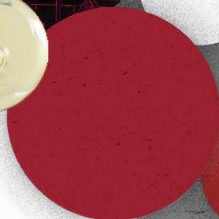




ProWine



# PASSION AND PROFESSION MADE IN GERMANY

Shanghai, 08 – 10 November 2023

上海

International Trade Fair  
for Wines and Spirits.  
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## PROWINE SHANGHAI 2023: BUILDING MOMENTUM FOR A STRONGER FUTURE 蓄势勃发，领跑未来

As the Chinese wine market bids farewell to a special 2022, ProWine Shanghai 2023 is set to return to the Shanghai New International Expo Center from November 8-10, 2023, the first time since the Covid-19 pandemic to reopen its door to overseas exhibitors.

在经历了特殊而又充满变数的2022年，ProWine Shanghai 2023将于2023年11月8-10日，在上海新国际博览中心与各位业内伙伴再相聚——这也将是疫情后首次全面迎来海外酒商回归的一届ProWine Shanghai展会。



ProWine Shanghai 2021 attracted a total of more than 450 exhibitors from 18 countries and regions. Boutique wineries and premium wine producers from all over the world were present at the trade fair to get in contact with local importers, distributors and on trade customers. A total of 15,058 trade visitors attended the 3-day event over the previous edition. In addition to visitors from Shanghai, many also came from Hainan, Guangdong, Fujian, Hubei, and Tianjin provinces.

共有来自19个国家和地区的近460家家企业参展上届ProWine Shanghai。来自全球的精品酒庄和优质葡萄酒生产企业纷纷亮相，与国内生产商、进口商、经销商及重要买家互动交流。为期3天的盛会，共有15,058名专业观众莅临现场。除本地观众外，更多来自海南、广东、福建、湖北、天津等地的优质专业观众亲临现场。



"2023 WILL BE AN IMPORTANT YEAR OF CROSS-BORDER COMMUNICATION, REACTIVATION OF PERSONAL ENCOUNTERS AND CLOSE COOPERATION. IT WILL ALSO MARK THE 10TH ANNIVERSARY OF PROWINE SHANGHAI. PROWINE SHANGHAI WILL BE THE IDEAL PLATFORM TO EXPLORE AND REENERGIZE BUSINESS PROSPECTS. I AM CONVINCED THAT IT WILL BE THE MOST PROFESSIONAL & INTERNATIONAL WINES AND SPIRITS TRADE FAIR FOR THE CHINESE MARKET IN 2023."

MR. MICHAEL DEGEN  
EXECUTIVE DIRECTOR, MESSE DÜSSELDORF

“2023年将是跨界交流、重启面对面沟通和开展密切合作的重要一年。同时，ProWine Shanghai也将迎来十周年纪念。ProWine Shanghai将是一个开拓和重振业务的理想平台。我相信2023年，它将成为中国市场上最专业、最国际化的葡萄酒和烈酒贸易展览会。”

杜塞尔多夫展览集团公司常务董事  
Michael Degen

"PROWINE SHANGHAI AND FHC HAVE ALWAYS BEEN COOPERATIVE PARTNERS, AND WITH THE PROMULGATION OF MANY FAVORABLE OPENING POLICIES IN 2023, THERE WILL BE MORE OPPORTUNITIES FOR OUR CUSTOMERS TO EXPLORE. I AM CONVINCED WE WILL BOTH USE OUR STRENGTH AND PROFESSIONALISM TO ORGANIZE A GREAT EVENT AND AMAZE THE MARKET."

IAN ROBERTS  
VICE PRESIDENT ASIA, INFORMA MARKETS

“ProWine Shanghai与FHC展会始终都是相互协助的合作伙伴，而随着2023年诸多开放利好政策的颁布，将意味着有更多合作共赢的机遇等待彼此的发掘。相信我们会用彼此雄厚的实力和专业性惊艳市场。”

英富曼会展集团亚太区副总裁  
Ian Roberts





## HIGHLIGHTS AND EXCITING PROGRAMS MAKE THE INDUSTRY EVENT WORTHY OF ITS NAME

展会亮点星罗棋布，  
行业盛典名副其实

AXA Millésimes, the world's largest insurance group and the third largest international asset management group, has confirmed its participation with their French based wine selections to make its debut in Shanghai. Cantine Sgarzi Luigi S.r.l, the official top 1 wine exporter to China in Italy in 2021, will also return to ProWine Shanghai 2023. Glamorous overseas exhibitors join hands with burgeoning local counterparts to shine and sparkle at ProWine, and to grasp the attractive opportunities offered by China with open borders.

全球最大保险集团、全球第三大国际资产管理集团旗下安盛酒业（AXA Millésimes）也已经确认与ProWine的合作，将首次亮相上海现场；意大利思卡其卢易吉葡萄酒公司（Cantine Sgarzi Luigi S.r.l）作为2021年意大利官方统计得出的出口量排名第一的酒商，也将在2023年回归ProWine Shanghai。海外展商不断为展会增光添彩，本土展商也不断凝聚能量厚积薄发，开放发展的中国对世界各国都意味着机遇。



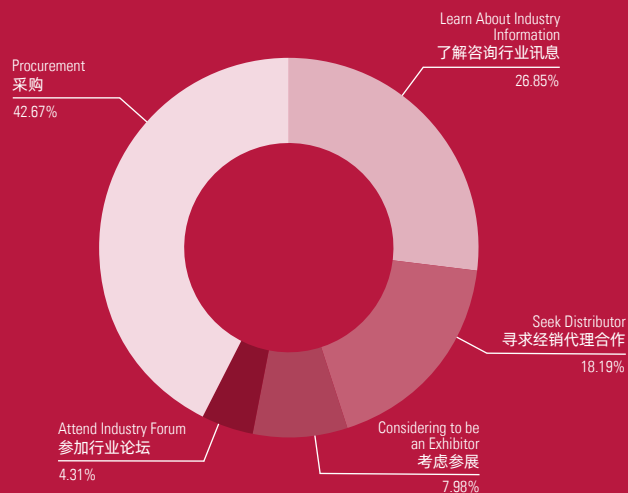
## Overseas Exhibitors Remain Confident with Greater Participation

海外展商保持信心，规模持增

Numerous wine-producing regions and pavilions have confirmed their participation, great variety of French wine regions will be shown under the umbrella of Business France, Wines of Portugal will bring all Portuguese wine grapes to China, German wines will be onsite presented with a national pavilion by German Wine Institute, and wines from west coast of USA will be presented by California Wine Institute.

法国商务投资署（Business France）、葡萄牙葡萄酒协会（Wines of Portugal）、由德国农业部（BMEL）、德国葡萄酒协会（DWI）联合组织的德国国家展团、加州葡萄酒协会（CWI）等众多官方产区及展团都已确认加入ProWine Shanghai 2023。且随着中国防疫政策的优化和旅行禁令的解除，此前的预定展位面积有望继续扩大。

## Visitors by Purpose of Visit 观众参观目的分析



Source/来源：ProWine Shanghai 2021



## Chinese Wines Are Striding Forward

### 厚积薄发，中国葡萄酒强势发力

In addition to overseas exhibitors, Chinese wines are also making a strong appearance at the fair. Many local wine producers are starting to emerge. Exhibitors including Yinchuan Helan Mountain Eastern Foothills Wine, Up Chinese Wine and COFCO Great Wall continue to support ProWine Shanghai. The Yinchuan Helan Mountain Eastern Foothills Region increased its booth space by 50% with 24 wineries instead of 16 in 2020. Notably, the Penglai Coastal Wine Region, the Jinshan Helan Mountain Eastern Foothills Region and the Xinjiang Heshuo Wine Region are all actively involved in ProWine Shanghai 2023.

除了海外企业，中国葡萄酒也强势发力。国内众多葡萄酒生产商逐渐开始崭露锋芒。贺兰山东麓葡萄酒银川产区、Up Chinese Wine向上中国葡萄酒、中粮长城酒业有限公司等展商都持续支持ProWine Shanghai。2021年贺兰山东麓葡萄酒银川产区展位面积扩大了50%，参展酒庄也由2020年的16家增加到24家。值得注意的是，蓬莱海岸葡萄酒产区、贺兰山东麓金山产区和新疆和硕葡萄酒产区等都将积极参与ProWine Shanghai 2023。

ProWine Shanghai has been the compass and guide for the industry over these years. Industry leaders gathering here to engage in cutting-edge exchanges, academic discussions and brainstorming. The year 2023 will be an important and critical time for business recovery, and it will certainly spark the exciting scene of industry development exchanges at ProWine Shanghai 2023.

ProWine Shanghai历年来都是行业风向的指南针和引路人。众行业领军人物汇聚于此开展行业最前沿的动态交流分享、学术探讨和头脑风暴。2023年是重振业务的重要关键时刻，也必将在ProWine Shanghai 2023的现场激起行业发展交流火花竞相迸发的喜人景象。

## Special Zones Make Brilliant Appearances

### 特色专区齐亮相

ProWine Shanghai is sensitively aware of market trends and will offer several special zones. ProWine Champagne Lounge will return to the scene for the 10th anniversary of ProWine Shanghai 2023, and ProWine Pink Rosé Lounge, ProWine Sweet Wine Bar, Decanter Award-winning Wine Tasting Area and other special zones will be onsite. The aim is to create immersive, must-visit spots for visitors to unlock the “value of beauty”

with rosé wines, and discover top-quality wines. ProWine Sweet Wine Bar will receive different sweet and semi-sweet wine, presenting the “sweet” world of wine to guests. Decanter Award-winning Wine is evaluated by top international wine experts at the Decanter World Wine Competition. Created to enhance visitor experiences and interactions, these special zones will also provide exhibitors with a more diverse and varied platform to reach the market in multiple dimensions.

ProWine敏锐察觉市场动向，在ProWine Shanghai 2023设有多个极富特色的主题专区，香槟酒廊将在ProWine Shanghai十周年之际回归现场。除此以外，包括ProWine Pink Rose Lounge - 桃红酒廊，ProWine 甜酒吧和Decanter获奖酒品鉴区等均在规划过程中。ProWine Shanghai 2023致力将“桃红酒廊”打造成“沉浸式桃红葡萄酒打卡地”，挖掘“美丽价值”，努力发现更多优质葡萄酒。ProWine 甜酒吧将收罗不同的甜型，半甜型佳酿，为各位来宾呈现葡萄酒的“甜美”世界。Decanter获奖酒品鉴区的酒款均由国际顶级葡萄酒专家在Decanter世界葡萄酒大赛上品鉴评定。ProWine不断增强观众体验和观展趣味性与互动感，且为展商提供更丰富和多元化的展示平台，多维度触及市场。



## WSET Returns to ProWine Shanghai WSET回归ProWine Shanghai展会

WSET is now operating as an overseas non-government organisation (ONGO) with a Representative Office in Shanghai and has resumed related activities in Chinese Mainland. ProWine Shanghai 2023 will be the first and most important major trade fair that WSET will participate in after its return. Its entire China team, including the Chinese chief representative will be involved, which shows how close the two sides are working together. The Wine & Spirit Education Trust provides globally recognised education and qualifications in wines, spirits and sake, for professionals and enthusiasts. It will bring the seeds of wine education to the hearts of more wine lovers at ProWine Shanghai 2023.

WSET作为海外非政府组织(ONGO)在上海设立代表处,已恢复在中国大陆的相关活动。ProWine Shanghai 2023将成为WSET回归后参加的首个,也是最重要的大型活动。其整个中国团队,包括中国首席代表都会参与其中,可见双方合作之紧密。备受全球知名酒饮行业信任的WSET在葡萄酒及烈酒教育的策划和实施方面一直处于领军地位,也将在ProWine Shanghai 2023的现场将葡萄酒教育的种子洒满更多爱酒人士的心田。

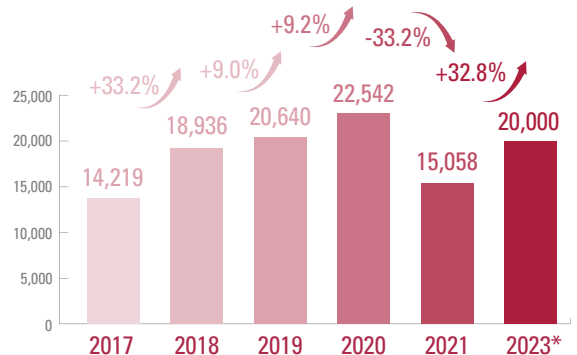
*"AS A WINE EDUCATOR, I ALWAYS FEEL HOPEFUL AND CONFIDENT ABOUT THE FUTURE OF THE INDUSTRY WHENEVER I SEE THE FULL SEATS IN THE MASTER CLASS OF PROWINE. FOR THE WINE EDUCATION INDUSTRY, WE HAVE EXPERIENCED SOME OBSTACLES, BUT THERE ARE STILL A LARGE NUMBER OF WINE EDUCATORS ADHERE TO THE ORIGINAL INTENTION. THE SUNSHINE BELONGING TO THE WINE INDUSTRY WILL BE DESTINED TO WARM EVERYONE WHO HAS WORKED TIRELESSLY IN THIS INDUSTRY."*

*LV YANG  
THE ONLY CHINESE MASTER SOMMELIER  
AND THE FOUNDER OF GRAPEA & CO*

“作为葡萄酒教育者,每当看到ProWine现场的大师班座无虚席的场景,总能对行业未来感到充满希望和信心。对于葡萄酒教育行业,我们经历了一些阻碍,但依然有很大一批葡萄酒教育者坚持初心,相信2023年属于葡萄酒行业的阳光将注定温暖每一个为此辛勤耕耘的人。”

全球唯一华人侍酒师大师、归普葡萄酒学院创始人  
吕杨

Number of Visitors (2017 - 2023)  
观众数量 (2017 - 2023)



\*Expected growth 预期增长

## WIDENING THE MARKET IN MULTIPLE DIMENSIONS AND SENSING INDUSTRY TRENDS IN ALL ASPECTS

### 多维度拓宽市场， 全方位感知行业动向

"COVID-19 HAS HIT MANY INDUSTRIES, BUT CONSUMPTION IS RECOVERING AND THE WINE INDUSTRY WILL WEATHER THE STORM. AS A LEADER OF SHAANXI WINE CHAMBER OF COMMERCE, I HAVE BEEN ORGANIZING MEMBERS, WINE PRACTITIONERS AND LOVERS FROM SHAANXI AND SURROUNDING AREAS TO VISIT PROWINE SHANGHAI FOR MANY YEARS. EACH PARTICIPANT CAN OBTAIN MORE VALUABLE INDUSTRY INFORMATION WITH THE LEAST TIME COST. WHETHER IT IS A LOCAL DISTRIBUTOR, A RESTAURANT OPERATOR, A PURCHASING DECISION MAKER OF A SUPERMARKET, OR A HOBBYIST, ALL CAN FIND THEIR OWN SATISFACTORY ANSWERS IN PROWINE."

YU HUI  
SECRETARY-GENERAL  
SHAANXI WINE CHAMBER OF COMMERCE

“疫情对各行业都有打击，然消费已然回归，葡萄酒行业正直面困难。我作为陕西省葡萄酒商会的一名工作者，已坚持多年组织本会会员，陕西及周边地区的葡萄酒从业人员和爱好者前往ProWine Shanghai的现场，每一位参与者都能用最少的的时间成本，获得更有价值的行业资讯。无论是当地经销商，还是餐厅经营者、商超的采购决策人员，亦或是爱好者，都能在ProWine找到自己满意的答案。

陕西省葡萄酒商会秘书长  
鱼辉



"WITH THE DEREGULATION OF EPIDEMIC CONTROL IN 2023, THE WINE MARKET IS RECOVERING RAPIDLY. DURING THE SPRING FESTIVAL, XIAMEN'S CATERING INDUSTRY, TOURISM AND RETAIL ALL HAVE A REBOUND. CONSUMERS HAVE INCREASINGLY HIGHER REQUIREMENTS FOR THE QUALITY AND VARIETY OF WINE CATEGORIES. MANY CONSUMERS PERFER GOOD WINE AND HOPE TO DRINK BETTER. FINE WINES SOLD SO WELL DURING SPRINE FESTIVAL THAT THERE ARE SOME SHORTAGES. MORE VINTNERS WILL BE LOOKING FOR FINE WINES IN 2023. WINE MERCHANTS' PRODUCT MIX WILL BE REORGANIZED TO ACTIVELY EMBRACE NEW MARKETS. WE LOOK FORWARD TO OFFERING MORE DIVERSIFIED WINES AT PROWINE SHANGHAI IN 2023."

ECHO ZHUANG  
GENERAL MANGER  
COLORFUL WINE BAR

“2023年随着疫情管控放开，消费市场在迅速复苏，春节期间，厦门无论是餐饮行业，旅游业及零售业都迎来了小高峰，大众消费者市场对于葡萄酒的品质及品类多样要求越来越高，很多消费者表示推荐好酒并希望喝好点少喝点。餐饮渠道的精品葡萄酒也迎来一波小高峰，精品葡萄酒酒商在此期间缺货。2023年会有更多酒商去寻找精品葡萄酒，酒商的产品结构重新组合，来迎接未来市场的蓬勃向上。期待在2023年ProWine Shanghai展览会上能提供更多元化，品类多样化的葡萄酒。”

厦门咖乐禧酒馆公司总经理  
庄莉红

ProWine Shanghai 2023 will return to Shanghai New International Expo Center (SNIEC) from November 8 - 10, 2023. As the 10<sup>th</sup> anniversary of ProWine Shanghai since its debut in Chinese mainland, it will not only continue its glorious chapter, but will also bring more promotional activities to create a first-class event for the industry.

ProWine Shanghai 2023将于2023年11月8-10日回归上海新国际博览中心，且将为ProWine Shanghai 落地中国大陆以来的十周年。届时不仅将继续写辉煌篇章，还将带来更多一系列推广活动，打造行业一流盛会。

For more information, please visit [www.prowine-shanghai.com](http://www.prowine-shanghai.com)

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## STAND RENTAL 展位租赁

### ProWine Shanghai

08 – 10 November 2023



#### Floor Space Only

##### 光地展位

Minimum sq.m: 9 m<sup>2</sup>      最小面积: 9平方米  
Price: US \$ 450 per m<sup>2</sup>      价格: 3,055元/平方米  
(Early Bird Rate: US \$ 430 per m<sup>2</sup>, deadline: 30<sup>th</sup> April 2023)  
(早鸟价: 2,920元人民币/平方米, 2023年4月30日截止)



#### Walk-On Stand

##### 标准展位

Minimum sq.m: 9 m<sup>2</sup>      最小面积: 9平方米  
Price: US \$ 545 per m<sup>2</sup>      价格: 3,715元/平方米  
(Early Bird Rate: US \$ 525 per m<sup>2</sup>, deadline: 30<sup>th</sup> April 2023)  
(早鸟价: 3,580元人民币/平方米, 2023年4月30日截止)



#### Premium Stand

##### 特级展位

Minimum sq.m: 18 m<sup>2</sup>      最小面积: 18平方米  
Price: US \$ 570 per m<sup>2</sup>      价格: 3,885元/平方米  
(Early Bird Rate: US \$ 550 per m<sup>2</sup>, deadline: 30<sup>th</sup> April 2023)  
(早鸟价: 3,750元人民币/平方米, 2023年4月30日截止)



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