



**VINEXPO** SHANGHAI

20 - 22 OCT. 2021

**EXHIBIT AT  
VINEXPO  
SHANGHAI**

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An event by **VINEXPOSIUM.**



**The strategic hub**  
for importers  
**and a huge market**  
for the wine & spirits  
industry **in China**



**/ 5,000 TRADE VISITORS**



**93% FROM CHINA**

**/ 250 EXHIBITORS**



**40 PRODUCING REGIONS**

## **3 REASONS TO PARTICIPATE**

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- / Strengthen your export potential on  
one of the fastest-growing market worldwide**
- / Access to a highly-qualified audience of  
top-class importers, distributors and retailers**
- / Optimize and ease your participation thanks  
to our continuous care and dedicated services**



# CHINA, SET TO BOUNCE BACK STRONGLY

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**/ China is the #6 rank country for wine consumption in volume** which represents 5% of the worldwide consumption

**/ China is the #5 rank country for wine imports in value** and will be a major source of export growth going forward

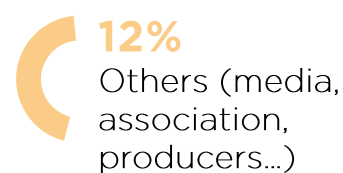
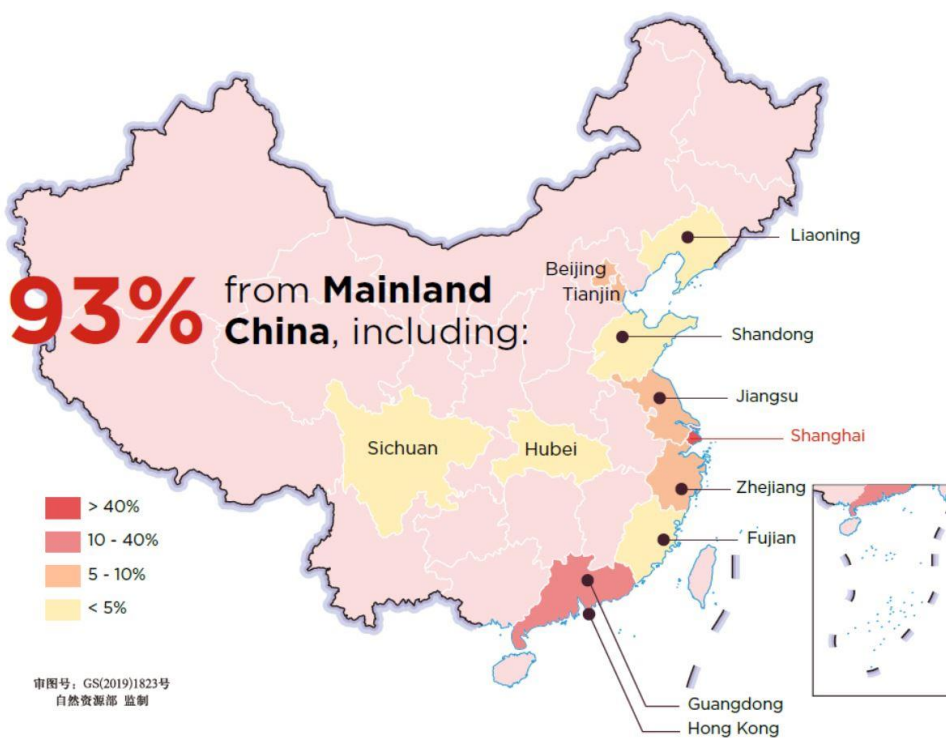
**/ China is the #1 rank country for spirits consumption in volume**

**/ Global still & sparkling wine consumption is expected to bounce back and spirits consumption is expected to grow in value**



# WHO WILL YOU CONNECT WITH?

Vinexpo Shanghai gathers **a qualified and diversified audience of Chinese buyers**



**60%** are end purchasers

**35%** are directly  
involved in purchases

**50%** have an annual budget in excess of €100,000  
and 25% over €500,000





**/ MORE THAN 1,200 APPOINTMENTS AT THE LAST SHOW**

## **A PREMIUM MATCHMAKING SERVICE**

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**We are making it  
easier than ever for  
you to connect with  
the people that matter  
most to your business**

**The One-to-Wine  
Meetings Service is  
included in your  
participation**

**1/ Target the buyers you  
are interested in**

**2/ Define your priorities**

**3/ Receive your  
pre-scheduled agenda  
before the event**



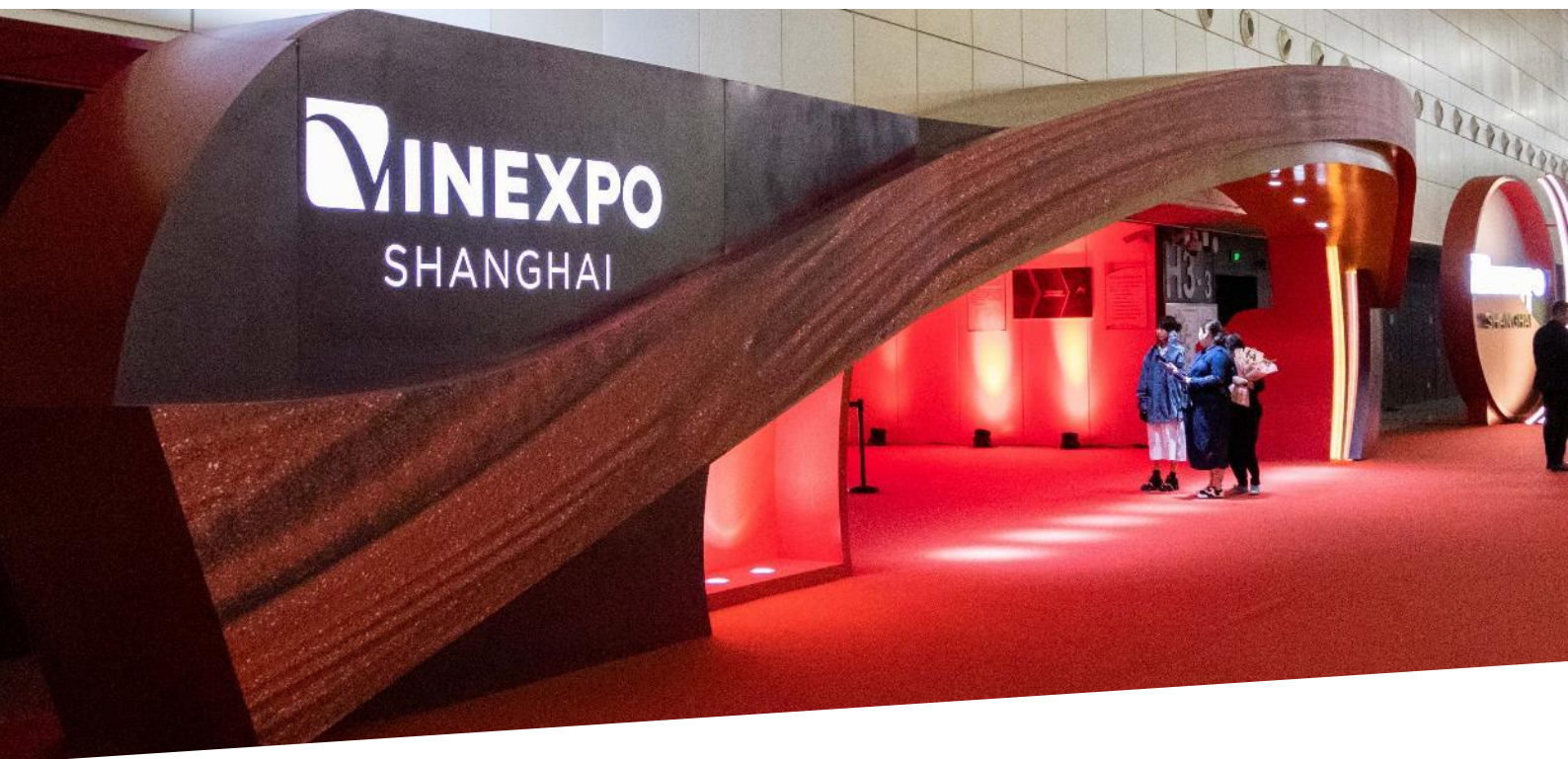
# A COMPLETE EXPERIENCE

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- / Choose from a ready-to-exhibit solution with our turnkey stands and Pavilion offers to facilitate your participation**
- / Meet a qualified and targeted audience thanks to an optimized floor organization that helps visitors find you**  
(incl. specific themed areas such as WOW! and a corner dedicated to spirits)
- / Register at the Vinexpo Shanghai Academy and get your own masterclass in our high-standard content program**

Our sales team is available for any requeries and remains at your disposal





## BOOK YOUR STAND

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**/ [sales@vinexposium.com](mailto:sales@vinexposium.com)**

## SAVE THE DATE

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**/ 20 – 22 October 2021**

**/ Shanghai World Expo Exhibition  
& Convention Center (SWEECC)**

**/ [www.vinexposhanghai.com](http://www.vinexposhanghai.com)**

An event by **VINEXPOSIUM.**

Owned jointly by Comexposium and Vinexpo Holding, **Vinexposium is the world's leading organiser of wine and spirits trade events** with a portfolio of iconic, recognized events, welcoming more than 78,000 visitors and 5,900 exhibitors annually.