



Australia Wine Road Show

Business Chance to China

Beijing Partnerworld International Exhibition Co.,Ltd

5.14 Wenzhou • 5.16 Suzhou • 5.18 Nanjing • 5.21-5.23 TOPWINE

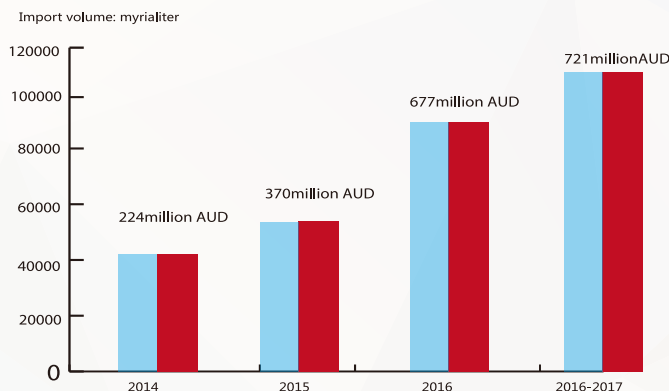
10.25 xi'an • 10.27 Qingdao • 10.30 Hefei • 11.2-11.3 AFFW CHINA



Market Analysis

By 2020, China is expected to consume 94 million cases, representing 72% of worldwide wine growth, according to a joint report by Vinexpo and IWSR.

In the first half of 2017, the country imported 254 million litres of bottled wines worth about US\$1.146 billion, representing a 13.9% increase in volume and a 3.34% increase in value over the same period last year.



Australian Wines Imported in China

The implementation of the China-Australia Free Trade Agreement at the end of 2015 has given a huge boost to Australian wines.

In 2016, China surpassed the UK to become Australia's most valuable export market with value sales up by an impressive 40% and a further 45% up in volume. Its Shiraz-based wines are among consumers' favourites.

It's the second biggest source for imported wines in China, accounting for more than 20% of the market share.

Volume: 46.095 million litres / Value: US\$283.229 million / Average bottled wine price: US\$6.14 per litre

Organizer Introduction

Rich expos experiences

The organizer of TopWine China has quality guarantee of high-end business roadshow based on 8-year professional international expos experiences.

Massive visitor data

On the basis of 8-year expos experience, the organizer has obtained 200,000 visitor data resource of wine importer, distributor, group purchasers to make assurance of attendance in TopWine roadshow.

Professional media resources

The organizer has established close cooperation relationship with many high-level wine industry media and mass media in order to guarantee the media exposure and impact of TopWine roadshow.

Previous Australia Wine Roadshows

2016 Chengdu Wuhan Hangzhou

2017 Shenzhen Zhuhai Ningbo

The exhibition area is divided into two parts which are Exhibitor area and Wine course area. The Australia exhibitors enjoyed great popularity and got along well with local trade visitors to sign cooperation agreements.



Arrangement of Australia Wine RoadShow 2018 in China

In 2018, Australia Wine Roadshow in China set sail again. This year, we will lead Australia wine chateaus to wine market of Wenzhou, Suzhou, Nanjing, Which will be a better way to help them make business deals and spread Australian wine culture.

The theme	Australia Wine Roadshow in China	The organizer	Beijing Partnerworld International Exhibition Co.,Ltd	Target visitors	Wine importers, distributors, buyers, group purchasers
The form	Wine show+ Master Class/info sessions of exhibitor	Exhibitors	Australian vineyards, wineries and importers		

Time	City	Place	Allocation	Price
In January 2018 to June				
5.14 (pm)	Wenzhou	Five-star hotel	table,chairs, wine glasses,ice cubes,mineral water ice barrels and splitting barrels	AUS\$ 1300
5.16 (pm)	Suzhou	Five-star hotel		AUS \$1300
5.18 (pm)	Nanjing	Five-star hotel		AUS \$1300
5.21—5.23	Beijing	China National Convention Center	standard space	AUS \$4000
In July 2018 to December				
10.25 (pm)	xi'an	Five-star hotel	table,chairs, wine glasses,ice cubes,mineral water ice barrels and splitting barrels	AUS \$1300
10.27 (pm)	Qingdao	Five-star hotel		AUS \$1300
10.30 (pm)	Hefei	Five-star hotel		AUS \$1300
11.2—11.3	Shanghai	National convention center in Shanghai	3X3 standard space	AUS \$ 2413

01

Setting up the trading and communication platform for the exhibitors and local high-quality dealers and buyers.

02

Enhancing the Australian wine market popularity and expanding consumer groups.

Exhibitor Benefits

03

Establishing exhibitor's brand image and enhancing brand awareness to grasp market trend.

04

Establishing a cooperative relationship with local wine professionals and professional medias.

Introduction of master class



JAMES HALLIDAY (1938---), Australian Leading wine Critic and special wine column writer, situates magnificently in the TOP Australian Wine Judge for over half centuries. He forges a profound friendship with TOPWINE CHINA by undertaking series of Australian wine promotion work including the wine Masterclass as the VIP guest in TOPWINE CHINA exhibition.

“TOPWINE CHINA is an well organized and professional operation exhibition with good order of stand layout, large quantity of exhibitors and audiences accumulated onsite, which is more professional than other wine exhibition in Europe. TOPWINE contributes more of their Australian wine promotion efforts to the Chinese market”. James Halliday highly praised.

Till now this respected old man has published more than 70 wine related books, won great authority in Australian wine industry. His works receive a large number of rewards and are translated in several languages for publication. He has not only the authority in one body in the grape cultivating, brewing and wine promotion, but also the well known judge for international wine competition, which ranks him to be the hundred-percent versatile experts in the wine industry.

Due to his outstanding contribution to the wines, he won the Maurice O'Shea Award in 1995 and Member of the Order of Australia in 2010 presented by the QUEEN of U.K.

In his nearly half century wine careers, James Halliday has made an indelible effects to the great promotion of Australian wines worldwide.



Australia Wine Road Show

Some Notice:

- Bottles required: 2-3 bottles per SKU per city, 6 bottles per SKU for each educational class.
- Limited SKUs Up to 10 SKUs per exhibiting booth.
- Participants Specify number 35 minimum to 45 maximum.
- Fine wine focus • Regional focus.
- Winery brand wines (no private labels, bulk wines, export only label, etc.).
- At least one wine from each brand to-be-showcased has received 92 points and above from reputable third party endorsers, like James Halliday or equivalent;
- Wine Samples: any wines not available in-market will need to be shipped to the various venues by the wineries and they will be responsible for covering associated shipping costs and customs clearance. We can provide shipping company details if required.
- Travel/flights: participating wineries and their importers will need to book all flights and accommodation on internal flights and hotels and arrange airport transfers if required. We can provide this assistance if required.
- Translation: translation service can be provided at certain charges by translation company.
- All the booth reservation and service providing are subject to the applicaiton form with signature for confirmation.
- Road Show organizer will make the final selection decision.

Across eight days and three cities, the Road show will focus the second-tier city by holding an Educational Tasting Class, a Trade tasting and free-pour Grand Tasting.

The 3 hour trade tasting will be attended by trade guests such as sommeliers/food service professionals, importers, distributors and retailers.

It's expected 300 attendees will attend in each city. In the following 2 hour free-pour Grand Tasting there will be an additional consumer tasting in another 200 local consumers and wine lovers.

Time: 13:00 – 16:00 (general trade tasting)
16:00 – 18:00 (consumer tasting)

Wine samples: up to 10 SKUs per booth (approximately two bottles of each SKU per event, one more bottle per SKU for the consumer tasting) including at least one wine that has been scored 90 points or above as rated by James Halliday, Jeremy Oliver, or equivalent.

Contact

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**THANK YOU
WELCOME
TO CHINA**



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