

ProWine China 2016 Visitors Breakdown

VISITOR BREAKDOWN BY REGION

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	6,728	54
Outside Shanghai	4,476	36
Outside China	1,227	10
Grand Total:	12,431	100.00
NB. FHC Cross over visitors	5,014	

VISITOR BREAKDOWN BY SECTOR

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	29.16
Importer / Distributor	26.12
Wholesaler	16.34
Hospitality	10.24
Catering	5.53
Wine Manufacturing	4.73
Consultants / Services	7.88
Total	100.00

VISITOR BREAKDOWN BY ROLE IN PURCHASING

<u>Sector</u>	<u>Percentage (%)</u>
Decisive	45.99
Crucial	25.96
Advisory	22.02
None	6.03
Total	100.00

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
President / CEO / Managing Director / General Manager / Store Manager	32.22
Purchasing Manager / Buyer	20.90
Sales / Marketing / Communication	22.27
Owner / Partner / Proprietor / Store Manager	8.37
Executive Chef / Chef	1.91
Enologist / Sommelier	1.19
Trading Staff	5.69
Food Service / Catering Manager	1.78
Press	0.68
Students from School of Hospitality and Gastronomy	0.66
Others	4.33
Total	100.00



International Trade Fair for
Wines and Spirits
国际葡萄酒和烈酒贸易展览会

7. - 9.11.2016

SNIEC

Shanghai, China

中国上海

www.prowinechina.com



Messe
Düsseldorf
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.

杜塞尔多夫展览(上海)有限公司

Units 307-308, Tower 1

German Centre for Industry and Trade Shanghai

88 Keyuan Road, Zhangjiang Hi-Tech Park

Pudong, Shanghai 201203, P.R. China

中国上海市浦东新区张江高科技园区科苑路88号

上海德意志工商中心1号楼307-308室

邮编 201203

Tel: +86-21 6169-8300

Fax: +86-21 6169-8301

Email: shanghai@mds.cn

Website: www.mds.cn



China International Exhibitions Ltd

华汉国际会议展览(上海)有限公司

Room A2402, Singular Mansion, No.318-322

Xian Xia Road

Shanghai 200336, P.R. China

中国上海仙霞路318-322号鑫达大厦2402室

邮编 200336

Tel: +86-21 6209-5209

Fax: +86-21 6209-5210

Email: cie@chinaallworld.com

Website: www.chinaallworld.com



HONG KONG (Hong Kong and China shows)

Hong Kong Exhibition Services Ltd

Unit 1203, 12/F

Harcourt House

39 Gloucester Road

Wanchai

Hong Kong

Tel: +852 2804 1500

Email: exhibit@hkesallworld.com

Telex: +65646 HKEXH

Web: www.hkesallworld.com

Fax: +852 2528 3103/350 0750

WHERE DID YOU RECEIVE THIS SHOW INFORMATION FROM

<u>Item</u>	<u>Percentage (%)</u>
Invitation from organiser	30.29
Invitation from Exhibitor	27.97
Invitation from Association or other Institutions	7.21
Newspaper / Magazines / Online News	1.70
Official Website	9.91
On ProWein Trade show in Dusseldorf	3.41
E-newsletter	3.20
Social Media (Weibo, Wechat, Linkedin etc)	4.80
Direct Recommendation from a Business Partner / Acquaintance	8.66
Telephone call from organisers representative	1.23
Trade Magazine	1.62
Total	100.00

VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

<u>Products / Services</u>	<u>No. of Indicated Interest</u>
Still Red Wine	3,646
Still White Wine	2,345
Still Rose Wine	1,543
Sparkling Wine	1,799
Fortified Wine	845
Fruit Wine	814
Organic Wine	1,057
Branded Wine	994
Spirits	832
Other Alcoholic Beverage	646
Wine-related Equipment & Service	530
Seminars and Wine Education	744
Total	15,804

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



International Trade Fair for
Wines and Spirits

国际葡萄酒和烈酒贸易展览会

7.- 9.11.2016

SNIEC

Shanghai, China

中国上海

www.prowinechina.com



Messe
Düsseldorf
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.

杜塞尔多夫展览(上海)有限公司

Units 307-308, Tower 1

German Centre for Industry and Trade Shanghai

88 Keyuan Road, Zhangjiang Hi-Tech Park

Pudong, Shanghai 201203, P.R. China

中国上海市浦东新区张江高科技园区科苑路88号

上海德意志工商中心1号楼307-308室

邮编 201203

Tel: +86-21 6169-8300

Fax: +86-21 6169-8301

Email: shanghai@mds.cn

Website: www.mds.cn



China International Exhibitions Ltd

华汉国际会议展览(上海)有限公司

Room A2402, Singular Mansion, No.318-322

Xian Xia Road

Shanghai 200336, P.R. China

中国上海仙霞路318-322号鑫达大厦2402室

邮编 200336

Tel: +86-21 6209-5209

Fax: +86-21 6209-5210

Email: cie@chinaallworld.com

Website: www.chinaallworld.com



HONG KONG (Hong Kong and China shows)

Hong Kong Exhibition Services Ltd

Unit 1203, 12/F

Harcourt House

39 Gloucester Road

Wanchai

Hong Kong

Tel: +852 2804 1500

Email: exhibit@hkesallworld.com

Telex: +65646 HKEXH

Web: www.hkesallworld.com

Fax: +852 2528 3103/350 0750