



**22-24  
MAY  
2017**

**FOR  
TRADE  
VISITORS  
ONLY**

**BEIJING**  
CHINA NATIONAL  
CONVENTION CENTER

**CREATE A  
SUSTAINABLE  
WINE  
BUSINESS IN  
CHINA**



**THE POTENTIAL IS HUGE!**



# HIGH-QUALITY TRADE VISITORS MEAN **BRISK BUSINESS**



Wine experts from the Northern China Regions, the Northeast China Region and the Eastern China Region came together 15-17 June for the 2016 TopWine China International Exhibition and Conference (TWC) in Beijing. Exhibitors were delighted with the substantial talks with high-caliber customers and once again TopWine China confirmed to be a unrivalled business platform to get in contact with major players in the wine industry in China.

In total **10.963 VISITORS** gathered at **TopWine China** in 2016, demonstrating the event's position as the leading wine forum to exchange ideas and opinions, have constructive discussions, build new relationships and develop new business.

ON THE FIRST DAY A TOTAL OF **4.571** VISITORS ATTENDED THE SHOW, ON THE SECOND DAY THE NUMBER WAS **3.608** AND ON THE FINAL DAY **2.784** VISITORS CAME TO TOPWINE CHINA 2016.

TOPWINE CHINA 2016 FEATURED AROUND **275** INTERNATIONAL AND CHINESE EXHIBITORS REPRESENTING **675** PRODUCERS, SHOWING THEIR FINEST PRODUCTS.

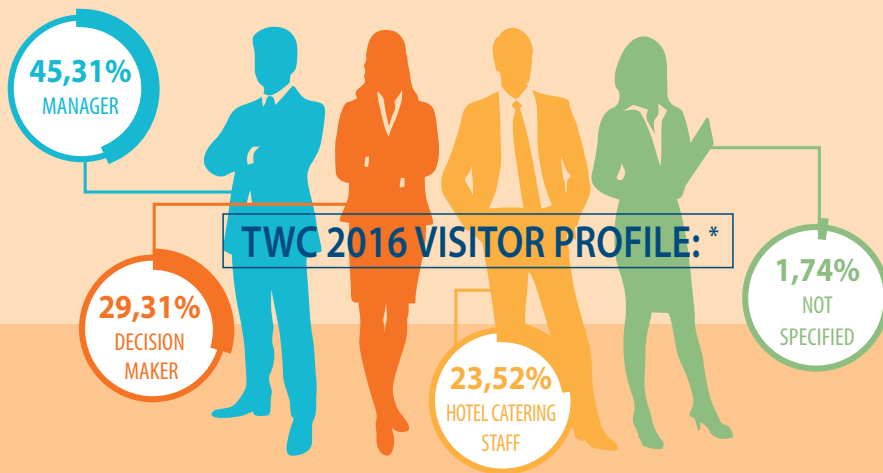
TOPWINE CHINA 2016 FEATURED AROUND **20** HIGH-QUALITY EVENTS FOR WINE TASTINGS AND EDUCATIONAL WORKSHOPS AND NUMEROUS WINE TASTINGS IN VARIOUS COUNTRY PAVILIONS.

## THE NEXT TOPWINE CHINA WILL TAKE PLACE FROM **MAY 22 TO 24, 2017.**

**THIS DATE PERFECTLY FITS IN THE CHINESE WINE CALENDAR FOR 2017. MOREOVER, THE CHINA NATIONAL CONVENTION CENTER IS BEIJING'S MOST ATTRACTIVE AND VERSATILE EXHIBITION COMPLEX!**



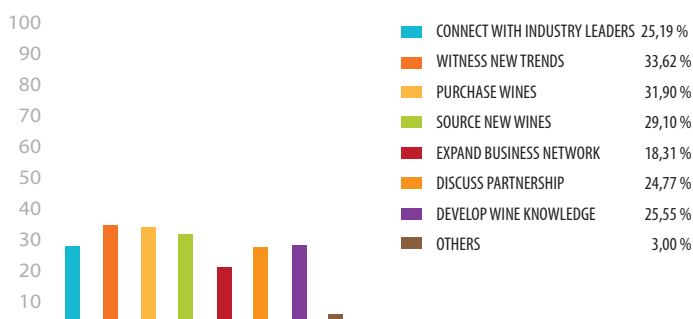
# FACTS & FIGURES



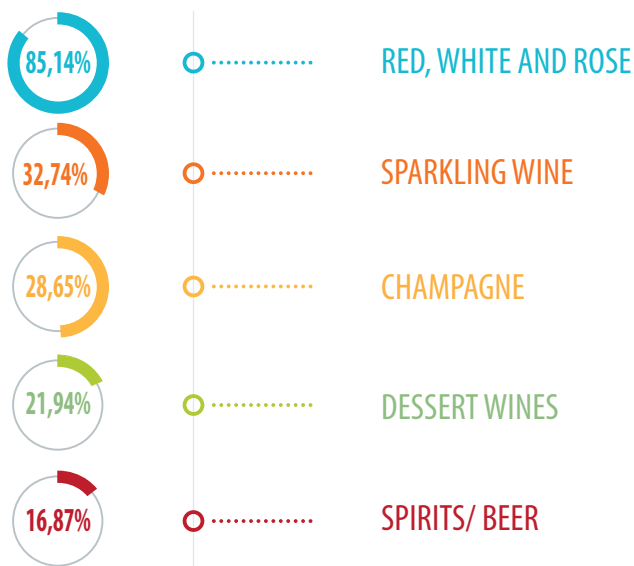
## DO YOU MAKE PURCHASING DECISIONS: \*\*



## PURPOSE OF VISITING TWC 2016: \*\*\*



## SPECIFICALLY INTERESTED IN: \*\*\*\*



\* The total number of visitors for this survey is 9247, of which 9181 answered the question.

\*\* The total number of visitors for this survey is 9247, of which 9100 answered the question.

\*\*\* The total number of visitors for this survey is 9247, of which 9179 answered the question.

\*\*\*\* The total number of visitors for this survey is 9247, of which 9187 answered the question.

The percentage is based on the number of visitors who answered this question and the total percentage is beyond 100% due to some visitors made multiple choices.



# CHINA WINE SALES DRIVEN BY YOUTHFUL ENTHUSIASM

According to regional experts, the backbone of the growing Chinese wine market is currently young people who are drinking imported wines. Chinese millennials are participating in special wine courses in droves in order to bolster their knowledge of foreign wines. A study from Wine Intelligence's China Portraits Report revealed that 19% of import wines are now purchased by so-called 'Developing Drinkers', and that this number is growing rapidly.

THE **19** MILLION CHINESE IMPORTED WINE CONSUMERS IN 2010 HAVE RISEN TO **48** MILLION IN 2016.

THE TOTAL VOLUME OF SALES OF WINE IN CHINA ROSE FROM NEARLY **1** BILLION LITERS IN 2010 TO MORE THAN **2** BILLION LITERS IN 2015. BY 2020 THE FIGURE WILL REACH **3.5** BILLION LITERS.

MOST OF CHINA'S WINE CONSUMERS FALL IN TO THE AGE GROUP OF **19-40**; THERE ARE ABOUT **430** MILLION PEOPLE AT THIS AGE GROUP.

## NEW TREND IN CHINESE CONSUMPTION

In China there is a movement 'from the era where prestige wine was only brought as a face-enhancing gift towards the world where consumers care more about how it tastes – because they will be drinking it themselves – and how much it costs, because they are more likely to be paying for it themselves.'

More people and a greater diversity of people are drinking wine in China, the prices and types of the wine being drunk are becoming more varied and

consequently, customer knowledge of the wine industry is also increasing.

They estimate that a greater number of Chinese citizens are drinking more imported wine than before. It is not a market limited to an upper-class that brought fine wine for status, hence the total volume of wine consumed is still increasing despite the consumption of the finest French wines decreasing. Nowadays Chinese wine consumers are drinking for personal daily consumption.

## TOPWINE CHINA IS AN EXTREMELY VALUABLE EVENT, TO MEET AND INTERACT WITH A HIGH CALIBRE AUDIENCE



# WINE CONSUMPTION IS BECOMING 'REAL' IN CHINA

Since the turn of the twenty-first century, the wine industry in China has grown rapidly and it will continue to do so. In a sense, there is a westernization of consumer behaviour in the Chinese wine industry. More people and a greater diversity of people are drinking wine, the prices and types of the wine being drunk are becoming more varied and consequently, customer knowledge of the wine industry is also increasing.

Young people like to drink wine because they like the taste and the relaxing atmospheres it creates. They aspire to a modern and sophisticated lifestyle, are well-educated, open to Western ideas, serious about their career, and on top of that, value the good things of the good life. Youngsters love wine nowadays. For them drinking wine is not simply about building up a cellar of burgundy or Lafite, but also entailed the ability to examine the flavours, aromas and draw on the behind-the-scenes story of the glass in their hand. That's why they tend to consume wine on a daily basis.



## WINE CONSUMPTION IN CHINA HAS A LOT OF ROOM TO GROW AND ...

*occasions for drinking start  
to become more frequent.*



## UNIQUE STRENGTH

TopWine China 2017 is organized by Industrial Promotions International (I.P.I.) from the Netherlands, in partnership with Beijing Partnerworld Exhibition Co. The unique strength of TopWine China is that the exhibition will again be co-organized by the China National Enterprises Association for Foreign Trade and Economic Cooperation, a department of the Ministry of Commerce in China, a very influential body within the Chinese Government.

*Furthermore the event has the support of various Chinese alcohol, wine and hotel related Associations.*





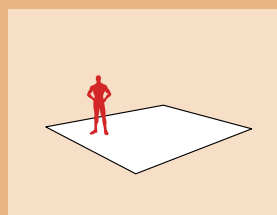
# DECIDE NOW TO BE PART OF THE ACTION



Make **TopWine China** part of your annual marketing strategy. Use the exhibition as a gateway for expanding your market in this huge country. Get a better understanding of the evolution of wine consumption in China and provide your winery with a great opportunity to get before thousands of Chinese decision makers.

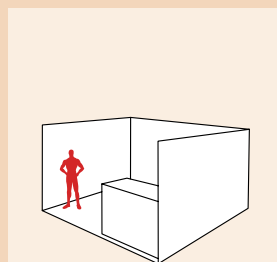
There are **two ways** to take part as an exhibitor:

## SPACE ONLY AND SPACE PLUS WALK ON PACKAGE



### SPACE ONLY € 295 / US\$ 356 per square meter\*

Bare floor space is ideal for country pavilions and individual large exhibits. Construction of the stand is your own responsibility.



### SPACE PLUS WALK ON PACKAGE

**Minimum 9m<sup>2</sup>** stand space

€ 409 / US\$ 491 per square meter\*

**Above 9m<sup>2</sup>** stand space

€ 399 / US\$ 481 per square meter\*

Visit  
[www.topwinechina.com](http://www.topwinechina.com) for  
official artist impression.

\* All rates include glasses, rinsing service, ice-cubes, ice-buckets, spittoons and water.

**ALL WALK ON PACKAGES INCLUDE STAND STRUCTURE CONSISTING OF WALLS, CARPET, FASCIA WITH COMPANY AND COUNTRY NAME, LOCKABLE STOREROOM, COUNTER, FURNITURE, ELECTRICALS (SPOTLIGHTS AND 1 POWER SOCKET), AND DAILY STAND CLEANING.**

**MAKE SURE TO SECURE YOUR SPACE AT THIS WORLD CLASS EVENT!**



# MARKETING APPROACH

TopWine China stands for a pro-active marketing approach. Strategically planned marketing activities in China will bring in thousands of professional trade visitors to the show.

Participating is an amazing opportunity to meet qualified prospects. TopWine China 2017 will offer you just what you want: *qualified buyers with strong purchasing power!*

**WWW.TOPWINECHINA.COM**

Our marketing activities include: Mobile Application, Social Media such as Weibo, WeChat and LinkedIn, Banner and Advertising campaigns on or in selected national wine websites and wine publications, Personal Visits to other major wine shows, government ministries, trade associations and embassies, Online Show Previews, Digital Newsletters will be e-blasted to all the visitors, exhibitors and VIPs on our unrivalled database, Email and SMS Broadcasts for the visitor pre-registration campaign, Visitor Invitations and Press Activities.



## VISITOR PROFILE

TopWine China 2017 is exclusively reserved for professionals in the wine industry and associated fields. Who will you meet?

- **WINE TRADING AND RETAIL: AGENTS, IMPORTERS, EXPORTERS, DEALERS, WHOLESALERS, FRANCHISERS, SALES REPRESENTATIVES AND RETAILERS.**
- **GENERAL MERCHANDISE STORES, SUPERMARKETS, HYPERMARKETS AND BEVERAGE WAREHOUSES: GENERAL MANAGERS, PURCHASERS AND SALES MANAGERS.**
- **BARS, HOTELS, RESTAURANTS AND NIGHT CLUBS: GENERAL MANAGERS, FOOD & BEVERAGE MANAGERS, HOTELIERS, CHEFS, WINE MANAGERS AND SOMMELIERS.**
- **DUTY FREE OPERATIONS: OPERATORS OF DUTY FREE SHOPS, PURCHASERS OF AIRLINE, CRUISE AND FERRY COMPANIES.**
- **CATERING: PARTY CATERERS, EVENT CATERERS, EXHIBITION CATERERS.**
- **E-COMMERCE: WINE WEBSITE OWNERS.**
- **DIVERS: SPECIALIZED ASSOCIATIONS AND INSTITUTIONS.**

All qualified buyers come to TopWine China 2017 to see your products, to keep up-to-date with trends and new consumption patterns, to see specific wineries, to compare, and to network.



**WWW.TOPWINECHINA.COM**

*For countries not being mentioned below or for further information and space bookings, please contact:*

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**22-24  
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BEIJING**

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