



ProWine China 2014 sets benchmarks

- **Growing visitor and exhibitor numbers, despite rough market situation**
- **ProWine China Education Offensive supports long-term commitment in China**

November 14 saw the closing day of ProWine China 2014, the world's leading international trade fair for wine and spirits in Shanghai. For three days, wine and spirits producers from 38 countries – a number unsurpassed by any other wine trade fair in China – presented their finest products. The show featured 19 national and three regional pavilions with exhibitors from famous wine producing countries such as France, Argentina, Italy or Spain but also wine producers from emerging regions like Moldova or Hungary. Despite the challenging changes of the Chinese wine market in the past year, ProWine China 2014 featured a total of 650 exhibitors, an increase of about 10% compared to the premiere event last year. With 8,250 visitors the show also attracted more importers, distributors, retailers and F & B managers this year (2013: 7,650). Especially the number of Chinese trade visitors from outside of Shanghai grew impressively, thus fostering ProWine China's position as the No. 1 wine exhibition in Mainland China.

Michael Degen, Executive Director at Messe Düsseldorf GmbH and Director ProWein, was highly pleased with the results: "Last year's inaugural edition had already seen great success but ProWine China 2014 even built on this and set new benchmarks not only for wine and spirit trade fairs in China but for the general development of the Chinese wine market. Our aim is to support our customers in China in the long term and we are happy to see that our efforts start to pay off."

ProWine China is jointly organized by Messe Düsseldorf (Shanghai) Co Ltd and China International Exhibitions Ltd. The show is held in parallel to Food & Hotel China (FHC), China's leading trade fair for imported foods. Brendan Jennings, General Manager of China International Exhibitions Ltd, sees the combination of ProWine China and Food & Hotel China as a special benefit: "We noted many trade visitors of FHC with a special focus on wine and spirits visiting ProWine China 2014. This shows that ProWine China and FHC together form a unique platform for importers, distributors, retailers and F & B managers from all over China."

The World's Leading International Trade Fair for Wines and Spirits in Shanghai, China.

国际葡萄酒与烈酒展览会

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SNIEC

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Basis for Business, Networking Opportunity and Knowledge Pool

ProWine China featured an exceptionally high degree of professionalism and numerous high-quality events for wine education and training under the umbrella of the ProWine China Education Offensive. This was created to meet the rising demand for professional wine training in China and underlines ProWine China's striving for a sustainable long-term commitment on the Chinese wine market.

Appreciating this approach of ProWine China, Australian exhibitor Helen Xu, Owner of Helen & Joey Estate in Yarra Valley, explained: "We exhibit at ProWine China 2014 because we want to do business in China for many years in the future. We are here to educate buyers one by one and we are determined."

Visitors valued the opportunity to expand their knowledge and therewith filled the wine classes, workshops and discussion forums which were held simultaneously to the show to the very last place. The events were hosted by industry peers such as Li Demei, professor at the Beijing University of Agriculture and probably China's most renowned wine expert or the WSET (Wine and Spirit Education Trust) and the IMW (Institute Masters of Wine) institutes. Thus, ProWine China 2014 did not only offer a dedicated networking and business opportunity but also created a unique knowledge pool and opportunity to meet the industry experts.

Jude Mullins, International Development Director at WSET, saw this as a special plus for ProWine China 2014: "Our seminars and masterclasses were really full of people each day, so we are very satisfied with the fair. It is great that ProWine China supports education as a critical part of market development and it makes ProWine China a truly holistic fair that offers broader service to the industry. That simply makes it more valuable" she said.

The spirit of the show was also felt outside the exhibition halls when ProWine China's networking event - ProWine in the City - took off on the evening of November 13 at the Crystal Ballroom of the Westin on the Bund hotel. More than 600 wine professionals and enthusiasts grasped this chance to gather in a casual-relaxed atmosphere and enjoy selected international wines from ProWine China exhibitors while sharing their knowledge and expanding their network.

Save the Dates for ProWine family of Trade Fairs

The next ProWine China will take place from November 11 to 13, 2015 at halls E6 and E7 of SNIEC in Shanghai. International wine



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producers interested in exhibiting can find further details and contacts at www.prowinechina.com. From March 15 to 17, 2015 the international wine trade gathers in Düsseldorf, Germany, for the international leading trade fair for wine and spirits: ProWein 2015 will feature more than 5,000 exhibitors from around 50 countries. In 2016, Singapore will be home to the most recent addition to the ProWein family: ProWine Asia will see its inaugural edition in Singapore from April 12 to 15, 2016. Details on all events of the ProWein family of trade fairs are available on www.prowein-world.com, also accessible via www.prowein.com and www.prowine-asia.com.

Press photos of ProWine China 2014 can be found at www.prowinechina.com, see "Download Center" / "ProWine China 2014 Onsite".

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