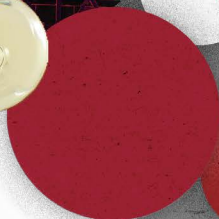




ProWine



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# PROWINE SHANGHAI 2023: TOAST A DECADE OF SUCCESS AND PAVE THE WAY FOR ANOTHER DECADE OF VIBRANT DEVELOPMENT OF THE CHINESE WINE INDUSTRY

## 为中国葡萄酒产业的下一个十年 蓬勃发展而干杯

As the leading trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai 2023 was held from November 8 to 10 at SNIIEC (Shanghai New International Expo Center) to celebrate its 10th anniversary. Wineries, trade buyers and industry partners from home and abroad leveraged the three-day event to meet pent-up demand and set up the meetings for global wine professionals. This eagerly awaited event signifies the successful comeback of global exhibitors to the Chinese market post the pandemic, making ProWine Shanghai one of the most influential exhibitions in the wine and spirits market in Asia.

作为中国大陆地区葡萄酒和烈酒行业的头部贸易展览会，ProWine Shanghai 2023已于11月8-10日在上海新国际博览中心盛大召开，以庆祝其具有纪念意义的十周年。海内外企业、行业伙伴在这意义非凡的三天全然释放市场压力，享受属于葡萄酒人的年度盛会。这一备受期待的盛会不仅标志着国际参展商在疫情后盛大回归中国市场，也印证着ProWine Shanghai在中国大陆葡萄酒和烈酒市场显著的影响力。



A total of 27,363 trade visitors attended the event, which marked an 81.7% growth from the previous edition.

共有27,363名专业观众莅临现场较上一届展会增长81.7%。

Among them, 51.8% hailed from cities outside of Shanghai. Notably, the visitor profile indicated a surge in the number of buyers from hotels, catering, and third and fourth-tier regions. Importers and distributors constituted a majority of the group. This further emphasizes ProWine Shanghai as a premier trade show for the industry in the Chinese mainland.

其中，51.8%为非上海本地的观众。观众的构成方面，在原有进口商与经销商占绝大比重的情况，今年来自于酒店、餐饮、及三四线区域买家的数量明显增长，进一步说明ProWine Shanghai是覆盖中国大陆市场的一个专业贸易展览会。



"We are very glad to witness ProWine Shanghai 2023 with such a high international participation after the pandemic. Austria, America, Germany, France, Spain, and other nations have consistently provided support for ProWine Shanghai since its inception a decade ago in Chinese mainland. We have welcomed the largest participation from Chinese wine regions and producers with around 90 wineries. Also, I'd like to extend my sincere gratitude to our partner, exhibitors and visitors for their continuous support."

Mr. Peter Schmitz  
Director of ProWein

"我们很高兴见证新冠后，2023年的ProWine Shanghai国际展商参与度如此之高。很荣幸迎来最大规模中国葡萄酒产区和酒庄的参与，约有90家中国酒庄。在此，我衷心感谢我们的合作伙伴、参展商和观众一直以来的支持。"

ProWein全球项目总监  
Peter Schmitz 先生

"With the total attracted 27,363 visitors to ProWine Shanghai 2023, our collaboration benefits both ProWine Shanghai and its concurrent event – China's leading food and hospitality show FHC which both offer one stop platform for trade buyers, and we've seen significant increase from restaurants, bars and hotels for food and drinking."

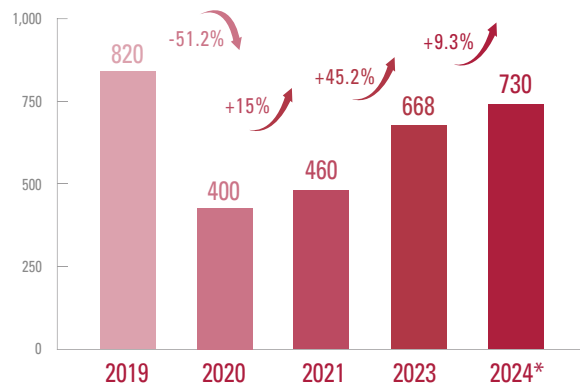
Mr. Ian Roberts  
Vice President Asia at Informa Markets

"ProWine Shanghai 2023吸引了27,363名观众，这有利于ProWine Shanghai与FHC上海环球食品展同时举办，越来越多的来自餐厅、酒吧和酒店的专业买家来我们这里享受美食和美酒的一站式平台。"

英富曼会展集团亚太区副总裁  
Ian Roberts 先生



### Exhibitors (2019 - 2024) 参展商 (2019 - 2024)



\*Expected growth 预期增长

Over 660 exhibitors from 32 countries and regions were drawn to ProWine Shanghai 2023, a three-day event that witnessed a 45% rise in exhibitor count when compared to the previous edition. International exhibitors comprised more than 75% of the total as the global economy steadily gained momentum, allowing foreign companies to revitalize. Boutique wineries and premium wine producers from all over the world were present at the trade fair to get in contact with local producers, importers, distributors and key buyers from all around the world.

为期3天的展会，共有来自32个国家和地区的660多家企业参展ProWine Shanghai 2023。随着全球经济的逐渐复苏，海外企业也开始重新焕发生机，展商数较上届增长超45%。来自全球的精品酒庄和优质葡萄酒生产企业纷纷亮相，与世界各地的生产商、进口商、经销商及重要买家互动交流。

Overseas companies have regained momentum and participated in the show with confidence. ProWine Shanghai 2023 had nearly 30 national pavilions and wine-producing regions in attendance. A total of 26 official national pavilions made a significant appearance, with government and industry organizations from Argentina, Austria, Brazil, North Macedonia, Germany, France, Georgia, USA, South Africa, Portugal, Japan, Serbia, Cyprus, Slovenia, Spain, Hungary, Italy, Chile, China and other countries and regions providing their full support.

海外企业重整旗鼓，踊跃参与振奋人心——近30个国家展团和葡萄酒产区参加ProWine Shanghai 2023，26个官方国家展团齐亮相：阿根廷、奥地利、巴西、北马其顿、德国、法国、格鲁吉亚、美国、南非、葡萄牙、日本、塞尔维亚、塞浦路斯、斯洛文尼亚、西班牙、匈牙利、意大利、智利、中国等国家的政府和行业组织给予全力支持。

"Business France has taken part in ProWine Shanghai for ten consecutive editions. Many French companies have leveraged this professional trade platform to successfully find importers and partners in China. We are optimistic about the growth of the Chinese wine market and aspire to win over more Chinese wine enthusiasts to the charm of French wine."

Mr. Adrien Calatayud  
Head manager of French Pavilion

"这是法国商务投资署（Business France）连续参加的第十届ProWine Shanghai展会，通过这个专业的商贸平台，法国很多企业也找到了在中国的进口商与合作伙伴。我们也对中国葡萄酒消费市场的发展充满信心，希望更多的中国消费者爱上法国葡萄酒。"

法国国家展团主管经理  
Adrien Calatayud 先生

"We are thrilled to participate in ProWine Shanghai right after the pandemic, three years since our last attendance. Our pavilion wineries have introduced multiple new products, and we have engaged with several promising importers at the event. We are pleased to witness our Chinese friends' keen enthusiasm for Hungarian wines."

Mr. Gergely Goreczky  
CEO of the Hungarian Wine Marketing Agency

"很高兴能够在疫情结束后马上就能参加ProWine Shanghai展会。时隔3年后的再次参展，展团内的酒庄带来了许多新产品，在现场遇到了很多新的潜在进口商。很高兴中国的朋友对于匈牙利葡萄酒也有浓厚的兴趣。"

匈牙利葡萄酒营销机构首席执行官  
Gergely Goreczky 先生





**PROWINE SHANGHAI  
HAS WELCOMED THE BIGGEST  
PARTICIPATION IN HISTORY FROM  
CHINESE WINE REGIONS**

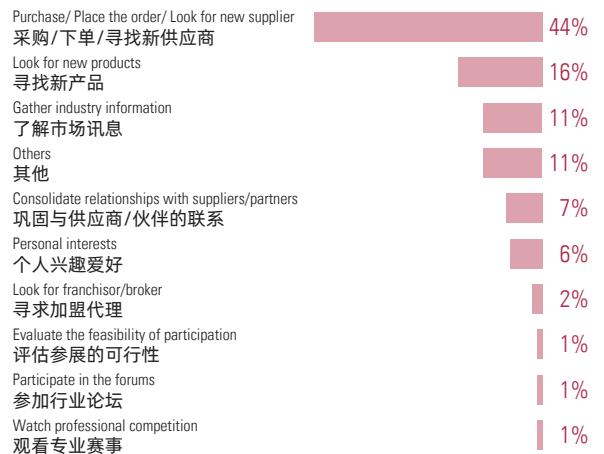
**历史最大规模中国葡萄酒参与，  
见证中国葡萄酒高歌猛进，  
民族力量值得期待**

It has been a decade since ProWine Shanghai was inaugurated to the Chinese mainland. As a platform specializing in wine and spirits trade, it has observed the remarkable growth of China's wine industry in recent years, highlighting the nation's great potential and strength. The industry has made significant strides in grape cultivation, winemaking technology, and brand building, making China a formidable player in the global wine market — Several pavilions have highlighted the distinctive taste of Chinese wines, including Up-Chinese Wine Pavilion, Yinchuan Appellation Pavilion of Helan Mountain East Foothill Wine, Jinshan Appellation Pavilion of Ningxia Helan Mountain East Foothill Wine, Heshuo Pavilion of Yanqi Basin Appellation in Xinjiang, Pavilion of Yantai Grape and Wine Industry Development Service Center, and Young Gang of China Pavilion. In 2016, Chinese wines debuted at ProWine Shanghai. The 2023 edition featured 88 Chinese wineries showcasing their wines. As domestic consumers' confidence and interests in national brands grows, so does the influence of Chinese wine brands. These brands not only gained recognition in the domestic market, but also began competing with world-renowned brands in the international market.

ProWine Shanghai落地中国大陆十载，作为专业的葡萄酒和烈酒贸易平台见证了我国葡萄酒产业在近年来取得了令人瞩目的进步，展现出民族力量的强大潜力。从葡

萄种植、酿酒技术到品牌建设，中国葡萄酒业已经逐渐崛起，成为世界葡萄酒市场一股不可忽视的力量——UP CHINESE WINE向上中国葡萄酒展团、贺兰山东麓葡萄酒银川产区展团、宁夏贺兰山东麓金山产区展团、新疆焉耆盆地产区和硕展团、烟台市葡萄与葡萄酒产业发展服务中心展团、Young Gang of China展团等都集中展示中国葡萄酒的独特韵味。从2016年中国葡萄酒在ProWine Shanghai的舞台上初露锋芒，到2023年已有88家中国酒庄在ProWine Shanghai的现场各展风采。随着国内消费者对于民族品牌的自信和骄傲不断增加，中国葡萄酒品牌的影响力也在不断扩大。这些品牌不仅在国内市场上获得了广泛的认可，还开始走向国际市场，与世界知名品牌展开竞争。

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



Source/来源：ProWine Shanghai 2023 Visitor Survey





“China boasts expansive wine-growing regions where winemakers have mastered high-quality grape-growing techniques, developed a unique winemaking process, and engaged in extensive research and innovation in winemaking technology. These efforts have resulted in a gradual increase in the competitiveness of Chinese wines in both domestic and international markets. As a result, more and more consumers are paying attention to and selecting Chinese wines. Chinese wines are boosting growing popularity and ProWine Shanghai is now a platform for not only overseas wine suppliers but also Chinese wine producers.”

Professor Li Demei  
Head of the Brewing Engineering Department at Beijing  
University of Agriculture

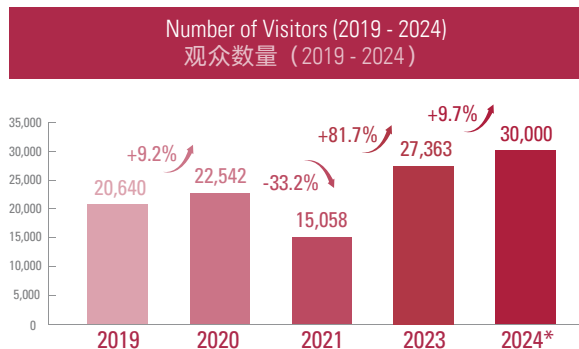
“中国拥有广袤的葡萄种植区域，在如此庞大的土地上，中国葡萄酒业者不仅掌握了优质的葡萄种植技术，逐渐形成了一套独特的酿酒工艺，在酿酒技术上也进行了大量的研究和创新。这些努力使得中国葡萄酒在国内外市场上的竞争力逐渐增强，越来越多的消费者开始关注并选择中国葡萄酒。ProWine Shanghai是中国葡萄酒成长的缩影——十年光景，中国葡萄酒不仅在展会上抢眼腾飞，更是再向世界证明中国葡萄酒强大的民族力量崛起之力。”

北京农学院酿酒工程系主任  
李德美 教授

## ONGOING WINE EDUCATION FEATURING HIGH-END MASTERCLASSES TO PROMOTE SUSTAINABLE DEVELOPMENT IN CHINA'S WINE MARKET 市场反馈积极，教育攻略持续， 十周年庆典感恩相伴

During the three-day event, high-end masterclasses were held at exhibitors' booths or at the ProWine Shanghai forums. These masterclasses and workshops were organized by renowned industry experts, opinion leaders, trade organizations, and associations. Many Chinese wine masterclasses on various topics were organized at this year's show: a number of Chinese wine masterclasses demonstrated the charm of Chinese wine, including Yinchuan Wine Guide High Score Wine Tasting, Exploring the Mysterious Xinjiang Appellation Master class, Discovering the diversity of Cabernet Sauvignon in China, and so on. Three days of master classes and forums attracting a total of more than 2,000 visitors. Nearly 50 events were scheduled to take place at the trade show.

三天展会期间，有一系列高端活动在展商展台和ProWine Shanghai论坛上轮番登场，其中包括由行业知名专家、意见领袖、行业组织及协会举办的专业大师班和研讨会，有近50场活动在现场开展。在今年的现场，还有许多不同主题的中国葡萄酒大师班：《银川葡萄酒指南》高分酒品鉴、探索秘境新疆产区大师班、发现中国赤霞珠之多样性大师班等多场中国葡萄酒主题大师班等都全方位的展现了中国葡萄酒的实力。近50场主题论坛、大师班、同期活动共计吸引超2,000名专业买家的参与。



\*Expected growth 预期增长



"Many well-known overseas chateaus have joined the Chinese market through global exhibitions, high-end hotels, and fancy restaurants. They have virtually cultivated an increasing number of wine fanatics," said LU Yang, the world's only Chinese Master Sommelier, "China now has its own wine production regions, making the market more diversified and focused on quality and ProWine Shanghai has played a significant role in this."

Mr. LU Yang  
The World's Only Chinese Master Sommelier

"许多海外知名酒庄通过全球展会、高端酒店和高档餐厅加入了中国市场。他们实际上培养了越来越多的葡萄酒爱好者，"全球唯一一位华人侍酒大师吕杨说，"中国现在有了自己的葡萄酒产区，使市场更加多样化，更注重质量，ProWine Shanghai在这方面发挥了重要作用。"

全球唯一一位华人侍酒大师  
吕杨 先生

Furthermore, ProWine SWEET BAR and other featured zones drew numerous professional buyers. These zones concentrated on observing the prevailing market dynamics and trends. The dessert wine market is progressively gaining market share and appealing to a younger, more everyday palate. ProWine Shanghai is highly attuned to market trends, and can assist companies in promptly revising their strategies and action plans to increase market share, capitalize on market openings, and sustain profitable growth.

同时，ProWine甜酒吧等特色专区也得到了众多专业买家的驻足，不仅是一个网红打卡点，更是市场行业动向趋势汇聚。甜酒市场悄然在扩展市场份额和日趋年轻化日常化的态势。ProWine敏锐感知市场动向，洞察与判断市场风向，帮助引导企业及时调整战略和行动计划，不断拓展市场份额，抓取市场红利，实现可持续发展。

Throughout the last ten years, ProWine Shanghai has emerged as a premier forum for exhibiting wine culture and propelling industry advancement. In the future, ProWine Shanghai will continue its unique role to inject vitality into China's wine market and promote the development of wine culture. ProWine Shanghai is scheduled to take place again at SNIEC (Shanghai New International Expo Center) on November 12-14, 2024.

回顾过去十年的发展历程，ProWine Shanghai已经成为了一个展示葡萄酒文化、推动行业发展的平台。在未来的日子里，我们相信ProWine Shanghai将继续发挥其独特的作用，为中国的葡萄酒市场注入更多的活力，推动葡萄酒文化的进一步发展。ProWine Shanghai 2024将于2024年11月12-14日回归上海新国际博览中心，续写辉煌篇章。

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

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### ProWine Shanghai

12– 14 November 2024



Floor Space Only

光地展位

Minimum sq.m: 9 m<sup>2</sup>

Price: US \$ 450 per m<sup>2</sup>

最小面积: 9平方米

价格: 3,070元/平方米



Walk-On Stand

标准展位

Minimum sq.m: 9 m<sup>2</sup>

Price: US \$ 545 per m<sup>2</sup>

最小面积: 9平方米

价格: 3,730元/平方米



Premium Stand

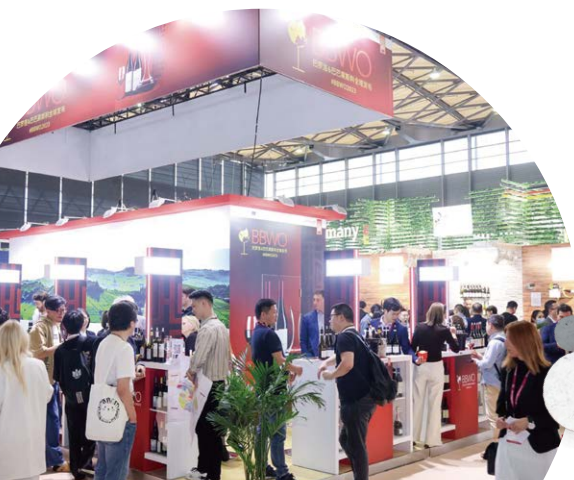
特级展位

Minimum sq.m: 18 m<sup>2</sup>

Price: US \$ 570 per m<sup>2</sup>

最小面积: 18平方米

价格: 3,900元/平方米



## GET IN CONTACT WITH US 联系我们



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Stockumer Kirchstraße 61  
D-40474 Düsseldorf  
Germany

ProWein Düsseldorf

Tel: +49 211 4560 7749

Email: ProWein@messe-duesseldorf.de



Messe  
Düsseldorf  
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.  
Units 2902/2903, Sinar Mas Plaza,  
501 Dongdaming Road, Hongkou District,  
Shanghai 200080, China

杜塞尔多夫展览(上海)有限公司  
中国上海市虹口区东大名路501号  
上海白玉兰广场2902/2903室  
邮编 200080

Juliet Zhu 朱女士

Tel: +86-21 6169-8331

Fax: +86-21 6169-8301

E-mail: Juliet.Zhu@mds.cn



240 Blackfriars Road  
London SE1 8BF  
UK

Fiona Murray

Tel: +44 207 5604 309

Email: Fiona.Murray@informa.com



China International Exhibitions Ltd.  
8/F, Urban Development, International Tower  
No. 355 Hong Qiao Road  
Shanghai 200030 China

华汉国际会议展览(上海)有限公司  
上海市徐汇区虹桥路355号  
城开国际大厦8楼  
邮编: 200030

Frances Le 乐玥女士

Tel: +86-21 3339-2191

Fax: +86-21 6437-0982

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