

SHANGHAI  
CHINA



*VISION  
MEETS  
BUSINESS*

10 – 12  
NOVEMBER 2026

International Trade Fair  
for Wine & Spirits  
国际葡萄酒与烈酒贸易展览会

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# ProWine Shanghai 2025 Show Review: Steady Progress Fuels Innovation, Gathering Momentum to Empower the Industry

## 稳中向新，聚势赋能，以趋势为答案

As the leading trade fair for the wine and spirits industry in mainland China, ProWine Shanghai 2025 concluded successfully on November 14 at the Shanghai New International Expo Centre. The fair once again demonstrated its role as a highly efficient platform for trade, professional exchange, and industry insight, supported by a strong programme of masterclasses and thematic forums.

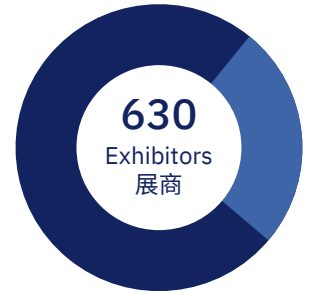
作为中国大陆领先的葡萄酒与烈酒行业的贸易展览会，ProWine Shanghai 2025 于 11 月 14 日在上海新国际博览中心圆满闭幕。本届展会汇聚全球行业伙伴，持续发挥高效贸易与专业交流平台价值，并通过大师班与主题研讨推动行业知识传播与理念创新。



The 2025 edition attracted approximately **630** exhibitors from **29** countries and regions, with international exhibitors accounting for over **75%**. Total of **21,590** professional visitors attended the show, reflecting an increasingly diversified buyer structure. Notably, **51.2%** of registered visitors came from outside of Shanghai.

本届展会吸引来自**29**个国家和地区的约**630**家展商，其中国际展商占比超过**75%**，共迎来**21,590**位专业观众。非上海本地注册观众占比达**51.2%**。

**75%**  
International Exhibitors  
国际展商



**51.2%**  
Outside of Shanghai  
非上海本地





## Countries 参展国家



Argentina  
阿根廷



Armenia  
亚美尼亚



Australia  
澳大利亚



Austria  
奥地利



Brazil  
巴西



Chile  
智利



China  
中国



France  
法国



Georgia  
格鲁吉亚



Germany  
德国



Hungary  
匈牙利



Ireland  
爱尔兰



Italy  
意大利



Japan  
日本



Lebanon  
黎巴嫩



Mexico  
墨西哥



Moldova  
摩尔多瓦



Netherlands  
荷兰



New Zealand  
新西兰



Portugal  
葡萄牙



Serbia  
塞尔维亚



South Africa  
南非



Slovenia  
斯洛文尼亚



Spain  
西班牙



Switzerland  
瑞士



UK  
英国



USA  
美国

## Regional and Organizational Pavilions 地区及行业协会展团

- California Wine  
加州葡萄酒协会展团
- CATALONIA-PRODECA  
CATALONIA-PRODECA展团
- Chinese Fine Wine  
中国精品葡萄酒联合展团
- D.O.Toro  
D.O.Toro展团
- European Garnacha / Grenache Quality Wines  
欧洲歌海娜优质葡萄酒展团
- European Quality Wines: Taste The Difference  
欧洲优质葡萄酒: 品味与众不同展团
- IPEX CASTILLA-LA MANCHA  
IPEX CASTILLA-LA MANCHA展团
- Junta de Castilla y León  
Junta de Castilla y León展团
- Ningxia Helan Mountain's East Foothill Wine Region  
宁夏贺兰山东麓葡萄酒产区
- Xinjiang Wine Region  
新疆葡萄酒产区展团
- Yantai Wine Region  
烟台葡萄酒产区展团
- Young Generation Creative Wine  
YGCW 中国新势力酿酒师联盟

“

“ProWine Shanghai stands out for its ability to create meaningful and efficient connections at a time of global industry transition, serving both producers seeking targeted visibility and buyers looking for relevant, high-quality portfolios.”

Frank Schindler  
Director of ProWein Düsseldorf

“ProWine Shanghai 在行业转型期展现出显著的产业凝聚力,其核心价值在于为生产商与采购商构建高效、精准的对接平台,参展规模与买家活跃度印证了中国市场的韧性与行业对该平台的高度认可。”

Frank Schindler  
ProWein 全球项目总监

”

“

“Fine Wine + Fine Food” platform has proven increasingly relevant, with strong participation from premium catering, high-end retail, and food importers injecting new vitality into the industry ecosystem.”

Ian Roberts  
Senior Vice President of Informa Markets Asia

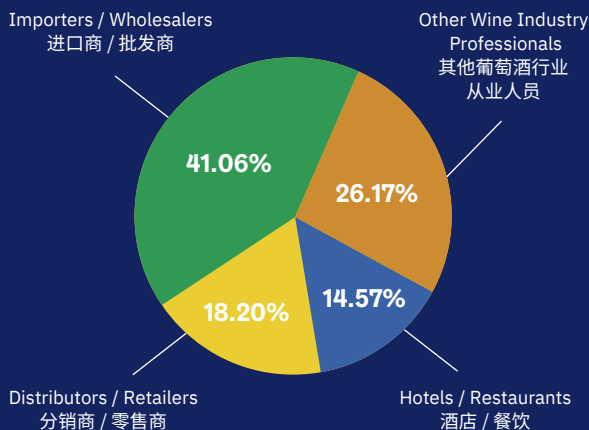
“美酒+美食”的一体化平台战略有效回应了市场对效率与创新的需求,今年来自精品餐饮、高端零售及食品进口商的参与为行业注入新的增长动能。”

Ian Roberts  
英富曼会展集团亚太区高级副总裁

”

## Professional Buyers

### 专业买家



Source/来源: ProWine Shanghai 2025 Visitor Survey

## Visitor Breakdown by Visit Purpose

### 观众参观目的分析



Source/来源: ProWine Shanghai 2025 Visitor Survey

Through annual 80 City Promotion events held nationwide, ProWine Shanghai further strengthened its regional market penetration. Buyer registrations from third-and fourth-tier cities continued to grow, reinforcing the fair's unique ability to connect multi-tier market demand and integrate industry resources.

每年通过全国八十场城市推介会, ProWine Shanghai 有效拓展区域市场覆盖, 三、四线城市买家注册比例进一步提升, 强化了展会在连接多层次市场需求中的平台价值。



ProWine



# Record Number of Chinese Wineries Showcasing Diverse Terroirs and Vibrant Industry Potential

## 中国酒庄规模创纪录 多元风土展现产业活力

ProWine Shanghai continues to serve as a key platform for telling the story of Chinese wine. In 2025, a record **93** domestic wineries participated, presenting a vivid picture of the industry's growing diversity and vitality.

ProWine Shanghai持续见证并传播“中国葡萄酒的故事”。2025年，中国酒庄参展数量达到历史新高的**93**家，集中展现中国葡萄酒产业的多元风土与发展活力。



For the first time, Ningxia Helan Mountain East Foothills Wine Region organized a joint pavilion, reflecting increasing coordination at the regional level. Wineries from Xinjiang, Yantai (Shandong), and the YGCW alliance also featured prominently, while Domaine de Dameiyong from Tibet made its debut, further expanding the terroir narrative of Chinese wine.

宁夏贺兰山东麓葡萄酒产区首次组织各子产区联合参展，新疆、烟台及YGCW展团悉数亮相。来自西藏的达美拥酒庄也首次登场，进一步丰富中国葡萄酒的风土版图。

The participation of five MWs (Master of Wine) leading multiple masterclasses further reinforced the fair's professional depth and educational value.

本届展会共邀请五位葡萄酒大师(MW)领衔多场大师班，进一步强化展会的专业深度与行业影响力。

# Themed Zones, Creative Experiences, and F&B Linkages: A Multi-Dimensional Strategic Upgrade Leading the Industry

## 主题专区、创意体验、餐饮联动 多维升级引领行业

Responding to evolving consumer demand, ProWine Shanghai 2025 introduced three dedicated themed zones: the Champagne & Sparkling Zone, ProWine Zero Bar and ProWine Bar. This marked a strategic shift from broad showcasing toward more targeted, category-focused empowerment, supporting niche segments with tailored solutions.

围绕不断变化的消费需求, ProWine Shanghai 2025 打造香槟与起泡酒专区、ProWine Zero Bar 及 ProWine Bar 三大主题专区, 从展示走向更具针对性的专业赋能, 助力细分品类与目标渠道的高效对接。

The debut of the ProWine Souvenir Center added a creative and engaging layer to the visitor experience, while the 「ProWine in the City」 programme extended the fair's influence beyond the exhibition halls, connecting with restaurants and bars and bringing wines closer to everyday consumption scenarios.

同时, 展会通过 ProWine 纪念品中心与创意周边, 为专业展会注入更具亲和力的体验元素。借助「ProWine in the City」项目, 展会进一步延伸至城市餐饮与酒吧场景, 强化与终端市场的连接, 推动行业生态的持续互动与共建。



**ProWine Shanghai 2026** will return to the **Shanghai New International Expo Centre** from **November 10–12, 2026**.

**ProWine Shanghai 2026** 将于 **2026年11月10–12日** 在 **上海新国际博览中心** 举办。

For more information,  
please visit the following official platforms:  
欲了解更多信息, 请访问如下官方平台:



WeChat  
微信



WeChat Video Channel  
微信视频号



Rednote  
小红书



Weibo  
微博



TikTok  
抖音

# STAND RENTAL

## 展位租赁

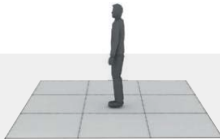
# GET IN CONTACT WITH US

## 联系我们

**ProWine Shanghai**  
10–12 November 2026

### Space Only

#### 光地展位



Price: US \$ 455 per m<sup>2</sup>

价格: 3,070元/平方米

### Walk-On Stand

#### 标准展位



Price: US \$ 550 per m<sup>2</sup>

价格: 3,730元/平方米

### Premium Stand

#### 特级展位



Price: US \$ 575 per m<sup>2</sup>

价格: 3,930元/平方米



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**ProWine TOKYO**  
15 – 17 Apr 2026

**ProWine SINGAPORE**  
21 – 24 Apr 2026

**ProWine SÃO PAULO**  
6 – 8 Oct 2026

**ProWine SHANGHAI**  
10 – 12 Nov 2026

**ProWine MUMBAI**  
18 – 19 Nov 2026

**ProWine HONG KONG**  
10 – 12 May 2027

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