

VINEXPO SHANGHAI 23 - 25 OCT. 2019

Press Release
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VINEXPO SHANGHAI: a new way of making business in China



The very first edition of the B2B wine and spirits event VINEXPO SHANGHAI is ending, after three days of intense business along with the discovery of new products.

All the participants in Vinexpo Shanghai – exhibitors, visitors, as well as speakers – really appreciated the event’s high degree of professionalism.

The key word “quality”, known as Vinexpo’s signature, was everywhere, at every moment of the show.

“We wanted to position our group on a disruptive market segment, amidst a highly competitive environment. Since the beginning, our choices have been guided by the willingness to create a specialized niche, a new way of making business in the wine and spirits industry”, said Vinexpo CEO Rodolphe Lameyse.

Choosing a prestigious exhibition center, offering high quality services, as well as forging close ties with exhibitors and visitors: we made everything to build this new concept based on Vinexpo’s values.

“This first edition stands out. Vinexpo Shanghai is different from the other events organized in China and shows that our brand perfectly fits to the Chinese market”, added Mr Lameyse.

“Here we talk about products first, then we talk about prices. Winemakers or owners showcase their own wines or spirits. It is unusual in China. This event also mirrors the new trends, such as e-commerce”, comments Absolon YIN, Purchasing Manager at Ruby Red Fine Wine, who settled in Shanghai 15 years ago.

For this first edition, the 260 exhibitors showcasing wine products from 40 different regions have been able to meet the growing enthusiasm of professional buyers.

The majority of the 5,800 visitors who came were importers and more than 50 % of them came from the region of Shanghai. But Vinexpo’s reputation, experience and know-how also attracted Chinese buyers from 7 different Chinese provinces, including Jiangsu, Zhejiang and Beijing.

“This event was remarkable in the quality of visitors. We attend other events every year in Shanghai. Our experience at WOW! (World of Organic Wines) in Bordeaux was very successful so we decided to come to Vinexpo Shanghai to try WOW! again. The result is very convincing, we have been able to meet very serious buyers and distributors”, commented Zaine Pritchard, Global Sales Manager at Avondale Wines Paarl – South Africa.

1 560 visitors have shown their enthusiasm for Vinexpo Academy by attending its 12 tastings and high level conferences, such as the masterclasses organized by the WSET, the tasting of the Italian wines Franciacorta or the discovery of Bordeaux wines through a “wine poker” led by the CIVB wine school.

The industry’s international key players gathered in Shanghai to share their knowledge and expertise about markets and products, such as Marc Almert, Jean-Guillaume Prats, Ian Ford, Marion Aron, Wei Xu or Andres Rosberg.

Exhibitors and Vinexpo Academy put China in the spotlight

An exclusive conference dedicated to the profound changes in the distribution wine and spirits in China put the country in the spotlight.

Tastings of numerous Chinese wines took place during the three days of the show. Long Dai – China’s new born of the Domaines Barons de Rothschild (Lafite), ice wines from the Jilin region, Great Wall Wine or Yantai Changyu Pioneer Wine. Every tasting was an opportunity to discover the best Chinese vintages and their specificities.

Chinese producers are now aware that Vinexpo is a wonderful opportunity to demonstrate their power and to position baijius, especially the premium range, on the international market.

Next Events :

Vinexpo PARIS: 10-12 February 2020

Vinexpo NEW YORK: 2-3 March 2020

Vinexpo HONG KONG: 26-28 May 2020

Vinexpo SHANGHAI: 21-23 October 2020

For more information, visit VinexpoShanghai.com

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