Burgundy, Champagne and of course Bordeaux, which has a sizeable delegation of over 50 exhibitors.

Italy will be the second most represented country in terms of exhibitor numbers. Italian wines are currently extremely popular in China and their consumption is expected to increase by nearly 7% per year over the next three years. Properties from iconic regions such as Tuscany, Puglia, Sicily, Veneto and Emilia Romagna will give Chinese buyers a chance to discover the country's native grape varieties and wide range of Italian wines.

Chinese producers, too, have realised that Vinexpo Shanghai provides them with a tremendous opportunity to position their wines and baijius, particularly the premium ranges, at the international level. Ranking third for exhibitor numbers, China takes first place for floor space. This is a great invitation to discover baijiu cocktails or ice wines from the region of Jilin.

**View the list of exhibitors in the exhibition guide, on the app or at [www.vinexposhanghai.com](http://www.vinexposhanghai.com)**



The incredible rise in organic products globally is mirrored in organic's growing market share across all categories of wines and spirits.

**+10% a year between now and 2022** accounting for 3.6% of global still wine sales.

In response to this deep change in the market, Vinexpo has created **WOW! World of Organic Wines.**

The zone is dedicated to **the international range of organic and biodynamic wines and spirits.**

After being rolled out successfully in Bordeaux, New York and Hong Kong, WOW! is being exported to Vinexpo Shanghai.

**25** organic and biodynamic wine producers presenting over **100** products from **9** countries will gather in this area for the first event in mainland China.

*The full list can be viewed at [vinexposhanghai.com](http://vinexposhanghai.com)*

**WOW!** brings together an international range of certified wines and spirits, facilitating sourcing for buyers who have specialised in this segment and are looking for this specific type of product.

**WOW!** showcases moderately-sized companies at an international event. Producers display their wines on **identical tasting counters** so that the taster's attention remains fully focused on the product itself, its history and its distinguishing features. This is the place to meet **passionate winegrowers with whom it is easy to strike up a conversation.** Exhibitors include **small family-run firms** as well as **large companies presenting their organic labels.**



# GRAND OPENING GALA DINNER

VINEXPO SHANGHAI 2019

**WEDNESDAY, 23<sup>RD</sup> OCTOBER 2019**  
**SHANGHAI TOWER**

Cocktail: 7.00 pm - 8.00 pm

Dinner: 8.00 pm - 11.30 pm

Vinexpo Shanghai is proud to present the Opening Night Gala Dinner tailored for senior level buyers at the world-famous Shanghai Tower. The legendary Vinexpo black tie event is an exclusive opportunity to meet with some of the most illustrious names in the industry in China.

The dinner will take place at the Shanghai Tower, the emblematic skyscraper of Pudong, the city's financial district.

As China is set to become the second largest consumer of wine in the world, do not miss this rare opportunity to network with the country's key buyers in a highly intimate meeting.

The very first Vinexpo Shanghai has garnered the full attention of the industry and the Opening Night Dinner has courted the attention of several high ranking attendees including President Wang Xinguo of the China National Association for Liquor and Spirits Circulation, and Honorary President Liu Zhongguo from Wuliangye Group, the renowned Baijiu companies who control the largest and most significant circulation channel in China.

The attendees will enjoy the fusion of Chinese and western dishes, prepared by a Chinese award-winning chef. Their taste buds will be excited by a traditional Chinese cuisine accompanied by great vintages and by a western cuisine enhanced by baijiu.

Dinner upon invitation

## VINEXPO ACADEMY

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**16** events including **2** conferences, **14** masterclasses, **2** dedicated rooms

Drawing on the confidence shown by the most reputable organisations in the industry worldwide, Vinexpo has been producing and delivering a **comprehensive wine and spirits events programme** at its exhibitions for 20 years with the support of experts.

During the three-day Vinexpo Shanghai 2019 exhibition, **Vinexpo Academy** allows participants to benefit from world-class wines and spirits **education and training**. The programme provides a unique opportunity to access impartial and sound insight on which industry members and companies can draw to acquire knowledge and expertise in their field.

Vinexpo Academy brings together the wine industry's players and pioneers and connects them with great minds, entrepreneurs and inspiring people who shape the wine and spirits industry around the world. Through cross-sector learning and collaboration, Vinexpo Academy unlocks exciting synergies and forges new relationships that transform its vision of business - and of the industry.

From Wednesday 23 October to Friday 25 October, attendees can look forward to a panel of **tastings, conferences and masterclasses** curated by renowned experts – including **Marc Almert, 2019 ASI World's Best Sommelier**.



### 1 - EXCLUSIVE MASTERCLASSES

Some **masterclasses** on the programme offer an **introductory journey** to the very core of the world's exceptional wines and spirits. Participants can expect to go on a quest in search of new experiences and outstanding expertise.

#### MASTERCLASS AROUND THE WORLD WITH THE DOMAINES BARONS DE ROTHSCHILD (LAFITE)

**Wednesday, October 23<sup>rd</sup> / 4:00pm - 5:30pm / Hall 3.2 - room 2**

No longer does the famous Domaine **Barons de Rothschild Lafite** need to be presented, as it is a vintage highly coveted by the Chinese clientele.

During this Masterclass, the participants will have an overview of a selection of the greatest wines of the chateau. The wines from Bordeaux will be part of the journey with the Carruades de Lafite, the Chateau Duhart-Millon and the **renowned Chateau Lafite Rothschild**. The participants will also cross the borders to discover the wines from southern France with the Chateau d'Aussieres, from Chile with the Dix de Los Vascos and from Argentina with CARO.

A surprise will top off these tastings with a never-before-seen presentation of the latest novelty of the group: **The Long Dai 2017**, the Chinese wine of **Lafite Rothschild** just unveiled in September 2019.

All of the wines will be presented by :

- Jean-Guillaume Prats, CEO of Domaines Barons de Rothschild Lafite
- Anna Song, China Manager DBR Lafite

#### VERTICAL TASTING OF BORDEAUX WINES

**Wednesday, October 23<sup>rd</sup> / 1:00pm - 2:30pm & 4:00pm - 7:30 pm / Hall 3.1 - room 1**

During this blind vertical tasting, the participants will have to guess and identify the wines via a system similar to poker, where the categories are left/right bank, AOC and vintage. Participants with the most chips win.

This vertical tasting is curated by an accredited trainer of the Bordeaux Wine School and designed to revive the passion of Chinese wine professionals for Bordeaux wines and discover the roots of the wine regions through different vintages.

Two sessions will be held on Wednesday, October 23<sup>rd</sup> animated by:

- Fabien BOVA, General Manager of CIVB
- Thomas JULLIEN, CIVB Representative in China
- Morgane YANG, Project Manager for China at the Bordeaux Wine School

## 2 – THE MAJOR CONFERENCES

The conferences provide extensive and unique content and are therefore a tremendous way of leveraging performance on specific topics. Vinexpo Academy goes beyond a formal approach to offer an **experience**. Over three days, experts explore new frontiers and challenge preconceived ideas about wine, spirits and trade in China.

### CHINA MARKET CONFERENCE, HOW TO RESPOND TO RAPID CHANGES ON THE CHINESE WINE MARKET?

**Wednesday, October 23<sup>rd</sup> / 10:00am - 11:30am / Hall 3.2 - room 2**

This eagerly awaited debate aims **to encourage importers to think about access to the Chinese market and the development of brands across China**, today one of the most dynamic countries in the global wine market. The purpose is to collaborate beyond differences and pool the expertises to understand the Chinese market and its particularities.

What are the major developments in the wine market in mainland China? What are the consequences for estate and Chinese wine professionals? What is the way forward when faced with these rapid changes?

The conference will answer these questions in **3 steps**:

- **Research with supporting figures** on imports in China to explain the changes at the top of France towards Australia, as well as the decline of the volume of bottled imports in China in the first half of 2019.
- **The profound shift from the exclusive importer model** to one based on an interconnected relationship between complementary importers and distributors, and how it works.
- **New trends in sales strategies**: the next generation Online-to-Offline, Hema, JD.com, WeChat sales platforms, facial recognition and the future of traditional distribution.

Presented by **Ian Ford, co-founder and CEO of Nimbility**, the conference will bring together a panel of speakers taking part in the debate, each an expert in a particular field of the Chinese wine ecosystem.

The conference will conclude with a question-and-answer session with the public.

### 3 – SPECIAL EVENTS

Some **special events** include immersive activities conducted by major companies, or by key firms and players within the industry.

#### VINEXPO CHALLENGE BY MARC ALMERT, WORLD'S BEST SOMMELIER ASI 2019

**Friday, October 25<sup>th</sup> / 10:00am – 11:30am / Hall 3.2 - room 2**

**Vinexpo Challenge**, sponsored by Cork Supply and hosted by the world's best sommelier of ASI 2019, German Marc Almert (*International Sommelier Association*).

It's a unique opportunity to test your blind tasting skills by sampling 10 outstanding wines from producers exhibiting at Vinexpo Shanghai 2019.

Blind tasting is one of the most difficult exercises for wine professionals. Emeritus participants in the Vinexpo Challenge will have to blindly guess the country, the varietal, and the vintage of five white wines and five red wines, and hope to accumulate the most points to become the winner.

Marc Almert will host the entire challenge. An excellent guide, he will confide some of his simple and effective "secrets" to succeed in this challenge.

## THE BATTLE OF THE BEST SOMMELIER NEW GENERATION!

**Thursday, October 24<sup>th</sup> / 10:00am - 11:30 / Hall 3.2 - room 2**

The 3 best young sommeliers from Japan, Argentina and from Lithuania will come face to face on stage to convince in turn the participants of their preferences. 3 red wines and 3 white wines will each be tasted in a different variety. The fun and relaxed tasting, will be an opportunity for these brilliant sommeliers to demonstrate and share the full extent of their expertise – and for the participants to make great discoveries.

- Martin Bruno, (Argentina) Best sommelier from Argentina in 2017
- Raimonds Tomsons, (Latvia) Best sommelier of Europe and Afrique in 2017 et 3rd Best sommelier in the world in 2019
- Wataru Iwata (Japan) Best sommelier of Asia and Oceania in 2018

### 4 - OTHER VINEXPO ACADEMY HIGHLIGHTS

Through a programme of thought-provoking presentations, interactive discussions and memorable activities, Vinexpo Academy gets creative juices flowing and solves real-world challenges for the industry.

## WEDNESDAY OCTOBER 23<sup>RD</sup>

### **The diploma WSET**

The WSET level 4 Diploma in Wines is an expert-level qualification covering all aspects of wine. Hosted by the WSET, this Masterclass is an invaluable chance to learn first-hand information on the program and will be followed by a blinded tasting of 3 wines simulating the exam conditions.

### **The ecosystem of Alibaba Tmall** (1:00pm - 2:30pm /Hall 3.2- ROOM 2)

WULING General Manager of Alibaba Tmall food & Fresh will introduce to the public the ecosystem of Alibaba Tmall: how does e-Commerce today go beyond the simple fact of buying and a selling platform?

## THURSDAY OCTOBER 24<sup>TH</sup>

### **Italian absolute classics unlocked** (10:00am-11:30am Hall 3.1 – room 1)

This Masterclass will reveal the best Italian wines to the participants. This will be a great opportunity for the guest to discover a selection of wines from the most representative Italian region. Sophie Shen – Taste Italy! Wine Academy certified lecturer, Master of Wine candidate, WSET Diploma – will show you the authentic charm of Italian terroir to allow you to appreciate the fine wines tasted. Taste Italy! Wine academy is the first intensive course on Italian wine for wine consumers.

### **Masterclass – Franciacorta, more than a wine, the quintessence of the Italian way of living** (1:00pm – 2:00pm hall 3.1 – room 1)

Franciacorta is recognized worldwide as the producer of the highest quality traditional method sparkling wine using the traditional method in Italy. J-C Viens, Ambassador for Franciacorta for Greater China, demonstrates throughout the tastings how the quintessence of the Italian way of living is represented.

### **Masterclass premium spirits with the participation of Wuliangye and Naud Cognac** (1:00pm – 2:00pm / hall 3.2 room 2)

Participants will have the opportunity to taste 3 different Wuliangye, as well as 1 Cognac Family Naud and 1 Rhum Progresiva. The Cognac will be presented by Kai Bai Exclusive importer of Cognac Famille Naud in China, and the Rhum Progresiva will be presented by Micalela Piccolo, Director of Spirits for Asia Pacific.

### **Masterclass Baijiu by Fenjiu** (2:30-3:30pm / hall 3.2 room 2)

In this Fenjiu VS Whisky will be the theme of this masterclass. Who will lead the new spiritual trend, Sorghum or Barley? Which conveys more memorable sensation, Solid-state fermentation or Liquid-state one? Attendees will find out about the new fashion in the world of spirits with Zhenhe LEI, Chief cellar master of Group Fenjiu and Luna LIU, world champion of blind tasting. And they will have the chance to taste 4 different FENJIU: Qinghua – Meigui – Zhuyeqing – Baiyu.

### **Discovering the fine wines from Valpolicella's exclusive "Appassimento" technique: Valpolicella Ripasso DOC and Amarone della Valpolicella DOCG** (4:00pm-5:30pm / hall 3.1 – room 1)

The Consorzio Valpolicella with Felix Zhang, Chief Sommelier of the Hakkasan Shanghai will be delighted to present all the wine from Valpolicella (Valpolicella Ripasso DOC and Amarone della Valpolicella DOCG) with a specific focus on the unique, exclusive and traditional "appassimento" method. The participants will have the chance to taste some of the most representative Amarone and Ripasso wines from different areas and valleys within the beautiful Valpolicella region.

**The “faux amis” of colorless spirits** (4:30pm – 6:00pm / hall 3-2 room 2)

This Masterclass provides an exceptional opportunity to explore different types of colorless spirits, including both the unsung heroes mostly used as blending component of cocktails and the solo stars to be drunk neat such as Chinese baijiu. Five classical types of colorless spirits will be offered for a tasting by using the WSET systematic Approach (SAT).

**FRIDAY OCTOBER 25<sup>TH</sup>**

**How to improve your professional tasting skills with WSET** (10:00am -11:30am / hall 3.1-room 1)

Ka Kit CHIU, Business development advisor from the organization WSET-Wine & SPIRIT Education Trust will guide us through a blind tasting of three wines using different levels of SAT.

**Riedel Glass tasting** (1:00pm- 2:30pm / hall 3- room 1)

Riedel, in the person of Leon Sheng Managing Director of Riedel China- expert in wine and glass-ware will animate a comparative tasting where we will discover how the shapes of the glass can affect the perception of wines in terms of taste, aromas and length in the mouth.

## PRACTICAL INFORMATION

### DATES

Vinexpo Shanghai will take place from **Wednesday 23 to Friday 25 October 2019.**

### TIMES

Vinexpo Shanghai will be open to visitors from **9.30am to 6pm** (except Friday 25 October, when the show's doors will close at 5pm). Special opening and closing times exclusively for exhibitors.

### VENUE

Shanghai World Expo Exhibition & Convention Center (SWEECC) – Shanghai / China



## EXHIBITION PARTNERS

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### MAJOR PARTNERS:



### OFFICIAL PARTNERS:



## AIR FRANCE

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### The best wine and spirits cellar in the sky

Air France is committed to providing an experience of French haute cuisine on board all its cabin classes and highlights the best of French grape varieties throughout the world. The airline was awarded for the exceptional quality of its wines and Champagnes served on board its La Première cabin at the Business Traveller's Cellars in the Sky Awards 2018.

Air France's prestigious wine and Champagnes list is rigorously selected by Paolo Basso, voted World's Best Sommelier in 2013, and wine experts Thierry Desseauve and Michel Bettane. Every year, Air France serves 800,000 bottles of wine in La Première and Business classes and 750,000 bottles of Champagne, including in Economy class. Moreover, Air France has launched the Air France Wine Cellar, so that everyone can prolong the pleasure of enjoying the best wines, Champagnes and spirits served on board its flights.

### Travel to Vinexpo with Air France

As part of its partnership with Vinexpo, Air France is operating 14 weekly flights between Paris and Shanghai to allow customers to attend the event.



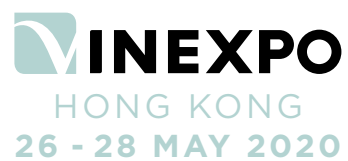
The Air France-KLM group connects Shanghai to the Paris-Charles de Gaulle and Amsterdam-Schiphol hubs with 44 weekly flights, providing access to a network covering 312 destinations in 116 countries in 2019 thanks to Air France, KLM and Transavia.

With a fleet of 548 aircraft and 101.4 million passengers carried in 2018, Air France-KLM operates up to 2,300 daily flights from its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol. Its Flying Blue frequent flyer programme is one of the leaders in Europe with over 15 million members. Air France-KLM and its partners Delta Air Lines and Alitalia operate the biggest trans-Atlantic joint venture with more than 275 daily flights.

The group is a member of the SkyTeam alliance which has 19 member airlines, offering customers access to a global network of over 14,500 daily flights to over 1,150 destinations in more than 175 countries.

## OTHER VINEXPO EXHIBITIONS

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#vinexpo



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