

# EXHIBIT AT TOPWINE CHINA 2023

### Wine trends in China

The Chinese wine market is complex and competitive but offers huge potential for the international wine trade.



China is predicted to be the world's second-largest wine market by 2023 as wine popularity spreads through the country.



Types of wines consumed by wine consumers in China.



Source: Hong Kong Trade Development Council Research (2020)

## Give your brand a BIG BOOST



Following the cancellation of the 2022 show because of the COVID pandemic, TopWine China returns to the China National Convention Center (CNCC) in 2023 and promises to be a fantastic meeting place for the international wine industry.

Over 300 exhibitors from across the world seized the opportunity in 2021 to present themselves live again at TopWine China, being the biggest global wine gathering in Beijing.

Exhibitors from among others France, Italy, Spain and Israel were very positive about the professionalism of the attendees, proving again that tradeshows are the most effective way to find and secure importers or distributors. A live event remains the best way to fulfil a multitude of business functions at once.



# Showcase your wines to a quality audience

TWC brings together more wine professionals than any other wine event in Beijing. In 2021 the event attracted 10.600 trade visitors from the top ten cities Beijing, Tianjin, Shanghai, Xingtai, Shijiazhuang, Langfang, Shenyang, Chengdu, Shenzhen and Baoding. All high-calibre and prolific wine traders, representing distributors, retailers, importers, wholesalers, supermarkets, high volume caterers, e-commerce platforms, hotels, restaurants and wine bars.



According to GlobalData, a leading data and analytics company, the Chinese wine market will grow from CNY268.6 billion (\$42 billion) in 2021 to CNY462.4 billion (\$72.2 billion) in 2026, registering a compound annual growth rate (CAGR) of 11.5%, as a rebound in economic and social activities will spur on-premise and off-premise wine sales.



RED WINE IS BY FAR THE MOST POPULAR TYPE OF WINE IN CHINA.



Wine consumption in China varies a lot according to the age group. This can be largely divided into three groups and would provide an insight to wine producers to target a specific group to sell their products.

**YOUNG:** youngsters in between the ages of 18 and 29 are bold enough to test new products in market. Over 40% of imported wine in China is consumed by this age group and this trend has attracted many wine-producing countries to the growing Chinese market.

MIDDLE-AGED: people in the age group of 30-45, although, have greater purchasing power, but yet they are super careful about the selection process and conduct enough research online.

**ELDERLY**: wine consumers above 45 years are mostly wine lovers. They consume wine as a symbol of social status and do not worry to spend extra penny on buying a bottle of wine.



# Position your winery as a true expert

You can effectively demonstrate your expertise by participating in the renowned TopWine China event, the unanimous most favourite wine show in Beijing.

Booking online is quite easywww.topwinechina.com

There are two ways to take part as an exhibitor-

**SPACE ONLY** 



€ 310 / USD 345 per square metre\*

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

€ 425 / USD 470 per square metre\*

Above 9 m² stand space € 415 / USD 460 per square metre\*

\*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.









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.



HEALTH IS ONE OF THE MAIN MOTIVATIONS FOR THE CHINESE TO DRINK WINE.





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