2019 Post Show Report

International Trade Fair for Wines and Spirits

Shanghai, China

12 - 14 November 2019

Shanghai New International Expo Centre (SNIEC)

www.prowinechina.com
ProWine China 2019 Closes with Great Success and Witnessing the Great Potential of the Chinese Market

• The scale of the exhibition is unprecedented with more wine and spirits producers attending
• With 20,640 trade visitors, ProWine China has reached a new record and the proportion of visitors from other Chinese cities apart from Shanghai has further increased
• Vibrant co-located activities to continuously support the education of wine and spirits

ProWine China 2019, the latest edition of the ProWein World series of international trade fairs for wine and spirits, has grown rapidly since its entry into China in 2013 and has grown into a true qualified platform for international exhibitors to establish important business contacts in the Chinese market.

ProWine China 2019 was successfully held on November 12th-14th, 2019 at Shanghai New International Expo Center. Wineries and distilleries from all over the world came to the fair and met with importers, distributors, key buyers, industry experts and domestic producers to explore new business opportunities.

ProWine China 2019 saw significant growth in the number of local and international wine producers and suppliers, reflecting upon the country’s continued evolution to become one of the largest markets for wines and spirits globally. With overseas exhibitor participation at 80% hailing from 36 countries and regions, this reinforces the strategic position that the exhibition plays in fulfilling the needs and demands for such a dedicated platform in the Chinese market.

Mr. Bastian Mingers
Global Head Wine & Spirits and Director ProWein of Messe Düsseldorf GmbH

“The scale of the exhibition is unprecedented with more wine producers attending

ProWine China was held alongside the 23rd edition of Food & Hotel China (FHC 2019), which is China’s premier and most comprehensive food and hospitality trade event. Jointly organized by Messe Düsseldorf and Informa Markets, ProWine China 2019 welcomed 820 established wine producers and distributors from 37 (2018: 750 exhibitors) countries and regions with an 10% increase in net exhibition space. With its largest footprint ever at ProWine China, 121 companies from France participated in 2019. In addition to that, exhibitor groups from Italy, Spain, Australia, Germany, USA, Austria, Chile and other countries and regions, ProWine China also attracted international and regional participations including Chianti Classico, Vino Nobile di Montepulciano, Beaujolais, Catalunya, CRDO TORO as well as DOCa RIOJA. Meanwhile, companies such as Grands Chais de France (France) and COFCO Great Wall from China, Dalmacijavino from Croatia and Duca Di Salaparuta from Italy also participated this year.

Julien Layrisse
International Project Manager of AANA (Agence de l’Alimentation Nouvelle Aquitaine), France

“We're at ProWine China for the first time to promote Sake and Shochu from Japan. China is one of the most important markets for us. At ProWine China we not only make a lot of new contacts, but also meet existing customers. Especially our master classes are very well attended. We are very satisfied and are already planning our participation next year.”

Hitoshi Utsunomiya
Director of Japan Sake and Shochu Makers Association, Japan

In the 3 days of ProWine China, Shanghai has been the center of an exhibition of unimaginable dimensions. We had visitors came from all over China. Some even came from very distant provinces, such as Inner Mongolia and Xinjiang

Mr. Ian Roberts
Managing Director of Hospitality, Food and Beverage of Informa Markets

ProWine China 2019 Closes with Great Success and Witnessing the Great Potential of the Chinese Market
The number of visitors has reached a new record and the proportion of visitors from other Chinese cities apart from Shanghai has further increased.

The three-day event attracted 20,640 professional visitors, which is an increase of 9% from the last edition (2018: 18,936 visitors). Besides local visitors, more trade visitors from Beijing, Guangdong, Xinjiang, Hainan, Shandong, Liaoning and Inner Mongolia came to visit. It shows that ProWine China’s influence in the Chinese market is expanding.

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“I visit ProWine China every year because ProWine China is a very professional exhibition for professional traders. Comparing to last year, there are more international pavilions and more kinds of wine.”

Mr. Chang Wei

Mr. Chang Wei is the founder of Lavie Cellar

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“After many years’ developments of Chinese wine market, a considerable number of consumers has begun to pay attention to wine quality. This is also an inevitable process of market development. It should be said that the wine market is gradually maturing. I find the visitors here are very professional, and most of them are with purchase demanding. This is my deepest impression this year.”

Prof. Li Demei

associate professor of Beijing University of Agriculture

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Vibrant co-located activities to continuously support the education of wine and spirits

For 7 years, ProWine China has always been committed to help educate the wine industry to jointly promote the development of the Chinese wine market. During ProWine China 2019, more than 40 professional master classes were held to help attendees to understand the history and tendency of wine and spirits.

The 7 renowned Masters of Wine & Master Sommeliers, Fongyee Walker MW, Edward Ragg MW, Debra Meiburg MW, Sarah Heller MW, Cassidy Dart MW, Robert Geddes MW as well as Lv Yang MS participated in various activities and events during ProWine China 2019. This once again confirms the fact that exhibitors value the importance of wine education!

“This year’s master classes include such rich contents and many masters attended. The Chinese wine market will constantly improve with patience, time, as well as supports from ProWine China.”

Mr. Lv Yang

MS, the first Chinese MS

“This year I took the opportunity to attend the Burgundy and German wine master classes. What has been beyond my expectations was the high level of the wines and the education. It shows that exhibitors are very confident in Chinese market. Meanwhile, there is more and more interaction and communication.”

Mr. Fu Zixuan

official lecturer of The Wine & Spirit Education Trust
Exhibition Statistics 2019

Show Title
ProWine China 2019
International Trade Fair for Wines and Spirits

Date
12 - 14 November 2019

Show Hours
12 November - 10:00 to 18:00
13 November - 10:00 to 18:00
14 November - 10:00 to 16:00

Venue
Shanghai New International Expo Centre (SNIEC)
Hall W4 & W5
No. 2345 Longyang Road, Pudong, Shanghai, China

Organiser
Messe Düsseldorf (Shanghai) Co., Ltd.
China International Exhibitions Ltd (CIE)

Events at ProWine China 2019

Forums & Master Classes
- ProWine Industry Forum
- Over 30 sessions of masterclasses
- IMW Seminar

Exhibitor Exhibitors Masterclasses and Tasting
- Wine of Germany tasting
- UP-Chinese Wine tasting
- Grapex & Co. masterclass
- The French tasting room
- Beaujolais masterclass
- Dragon Phoenix tasting
- COFCO tasting

Special Zone
- The 9th China Master Bartender Competition 2019 - East China Division
- Champagne Lounge
- Decanter tasting zone
- Spirits Bar
- MUNDUS Vini tasting zone

More Information

www.prowinechina.com  ProWine China WeChat  ProWine China Weibo
Exhibition Statistics 2019

<table>
<thead>
<tr>
<th>Exhibition Area</th>
<th>19,250 sqm gross area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Participating Companies</td>
<td>820</td>
</tr>
<tr>
<td>Total Number of Countries &amp; Regions Participating</td>
<td>37</td>
</tr>
</tbody>
</table>

**National, Regional and Organizational Pavilions**

- ARGENTINA
- AUSTRALIA
- AUSTRIA
- BRAZIL
- BULGARIA
- CANADA
- CHILE
- CHINA
- FRANCE
- GEORGIA
- GERMANY
- GREECE
- ITALY
- JAPAN
- PORTUGAL
- SERBIA
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- USA

- China Wine Union
- Consejo Regulador de la D.O.Ca. Rioja
- Consejo Regulador de la Denominacion de Origen Toro
- Consell Regulador D.O. Montsant
- Consorzio Vino Chianti Classico
- Consorzio Vino Nobile di Montepulciano
- ENOTECA REGIONALE EMILIA ROMAGNA
- Inter Beaujolais
- Italia del Vino Consorzio
- Krasnodar Region Development Corporation CJSC
- PIEMONTE LAND OF PERFECTION
- Promotora d’Exportacions Catalanes S.A. (PRODECA)
- UP-Chinese Wine

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Gross Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>693</td>
<td>13,500</td>
</tr>
<tr>
<td>2018</td>
<td>754</td>
<td>17,500</td>
</tr>
<tr>
<td>2019</td>
<td>820</td>
<td>20,000</td>
</tr>
</tbody>
</table>

- +8.8%
- +8.7%
- +29.6%
- +14.3%
Exhibition Statistics 2019

VISITOR BREAKDOWN BY REGION

<table>
<thead>
<tr>
<th>Region</th>
<th>No. of Visitors</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai</td>
<td>9,289</td>
<td>45.0</td>
</tr>
<tr>
<td>Outside of Shanghai</td>
<td>11,351</td>
<td>55.0</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>20,640</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

VISITOR BREAKDOWN BY SECTOR

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail / Supermarket</td>
<td>24.61</td>
</tr>
<tr>
<td>Importer / Distributor</td>
<td>31.34</td>
</tr>
<tr>
<td>Wholesaler</td>
<td>18.17</td>
</tr>
<tr>
<td>Hospitality</td>
<td>8.05</td>
</tr>
<tr>
<td>Catering</td>
<td>4.95</td>
</tr>
<tr>
<td>Wine Manufacturing</td>
<td>5.29</td>
</tr>
<tr>
<td>Consultants / Services</td>
<td>7.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

VISITOR BREAKDOWN BY ROLE IN PURCHASING

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decisive</td>
<td>42.35</td>
</tr>
<tr>
<td>Crucial</td>
<td>31.66</td>
</tr>
<tr>
<td>Advisory</td>
<td>24.48</td>
</tr>
<tr>
<td>None</td>
<td>1.51</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

<table>
<thead>
<tr>
<th>Job Title / Function</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>President / CEO / Managing Director / General</td>
<td>28.41</td>
</tr>
<tr>
<td>Manager / Store Manager</td>
<td></td>
</tr>
<tr>
<td>Purchasing Manager / Buyer</td>
<td>21.1</td>
</tr>
<tr>
<td>Sales / Marketing / Communication</td>
<td>23.87</td>
</tr>
<tr>
<td>Owner / Partner / Proprietor / Store Manager</td>
<td>11.29</td>
</tr>
<tr>
<td>Executive Chef / Chef</td>
<td>0.96</td>
</tr>
<tr>
<td>Enologist / Sommelier</td>
<td>2.58</td>
</tr>
<tr>
<td>Trading Staff</td>
<td>7.33</td>
</tr>
<tr>
<td>Food Service / Catering Manager</td>
<td>1.85</td>
</tr>
<tr>
<td>Press</td>
<td>1.3</td>
</tr>
<tr>
<td>Students from School of Hospitality and Gastronomy</td>
<td>0.19</td>
</tr>
<tr>
<td>Others</td>
<td>1.12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

<table>
<thead>
<tr>
<th>Products / Services</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Still Red Wine</td>
<td>24.34</td>
</tr>
<tr>
<td>Still White Wine</td>
<td>12.5</td>
</tr>
<tr>
<td>Still Rose Wine</td>
<td>9.78</td>
</tr>
<tr>
<td>Sparkling Wine</td>
<td>13.29</td>
</tr>
<tr>
<td>Fortified Wine</td>
<td>6.01</td>
</tr>
<tr>
<td>Fruit Wine</td>
<td>4.77</td>
</tr>
<tr>
<td>Organic Wine</td>
<td>7.66</td>
</tr>
<tr>
<td>Branded Wine</td>
<td>5.7</td>
</tr>
<tr>
<td>Spirits</td>
<td>5.99</td>
</tr>
<tr>
<td>Other Alcoholic Beverage</td>
<td>2.73</td>
</tr>
<tr>
<td>Wine-related Equipment &amp; Service</td>
<td>3.08</td>
</tr>
<tr>
<td>Seminars and Wine Education</td>
<td>4.15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

* Visitors may indicate more than one product / service interest.

Number of Visitors (2017 - 2020e)

- 2017: 14,219
- 2018: 18,936
- 2019: 20,640
- 2020*: 23,000

See you next year at Shanghai New International Expo Centre (SNIEC) Hall W4 - W5 10.-12.11.2020

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