



2020 Post Show Report

International Trade Fair
for Wines and Spirits

Shanghai, China
10 - 12 November 2020

Shanghai New International Expo Centre (SNIEC)

www.prowinechina.com

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Going Strong as the Industry Leader: ProWine China 2020 Concludes on a Successful Note

- Going Strong as the Industry Leader: ProWine China 2020 Concludes on a Successful Note
- More confidence and development both worldwide and in China
- ProWine China as a hotspot for wine professionals with a fascinating supporting program

As the only international wines and spirits trade fair since the outbreak of COVID-19, ProWine China 2020 drew a successful conclusion on November 12th, 2020. This has been made possible by the effective epidemic control in China, as well as a strict hygiene and safety concept from the organizers and the care and support from the industry. A total of 400 wine producers and distributors from 17 countries and regions contributed to a global showing of wines and spirits. Boutique wineries and premium wine producers from all over the world were present at ProWine China 2020 to get in contact with local producers, importers, distributors and key buyers.



Under strict anti-epidemic measures of the organizers, a total of 22,542 trade visitors attended the 3-day event, an increase of 9.2% compared to the previous edition. In addition to local visitors, many also came from Beijing, Guangdong, Sichuan, Hainan, Shandong, Liaoning, Inner Mongolia and Macau.



“Organizing ProWine China 2020 on schedule amidst the epidemic was more challenging this year than ever. We are delighted that the event maintains its international feature and hope its success will lead to new opportunities for the promotion of both domestic and international economic cycles in the post-epidemic era in the wines and spirits sector.”

Michael Degen
Executive Director
Messe Düsseldorf GmbH



“We are delighted with this year's ProWine China, which has attracted 22,542 visitors. The various multi city promotion and publicity campaigns which we have undertaken all year to promote ProWine China 2020 have laid a very strong foundation for this year's edition, despite the coronavirus epidemic.”

Ian Roberts
Managing Director of Hospitality
Food and Beverage of Informa Markets

More confidence and development both worldwide and in China

Jointly organized by Messe Düsseldorf and Informa Markets, official pavilions from France, Germany, Spain, Portugal, Italy, Austria, Slovenia, Australia, Chile, Brazil, Argentina, California and Japan brought even more highlights to the show.

Given the entry restrictions to China, the organizers carried out continuous communication with overseas pavilions and exhibitors, and actively promoted the model of "overseas organization, local support". This way, many overseas wineries were able to participate in ProWine China 2020 via their branch or local importers in China. It shows their commitment to the Chinese market. German Wine Institute announced on the second day of the event that the official flagship store for German wines would be launched on T-Mall on November 11th, 2020, the day of the "Double Eleven" shopping spree. The move opened up an important sales channel for online retail business and marketing of German wines in China.

“ProWine China for us has been always a very good event, we are on a long-term relationship, and hope we will continue like that for next years. All the wineries exhibiting with Wines of Chile gave me a really good feedback so far, they were very happy about the quality and quantity of the trade visitors at ProWine China 2020.”

Nicolai Samsing
Asia Director
Wines of Chile

Meanwhile, this year saw the largest number of Chinese wine exhibitors among all ProWine China editions. The most representative wine regions in China, such as Xinjiang, Ningxia, Huailai, Shanxi, Shandong, Qinhuangdao and Fangshan, were all present at the UCW UP-Chinese Wine booth. In addition to the multiplier WINE100 joint booth, the Yinchuan Wine Industry Development Service Center and the Yinchuan Helan Mountain Eastern Foothills Wine Industry Alliance took part in ProWine China 2020 for the first time with 16 wineries from the Alliance.



“Despite the disastrous pandemic, we have made every effort to minimize its impact on us. For example, we organized several interesting online activities including livestreaming ecommerce and cloud lectures, as well as physical events such as the 5-star gala. In the meantime, we carry on with our pursuit of brand and quality. This is our third year exhibiting here and we are very confident in ProWine China. It serves as a bridge, bringing Chinese wines to the world and other regions, whilst offering many overseas exhibitors the opportunity to reach out to Chinese distributors and trade buyers.”

Ms. Li muyang
Director of Media Relations of COFCO-Great Wall



ProWine China as a hotspot for wine professionals with a fascinating supporting program

ProWine China 2020 continues its commitment to offering premium wine education with a diverse program of supporting events. Masters of Wine including Gus ZHU, Fongyee Walker, Edward Ragg and Julien Boulard staged the "Master's Secret Selection" masterclass. Professor Li Demei led a group of distinguished guests including SONG Ping (Domaines Barons de Rothschild Lafite China Manager), ZHANG Yanzhi (Owner of Xige Estate), LV Yang MS (Wine Consultant of Shangri-La Hotel Group, Founder of Grapea & Co.), Miss Yuan (Founder of Miss Yuan's Wine Shop) and WANG Jun (ASC Fine Wines Chief Operating Officer) to look into "The Impact of the Epidemic on Wine Consumption – Opportunity and Reaction of the Industry". Meanwhile, WSET also organized several attractive masterclasses and tastings on site. The third day of the show witnessed a successful second edition of Sake Blind Tasting Competition.

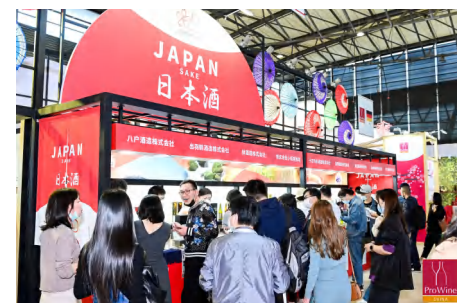
“I can feel that the trade visitors who joined my masterclasses really enjoyed our wine list, thanks to the sponsorship of wineries who listened carefully to the market and consumers. I think ProWine China is doing a fantastic job in wine education. Investment in this area does not bring immediate results or returns but will yield far-reaching impact.”

Gus ZHU MW

“This is my first time to ProWine China, with the aim to get more experience and expand my horizons through this event. The atmosphere is good, so is the quality of wines exhibited by various exhibitors. I also find many on-site master classes very attractive.”

Mr. Li Yang
wine retailer from Kaifeng
Mr. ZHANG Yixun
wine distributor from Ulanqab

ProWine China will be renamed ProWine in Shanghai next year and return to the Shanghai New International Expo Center during 9-11 November 2021, continuing the success of the past years in China. For more information please visit www.prowinechina.com





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Exhibition Statistics 2020

Show Title	ProWine China 2020 International Trade Fair for Wines and Spirits
Date	10 - 12 November 2020
Show Hours	10 November - 10:00 to 18:00 11 November - 10:00 to 18:00 12 November - 10:00 to 16:00
Venue	Shanghai New International Expo Centre (SNIEC) Hall W4 & W5 No. 2345 Longyang Road, Pudong, Shanghai, China
Organiser	Messe Düsseldorf (Shanghai) Co., Ltd. China International Exhibitions Ltd (CIE)
Events at ProWine China 2020	<p>Forums & Master Classes</p> <ul style="list-style-type: none">■ ProWine Industry Forum■ Over 25 sessions of Master Classes <p>Exhibitors Activities</p> <ul style="list-style-type: none">■ California Wines Institute Master Class■ Wine of Germany Master Class■ Slovenia Master Class■ UP-Chinese Wine Master Class■ Grapea & Co. Master Class■ ICEX Master Class■ China Wine Union Master Class <p>Special Zone</p> <ul style="list-style-type: none">■ China Sake Blind Tasting Competition





National, Regional and Organizational Pavilions

ARGENTINA

AUSTRALIA

AUSTRIA

BRAZIL

CHILE

CHINA

FRANCE

GERMANY

JAPAN

PORTUGAL

SLOVENIA

SPAIN

USA

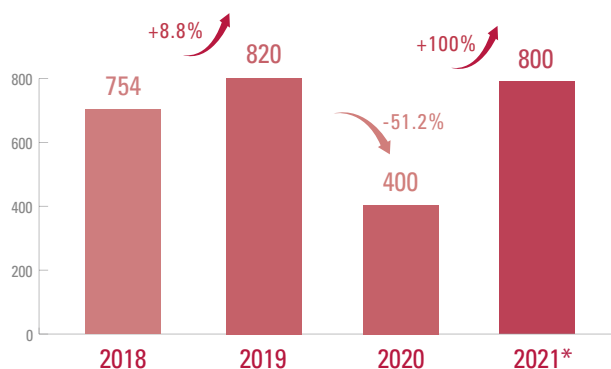
China Wine Union

Consorzio Vini Mantovani

Promotora d'Exportacions Catalanes S.A.

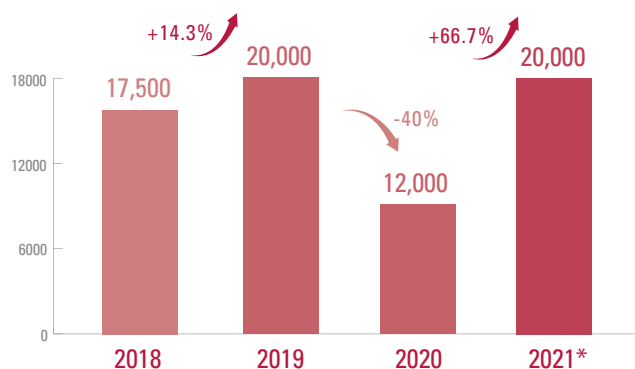
Yinchuan Wine Association

Exhibitors (2018 - 2021e)



* Expected growth

Gross Area (2018 - 2021e)



More Information



www.prowinechina.com ProWine China WeChat ProWine China Weibo ProWine China Tik Tok



Exhibition Statistics 2020

VISITOR BREAKDOWN BY AREA

Area	No. of Visitors	Percentage (%)
Shanghai	10,875	48.20
Outside of Shanghai	11,667	51.80
Grand Total :	22,542	100.00

VISITOR BREAKDOWN BY SECTOR

Sector	Percentage (%)
Retail	24.29
Importer / Distributor	29.98
Wholesaler	17.06
Hospitality/Service	7.05
Catering	9.95
Wine Manufacturing	4.17
Consultants / Services	7.50
Total	100.00

VISITOR BREAKDOWN BY VISIT PURPOSE*

Sector	Percentage (%)
Procurement	43.29
Seek Distributor	22.19
Learn About Industry Information	27.58
Attend Industry Forum	6.94
Total	100.00

* Visitors may indicate more than one visit purpose.

VISITOR BREAKDOWN BY JOB TITLE / FUNCTION

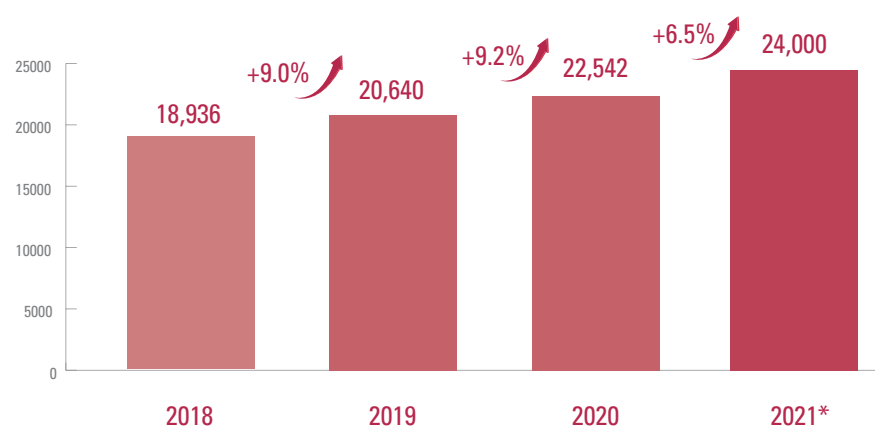
Job Title / Function	Percentage (%)
President / CEO / Managing Director / General Manager / Store Manager	33.3
Purchasing Manager / Buyer	16.7
Sales / Marketing / Communication	11.8
Owner / Partner / Proprietor / Store Manager	15.9
Executive Chef / Chef	2.3
Enologist / Sommelier	4.2
Import Specialist	9.6
Food Service / Catering Manager	2.5
Press	2.1
Students from School of Hospitality and Gastronomy	0.6
Others	1.0
Total	100.00

VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST*

Products / Services	Percentage (%)
Still Red Wine	22.80
Still White Wine	14.20
Still Rose Wine	8.82
Sparkling Wine	10.03
Fortified Wine	5.30
Fruit Wine	5.55
Organic Wine	5.76
Branded Wine	6.32
Spirits	6.54
Other Alcoholic Beverage	6.15
Wine-related Equipment & Service	3.72
Seminars and Wine Education	4.81
Total	100.00

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

Number of Visitors (2018 - 2021e)



* Expected growth

See you next year
at Shanghai
New International
Expo Centre (SNIEC)
Hall W4 - W5
9 -11 Nov. 2021

Contact for exhibitors: China



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