


Seizing **New Business**
Opportunities in Shenzhen



SHENZHEN
8 – 10 JUNE 2021

Powered by :  vinitaly

 PACO
百高文化



Contents

- 1 *About Wine to Asia*
- 2 *Facts & Figures*
- 3 *2021 Edition's Features*
- 4 *Activities*
- 5 *Communication and Social Media Platforms*



About Wine to Asia

Seizing New Business Opportunities in Shenzhen

Wine to Asia Shenzhen International Wine & Spirits Fair, organized by **Veronafiere** and **Shenzhen Pacco Communication**, is the only international and professional wine and spirits trade show in the Greater Bay Area.

Barometer of China's Wine Market

Wine to Asia's mission is to monitor market realities and trends in order to create the best platform for global exhibitors and professional visitors to connect and build efficient network.

“A trade show has to represent the current market and new trends.”

Simone Incontro
Brand Manager of Wine to Asia





In Shenzhen

The leading city of Greater Bay Area
The main meeting point for business

Shenzhen, China's third most important economic city, after Beijing and Shanghai, is the home of **Wine to Asia** and a hub for extending influence throughout China.

Shenzhen is widely viewed to be the city of **innovation** and **digital communication**, with the highest rate of economic growth in China over the last twenty years. As the core city of Greater Bay Area, Shenzhen hosts more than **3,000 wine companies**, while **30% of Chinese importers and distributors** operate in the Greater Bay Area.



2020

Facts & Figures

5050

The first edition of Wine to Asia Shenzhen International Wine and Spirits Fair concluded on November 21, with more than 200 producers and importers and more than 3,000 trade visitors, including buyers, associations and media from across China, joining the two-day show.

3,680
VISITORS

206
EXHIBITING
COMPANIES

25
EVENTS OVER
2 SHOW DAYS



International Exhibitors



The exhibition areas are divided by country, region and wine and spirits category, establishing as the international exhibition for wine and spirits business.

Wine to Asia 2020 has included **international producers and high-quality brands from 14 countries.**

Countries / Regions Pavilions

Italian Pavilion by Italian Trade Agency
Consejo Regulador de la D.O.Ca. Rioja
Wines of Chile
Huailai Region, China

Countries

Argentina	France	USA
Australia	Germany	Slovenia
Austria	Italy	Spain
Chile	Portugal	South Africa
China	New Zealand	



206 Total Number of Exhibiting Companies

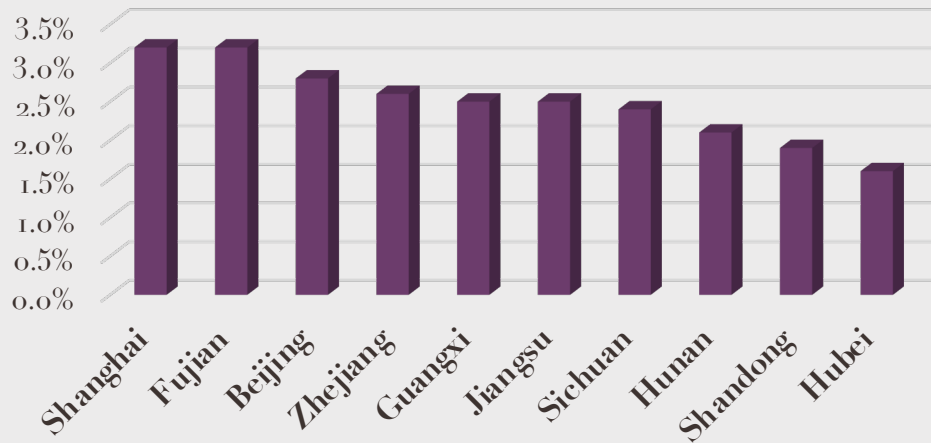
14 Total Number of Countries & Regions

Visitors

Wine to Asia 2020 attracted a total of **3,680** visitors in two days, from all over the country, with Guangdong province accounting for **74%** of the total.

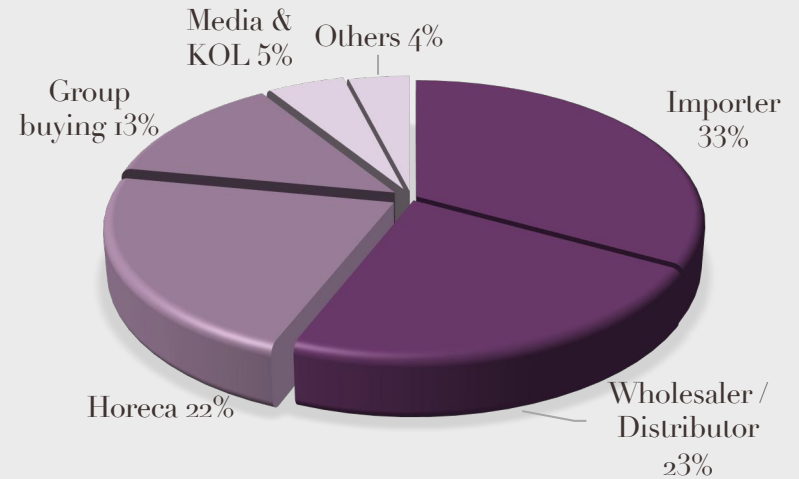
From Shenzhen connecting to whole country, it's where exhibitors gain access to **fresh and mature markets** with **professionals and purchasing decision-makers** from the industry.

Top 10 Provinces (except Guangdong)

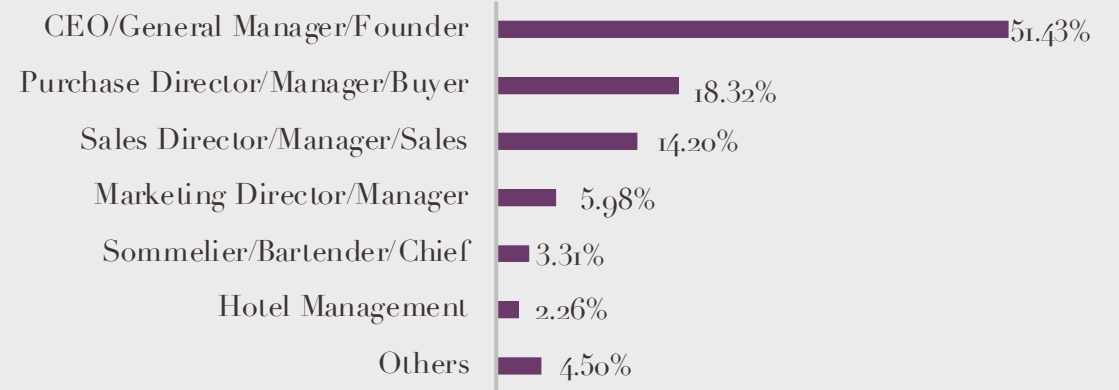


Visitors Profile

Business Channel



Job Function





Shenzhen International Wine & Spirits Fair

2020
New Tradeshow
Same Passion

2021
8 - 10 June 2021
Shenzhen World
20,000 m²

2021 Edition

Features

Trade-focused Platform

Brand Building

Wine to Asia, as the international and professional wine and spirits trade show in Shenzhen, is jointly organized by Veronafiere (Vinitaly organizer) and Shenzhen Pacco Communication. It is an effective trade-focused platform for international producers and dealers to connect with diverse and potential consumer markets from Shenzhen to whole Asia.

Living Wine Built by Wine to Asia, Asia's no.1 sourcing platform for the wine industry, connects the most authentic natural wine to the Asian market.



ONLY FOR
NATURAL WINE



Timing

8 - 10 June 2021



Location

Shenzhen, China

- Core city of Greater Bay Area and China
- More than 30% of total Chinese wine importers



Venue

Shenzhen World Exhibition & Convention Center

- Top venue set for theme-based pavilions



Fair Event

International and professional B2B Wine & Spirits event



Exhibit Categories

Wine
Spirits
Other Alcoholic Beverage
Education/Services
Related Equipment/Accessories
Related Food



Activities

**Specialized
Masterclasses**

**Forum and
Live Streaming**

Grand-tasting

B2B Meetings

Hand your portfolio in front of a captive audience of industry professionals, with the opportunity to talk in depth about your wines and the story behind them.



Wine to Asia features a professional representation of international wine and spirits image with forums by industry professionals, specialized masterclasses, grand tasting and international buyer's lounge for B2B meetings.

It's now the best opportunity to implement business relations and enhance the perception of the quality and value of exhibitors' brands.



Date & Hour

8	9 June 2021	10:00	18:00
	10 June 2021	10:00	16:00

Traffic Information

No.1, Zhancheng Road, Fuhai Street,
Bao'an District, Shenzhen, China.

From Railway Station

From Shenzhen North/Shenzhen East/Futian/
Shenzhen Railway Stations:
Transfer to Metro line 11 to Fuyong Station or
Tangwei Station, then take the shuttle bus.

Shuttle Bus Round Transfer Service

From Fuyong Station to Shenzhen World Station:
Exit B, Metro line 11, Fuyong Station.
From Tangwei Station to Shenzhen World Station:
Exit D, Metro line 11, Tangwei Station



Communication and Social Media Platforms

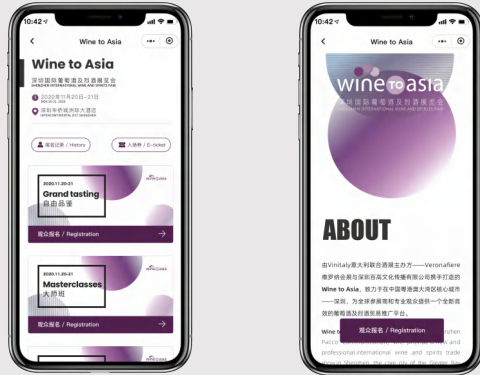
wine to asia

深圳国际葡萄酒及烈酒展览会
SHENZHEN INTERNATIONAL WINE AND SPIRITS FAIR

2019年
11月15-17日
深圳会展中心

Communication and Social Media Platforms

® WeChat Mini-app



Wine to Asia Social Media Platforms

Wine to Asia Social Media Platforms

Weibo Post: 敬请收藏 | 2020Wine to Asia国际酒展最全展商&活动指南出炉

Instagram Profile: wine_to_asia | 55 Posts | 326 Followers | 602 Following

LinkedIn Page: Wine to Asia | 403 followers | 8-10 June 2021

Year	Import Volume (Million Liters)	Import Price (USD per Liter)
2017	2116	21.7%
2018	3324	-42.8%
2019	4379	-30.4%
2020	1934	-56.6%
2021	2150	-9.4%

Website Banner: 8-10 June 2021 | Wine to Asia Shenzhen International Wine & Spirits Fair

Media Partner Promotion





wine to asia

Shenzhen International Wine & Spirits Fair

See You in June 8 – 10, 2021
Shenzhen World

Organizer:

Shenzhen Baina International Exhibition Co., Ltd

Contacts:

Alan Hung

T.: +86 135 0288 9253

E.: alan1997@163.com


Simone Incontro


T.: +86 151 2113 0106


E.: incontro@ro.veronafiere.com


Follow us:




 Wine_to_asia

 Wine to Asia

 @winetoasia2020

 Wine to Asia国际酒展

 WinetoAsia国际酒展

Discover more: www.wine2asia.net/EN/