



INTERWINE CHINA

20th Edition Celebration | May 18th-20th 2018

Interwine, always be with you!

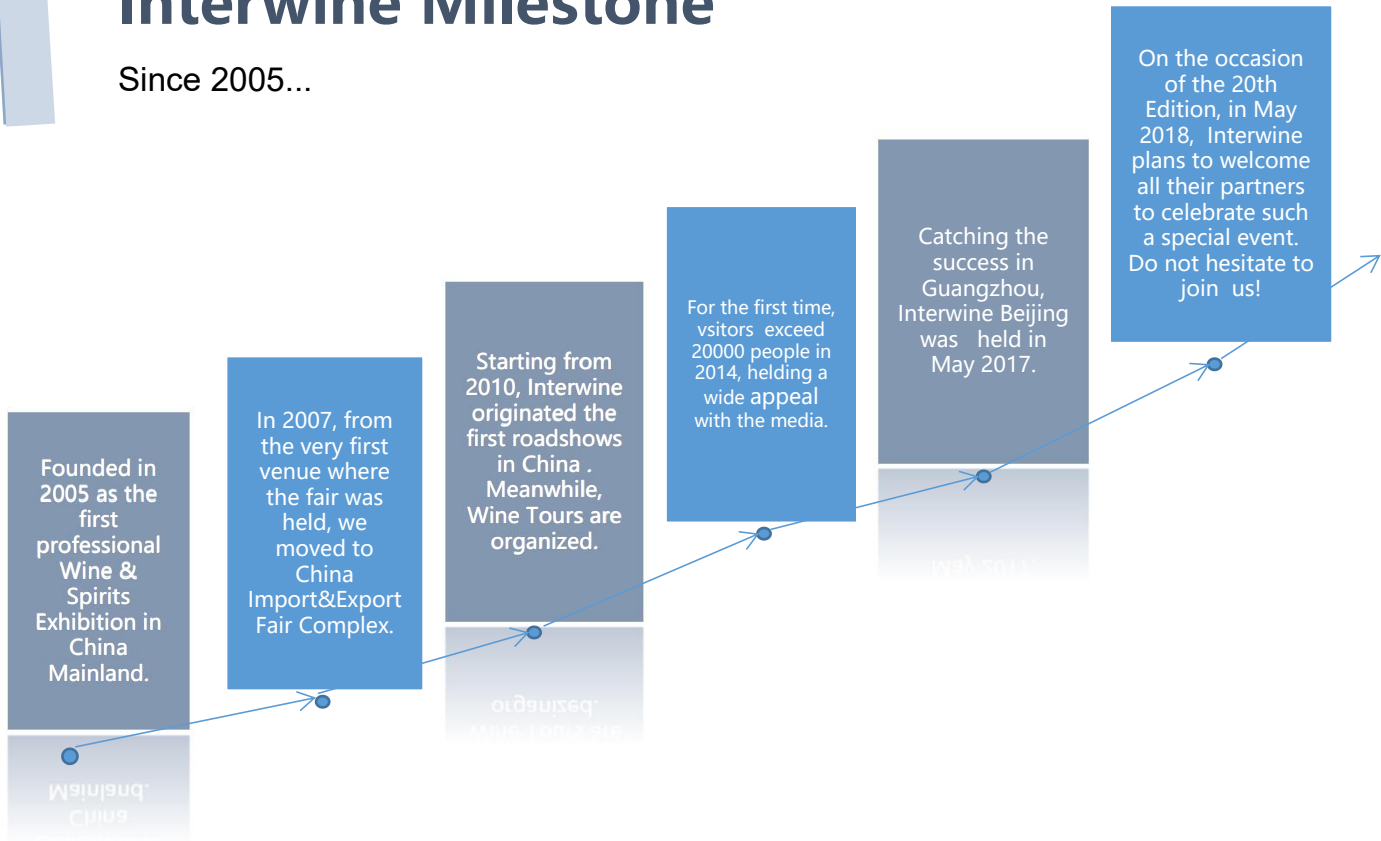
China(Guangzhou) International Wine&Spirits Exhibition - short for Interwine, founded in 2005 , has been holding for 19 sessions with tremendous achievements and high recognition. It provides various possibilities for exhibitors to meet buyers by organizing all kinds of professional events. With high transparency and authenticity, producers are offered a platform to show the character of their homelands and products. In the past 10 years , Interwine has brought many business opportunities to the wine producers who want to enter Chinese market and facilitate the cooperation with their Chinese partners.

To celebrate its 20th edition , Interwine Guangzhou plans to welcome all of the VIP exhibitors , the most important International Pavilions , the best individual wineries as well as the most influential buyers from whole China, Asian Region and other countries. It will also gather thousands of high quality wines and challenging brands. The 20th Interwine Guangzhou will be elegant, brilliant and popular. You definitely can't miss it!

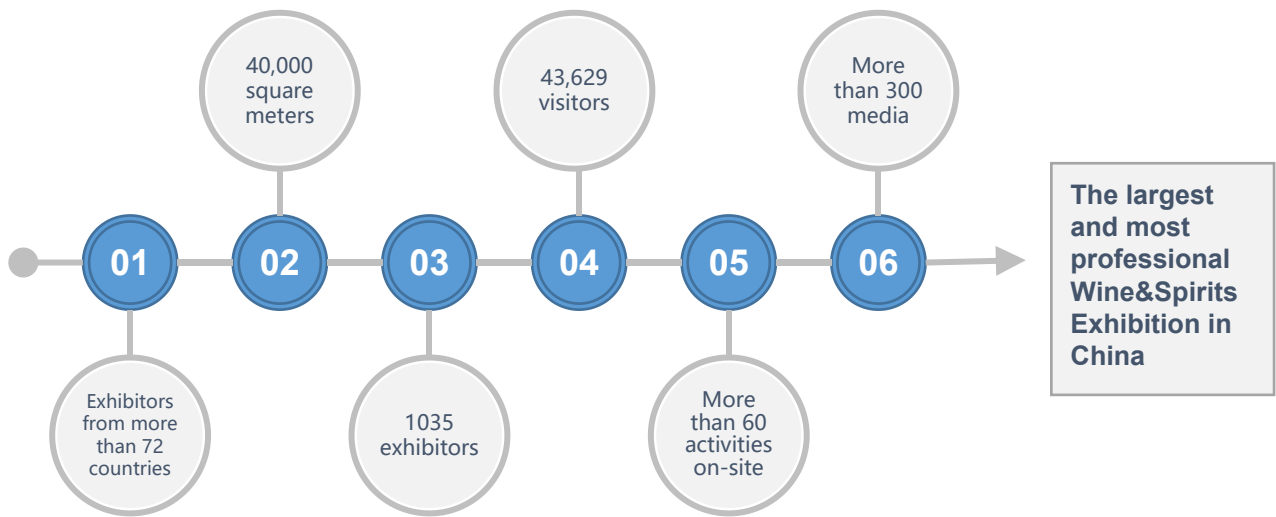
Be part of it! Join us in Guangzhou from 18th to 20th May 2018!

Interwine Milestone

Since 2005...



Review



● Exhibitors sources

International exhibitors source : 438 42.32%

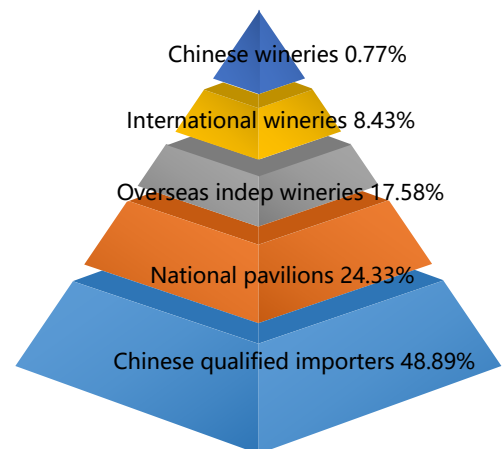
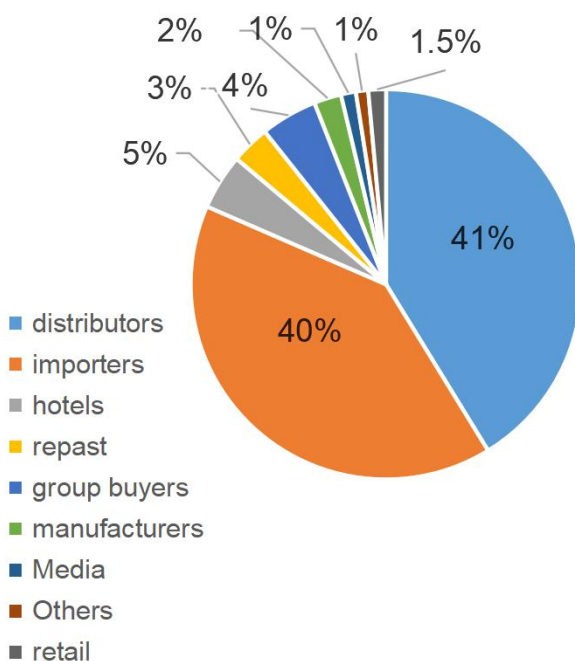
China Mainland, HK and Macau : 597 57.68%

- ICEX (Spain)
- French Chamber of Commerce and Industry (CCI/FCI)
- Portugal TEJO
- Moldovan National Wine Association
- South Africa Premium Wineries Association
- Wine Union Association
- American Wine Import Association
- IPEX (Spain)
- Wefair (Italy)
- Amministrazione Consorzio GTN (Italy)
- Germany
- Austria
- Israel

- United States
- Canada
- Mexico
- Bulgaria
- Serbia
- Azerbaijan
- Macedonia
- Hungary
- Moldova
- North Russia
- Armenia
- Croatia
- Slovenia

- New Zealand
- Chile
- Uruguay
- Costa Rica
- Northern Ireland
- United Kingdom
- Korea
- Netherlands
- Georgia
- Romania
- Ecuador
- Czech Republic
- Slovakia

Business type of buyers



Business type of exhibitors

* Sources from Interwine office

Testimonials

“

It was a really beautiful and inspiring experience. I got the opportunity to present my wines to a bigger number of people in only 3 days. Moreover, I have earned more confidence in myself and my business. I would like to thank Interwine for providing us with this chance and for its continuous support for wineries that want to develop the business in China

”

— Marco Zamorano, Export Manager at Vina Tres Palacios

“

“I really have learned a lot throughout the discussions and exchanging ideas with the different exhibition’s participants and visitors. I came 1 year ago with nothing and right now I can tell I have got 2 customers thanks to participating at Interwine during 3 editions ”.

”

— Mr. Carlos Narbona, Export Manager at the Spanish Grupo Caballero



Events



Interwine Roadshow in 46 cities in China

Dedicated to helping Interwine exhibitors explore the market and establish their networking with importers and distributors in the whole China. 300-1000 local professional buyers will attend each Roadshow.

Country-customized Roadshow



Help wine producing countries /regions to promote and branding in the most important imported wine cities in China (Zhuhai/Shenzhen/Dongguan/Shanghai/Beijing/Qingdao/Hangzhou, etc.). More than 500 professional importers and distributors will be invited to this customised event.

Business match

Exhibitors can find importers according to the request of the wineries and demand of the importers by the business match.



Master Class/Wine Tasting

Help exhibitors to meet a large number of potential importers and distributors through introduction and guided tasting of a wine producing country/region/ winery.



Interwine, your best choice

Area	Volume	Volume%	Value	Value%
Shanghai	137,731,285	29%	551,664,212	25%
Guangdong	121,677,122	25%	924,726,632	42%
Fujian	42,891,492	9%	107,395,178	5%
Zhejiang	41,980,879	9%	130,812,207	6%
Beijing	38,073,133	8%	144,930,343	7%
Shandong	33,722,257	7%	99,448,590	5%
Tianjin	23,532,587	5%	75,422,012	3%
Jiangsu	16,001,304	3%	51,739,521	2%
Sichuan	4,587,731	1%	17,049,115	1%
Liaoning	4,472,633	1%	27,391,779	1%

Source: Decanter 2016

WHY CHINA?

China is the largest wine consumer in Asia and top **5** in the world

Potential market estimated between **50** million and **250** million drinkers.

World's **biggest** market for red wine consumption

Great demand for high-end and Premium wines in China

WHY GUANGDONG?

Nearly **110** million inhabitants

Direct access to China Mainland and Hong Kong.

Ranks **No 2** per volume and **No 1** per value as for imported wine in China

Highest urban household average per capita in China

Almost **82%** of the population is aged between 15-64, ideal target market for wine sellers.

WHY INTERWINE?

Huge data base with more than **83.000** importers and distributors.

Originating the Interwine Roadshows since 2010 and presenting in **46** Chinese cities.

Good relationships and permanent contact with embassies, Consulates and Wine Associations form more than **55** countries.

High rate of satisfaction from participants and visitors.

More than **300** mass media covering our exhibition with more than **800** publications released every session

Exhibits



Imported wine



Imported spirits

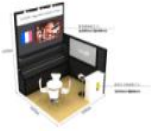



Imported beer



Wine accessories

Booth Information

	Booth Type	Equipment Details	Fee		Application Deadline
Deluxe Booth 9m²: 3m*3m		Space+ ready built Stand Including: Fascia Board, Carpet, 1 Information Desk, 1 Round Table , 4 Chairs, 1 Socket, 3 Spot Lights, 1 Trash Can &12 Glasses , 1 Ice Bucket, 1 Spittoon, Ice , and Glasses Cleaning Service.	The first early application 20% off	USD3904 /9m ²	Jan.31st ,2018
			The Second early application 10% off	USD4392/9m ²	March,31st,2018
			General application	USD4880 /9m ²	April,25th,2018
Space Only ≥18m²		Exhibit space Only, Excluding any equipment. Exhibitor should pay electricity and CNY28.00/ sqm to the Administrator of the Exhibition Center directly.	The first early application 20% off	USD384 /m ²	Jan.31st ,2018
			The Second early application 10% off	USD432/m ²	March,31st,2018
			General application	USD480/m ²	April,25th,2018

Special Offer for the 20th Edition

7800 USD

Guangzhou + Beijing + Shanghai

6800 USD

Guangzhou + Beijing

5800 USD

Guangzhou + Shanghai

5800 USD

Guangzhou + Honkong

* offer for 9 sqm (Beijing & Guangzhou exhibitions) and 1 table on Shanghai and Hongkong Roadshows

Coming Soon . .



www.interwine.org

Interwine Beijing: May 10th –12th, 2018
National Agriculture Exhibition Center,
Area 11 (15,000m²)

The 20th Interwine China Spring Session:
May 18th - 20th, 2018
China (Guangzhou) International Wine &
Spirits Exhibition
Pazhou Import and Export Fair Complex,
Area B (50,000m²)

The 21st Interwine China Autumn
Session: Nov 9th - 11th, 2018
China (Guangzhou) International Wine &
Spirits Exhibition
Pazhou Import and Export Fair Complex,
Area B (30,000m²)

Approved by: The Ministry of Commerce of P.R.C.
Department of Foreign Trade and Economic Cooperation of Guangdong
Province
Organizer: Canton Universal fair Group Ltd.