



ProWine China 2014 – Press Release No. 1 / March 2014

ProWine China 2014 on Course for Expansion

- **50% more space**
- **Networking event “ProWine in the City” with big tasting area**

Following the successful premiere of ProWine China – 570 wine and spirit producers from 30 nations presented themselves to 7,650 trade visitors from China and Asia in Shanghai in November 2013 – exhibitor demand for the next event from 12 to 14 November 2014 is high. For this reason, the fair will occupy further space in a second exhibition hall this year. Furthermore, an international tasting area will supplement the evening event “ProWine in the City” organised by ProWine China and Magnum Night.

The first edition of ProWine China last November was praised highly by exhibitors and visitors for its international flair and professionalism. The current level of registrations for ProWine China 2014 now confirms the success of the premiere: the large majority of exhibitors are expanding their trade fair presence in Shanghai – such as the country participations from Austria, Germany, Italy and Mexico. Wines of South Africa will even be featuring at the fair with twice as much exhibition space as in 2013. On some 800 square metres France is the largest country participation at ProWine China 2014. Ranking second and third on the size stakes are the national joint stands of Argentina and Spain. With expanded exhibition space more than 60 Spanish winegrowers will participate at ProWine China 2014, therewith showcasing the largest presentation of Spanish wines in Mainland 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

12.-14.11.2014

SNIEC

Shanghai, China

中国上海

www.prowinechina.com



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Alongside the large country participations there will be numerous individual exhibitors featured at the exhibition centre in Shanghai, including ones from Australia, Canada, Chile, Great Britain, Greece, Italy, Sweden, the Ukraine and the USA. Organisers are once again expecting exhibitors from a total of some 30 nations. Chinese distributors have also secured their space at the leading trade fair for wines and spirits in China.

International wine and spirits producers seeking business links in the growing wine market in China who have not yet registered at ProWine China 2014 should reserve the last available square metres as soon as possible. Visitors to ProWine China are importers, wholesalers and retailers, F&B managers and sommeliers from China and Asia; 52% of them are in top management positions and directly involved in purchasing decisions. Exhibitors can choose from four different stand packages for their appearance at the fair – from purely stand space alone through to a complete package including furniture, lighting and a storeroom. Depending on the package selected, prices per square metre range from US\$ 410 to US\$ 530. All registration forms and contact data can be found at www.prowinechina.com.

Top Notch Get Together with Tasting Area: “ProWine in the City”

In addition to the presentation at the trade fair, exhibitors at ProWine China can showcase their wines (without additional cost) at an exclusive evening event on the second day of the fair – 13 November 2014. The glittering yet relaxed atmosphere at “ProWine in the City” offers the best opportunities for networking and exchange. The get-together will be held by the organisers of ProWine China and Magnum Night.

ProWine China is organised in partnership by Messe Düsseldorf Group (organiser of ProWein, the leading international trade fair for wines and spirits) and China International Exhibitions Ltd., a member of the Allworld Exhibitions network. ProWine China is held alongside FHC China, the country’s leading trade fair for imported food at the



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SNIEC exhibition centre in Shanghai. The next dates are 12 to 14 November 2014.



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国际葡萄酒与烈酒展览会

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