



**VINEXPO SHANGHAI**  
**20 - 22 OCT. 2021**

Press release

## **VINEXPO SHANGHAI 2021 MARKS THE RETURN OF VINEXPOSIUM'S PHYSICAL EVENTS**

*20 May 2021* – The third Vinexpo Shanghai is set to take place from 20 to 22 October 2021 at the Shanghai World Expo Exhibition & Convention Center (SWEECC), thereby supporting the resumption of promotional activities for wines and spirits in China's economic capital and gateway to the market in Eastern China. Extensive on-the-ground work carried out by its local team will enable Vinexpo Shanghai 2021 to showcase a range of products geared to market recovery. A choice of local and international brands will be on show, offering enhanced diversity whilst attendance by trade visitors will be of the highest standard.

### **An enhanced foothold in China**

The Vinexposium group is planning to hold its first physical event since the beginning of the pandemic in China, where all exhibitions have already resumed business. Since the launch of Vinexpo Shanghai in 2019, which attracted great interest from the industry, Vinexposium has strengthened its local footing by opening an office based in Shanghai. From here, its entire portfolio of events is promoted and mainland China's wine and spirits market is canvassed. This has allowed Vinexpo Shanghai to develop the ability to introduce promotion thrusts tailored specifically to China and welcome regional producers alongside international producers.

### **An ambitious ad hoc range**

A recovering economy requires maximised return on investment and Vinexpo Shanghai 2021 is opening up to leading Chinese partners, thereby simultaneously responding to demand from the local market. From a visitor perspective, highly targeted promotion work supervised by the group's local teams will bolster attendance by key buyers and help demonstrate the event's powerful upswing and development.

This autumn, Vinexpo Shanghai will provide a global business platform where the decision has been made to ramp up participation by spirits with a range of local and international products. The event is therefore readying to showcase spirits alongside wines from across the globe in a country where consumption of imported wines and spirits is no longer restricted to the large cities.

*"We are delighted that the return of Vinexpo Shanghai in a physical format will enable us to once again bring together wine and spirits players at an event that will focus on tastings and the engagement with others that we have all sorely missed. As the crisis draws to an end due to the vaccination programme, it marks the resumption of alluring growth dynamics in China, where the market offers strong prospects for value creation over the next five years",* commented Vinexposium CEO Rodolphe Lameyse.

### **About [Vinexposium](#)**

Owned jointly (50/50) by Comexposium and Vinexpo Holding, Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium offers an enhanced range of high-performance events, tailored to different market segments, with a portfolio of 10 iconic and recognised events: Wine Paris & Vinexpo Paris, WOW! Meetings, Vinexpo Bordeaux, Vinexpo America & Drinks America and WBWE Amsterdam, as well as Vinexpo Explorer and World Wine Meetings. **Vinexposium has also expanded its coverage of the Asian market through its events Vinexpo Hong Kong, Vinexpo India, WBWE Asia and Vinexpo Shanghai.**

For more information, visit [Vinxposhanghai.com](http://Vinxposhanghai.com)

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