

Post Show Report of Wine & Spirits China 2011

Show Name: Wine & Spirits China 2011

Show Dates: 16 - 18 November 2011

Venue : Shanghai New Int'l Expo Centre, Pudong
Hall W1, W2, W3

SHOW REPORT

29,008 attend China's top food & wine exhibition



A record 29,008 buyers attended the 15th edition of FHC and Wine & Spirits China (WSC) “China’s global wine and food expo” which took place in Shanghai from 16-18 November 2011. Visitor numbers were 23% more than last year, including retailers; hospitality trade; importers and distributors. The record number of visitors was matched by a record 1,110 participating companies from 77 countries and regions including 27 official national country pavilions. The largest number of visitors, exhibitors and National pavilions to attend FHC and WSC in the show’s 15 year history.

FHC and WSC were inaugurated on the 16th November 2011 by H.E Miguel Sebastian, Minister of Industry, Tourism and Commerce, Spain and attended by Ambassadors and Consul Generals from 15 countries. “There are many exhibitions opening every week in Shanghai, and the presence of the Spanish Minister and so many VIP country representatives making time to attend FHC, confirms the reputation of this event as the single most important exhibition in China for the food and wine sector” said Brendan Jennings, General Manager of the show organisers China International Exhibitions Ltd, a member of Allworld Exhibitions.



The largest pavilion of wine exhibitors at WSC 2011 was from Italy with 98 companies followed by Spain with 85 and France with 68 exhibitors. The Austrian and South African pavilions were dominated by wines while Mexico played host to more than 10 Tequila companies. South American countries were well represented this year with pavilions of wine companies from Argentina, Chile and Peru. The USA pavilions included a full range of beverage products from specialty beers to wines and spirits.

Recognizing the importance and growing demand for wine in China, the organisers have confirmed that next year's WSC 2012 will have one hall dedicated to wines. Branded as "Global wines at Wine & Spirits China" this specialist hall of wine and beverage companies will make it easier for buyers and distributors of wines to find relevant products and suppliers quickly. A further attraction of the dedicated WSC 2012 hall will be a



number of specialist wine events designed to give even more reasons for buyers to attend. Foremost of the wine events will be a new high profile conference coordinated by Tommy Lam, Chairman, Asian Wine Institute, titled "The Wine Revolution in China" to take place in a purpose built conference room in the middle of the WSC 2012 exhibition hall. The wine conference will have four elements, the Wine Making Revolution; Wine Business Revolution, presented by Miguel Torres, President Torres Wines, China's leading wine distributor; the Wine Media Revolution; and the Wine Service Revolution, presented by Gerard Basset, World Champion Sommelier. "The Wine Revolution in China conference, will cover the key aspects of the Chinese wine market". "We wish to create an event that will attract only the most senior and respected wine players in China from wine making to trading, media to wine service". "Delegates will be by invitation only and come from all over the country" commented Tommy Lam.



WSC 2012 will also include, a repeat of the popular China Sommeliers Wine Challenge, CSWC. The only blind tasting wine competition judged exclusively by working sommeliers based in China. The CSWC 2011 attracted 286 entries and as wines were judged only by Chinese sommeliers, the resulting awards provide participants a "China relevant marketing tool" useful for marketing campaigns long after the exhibition closes.

Other wine events planned for WSC 2012 include, country specific wine education seminars from Austria, France, Argentina and Italy. A VIP tasting room where guests may sample award winning wines; a Sommeliers lounge and the China Final of the Wine Service Awards including sommeliers from the top 5 star hotels and restaurants.



Retailers, are the largest visitor category to WSC 11 amounting to 30% of all visitors. However, the hospitality industry with 25% of visitors and a vital market for wines is an equally important visitor category. As are importers, distributors and traders of wines who accounted for 27% of the visitor total.

A total of 446 wine and beverage companies from 16 countries exhibited at WSC 2011. All 27 national and regional pavilions participating this year have confirmed to return in 2012. Plus new country and individual companies not represented this year have already reserved space in record numbers for next year's show. WSC 2012 will take place in Shanghai from 14-16 November 2012. The organizers have reserved an additional 12,000 square metres, an increase of 25%, to accommodate additional and anticipate bookings for WSC 2012 and FHC 2012.





	<p>Wine & Spirits China 2012 14 – 16 November 2012,</p> <p>SNIEC, Pudong, Shanghai Hall N4、 N5、 E6、 E7</p> <p>www.wineandspiritschina.com</p>
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EXHIBITION FACTS

Show Title: **Wine & Spirits China 2011**
3rd International Wine & Spirits Exhibition

Exhibition Area:	35,000sqm
Direct Exhibiting Companies:	1,048
Indirect Participating Companies:	62
Total Number of Participating Companies:	1,110
Total Number of Official National / Regional Pavilions:	27
Total No. of Countries or Regions being represented:	77

National / Regional Pavilions include: (in alphabetical order)

Argentina, Australia, Austria, Brazil, Canada, Chile, Cyprus, Ecuador, France, Germany, Greece, India, Italy, Japan, Korea, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Spain, Taiwan Region, Thailand, Turkey, U.K., U.S.A.

Countries or Regions include: (in alphabetical order)

Argentina, Australia, Austria, Brazil, Canada including Food Beverage Canda, Groupe Export; Chile, China, Colombia, Cyprus, Czech Republic, Denmark, Ecuador, Finland, France including regions Aquitaine, Midi Pyrenees, Normandie, Sue de France; Germany, Greece, Greenland, Guadeloupe, Hong Kong SAR, India, Indonesia, Italy including regions SP.IN Frosinone, Centro Estero Umbria, Ragusa Chamber of Commerce, Regione Calabria, Regione Sicilia, Regione Sardegna; Japan including regions Aomori; Korea including regions Cheongju, Gangwon, Jeonbuk, Jinju City, Namwon City; Lithuania, Malaysia, Mexico, Moldova, Netherlands, New Zealand, Norway, Peru, Poland, Singapore, South Africa, Spain including regions Valencia (IVEX), Castilla-La Mancha (IPEX), Andalucia (EXTENDA), Asturias (IDEPA), Fundacion Castilla-La Mancha; Sri Lanka, Switzerland, Taiwan Region, Thailand, Turkey, Ukraine, U.A.E., U.K., U.S.A including SUSTA, WUSATA, Western Pistachio Asso, California Prune Board, California Walnut Commission, California Milk Advisory Board, US Meat Export Federation, US Dairy Export Council, US Pototo Board;

Website:	www.wineandspiritschina.com
Dates:	16 – 18 November
Venue:	Hall W1, W2, W3 No. 2345, Long Yang Rd, Pudong, Shanghai



VISITOR FIGURES

<u>Source</u>	<u>Yr 2011</u>	<u>Yr 2010</u>
From Shanghai	18,610	16,445
From other areas of China except Shanghai	8,241	5,733
Overseas	2,157	1,361
Total	<u>29,008</u>	<u>23,539</u>

Total Visitors	29,008	+23%
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ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance has had a fully staffed office in Shanghai since 1993. Its stable of events include industries such as food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products; mining and construction technology. For more information, please visit www.chinaallworld.com

Organisers: **China International Exhibitions Ltd (CIE)**



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