

Invitation for exhibitors



RECOGNISING CHANGE, EXPLOITING OPPORTUNITIES

THE WORLD'S LEADING INTERNATIONAL
TRADE FAIR FOR WINE AND SPIRITS IS
COMING TO SHANGHAI, CHINA

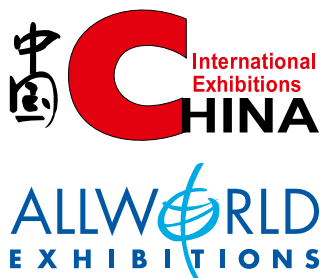
13. – 15. November 2013

SHANGHAI NEW INTERNATIONAL EXPO CENTRE
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Supported by:



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Welcome to ProWine China,



the year 2013 is a very special one for us. November will see the start of the cooperation between Messe Düsseldorf Group and China International Exhibitions, a member of Allworld Exhibitions and the organisers of FHC China. For the first time, we will organise and establish ProWine China as a platform for the wine trade in Shanghai.

We want to give all the relevant wine-growing nations who have been represented for many years at ProWein in Düsseldorf an opportunity to get to know the number-one growth market in the world in a high-quality environment.

ProWine China sees itself as an intermediary between Chinese wine merchants from throughout the country and producers from around the world. We want to provide a modern framework that offers an opportunity to establish new, highly promising trade relations while also supplying the basis for productive contacts.

Wine consumption in China is growing rapidly, and the structure of the market is in a state of flux. It is a market of impressive size and vitality.

With their many years of expertise, Messe Düsseldorf Group and China International Exhibitions offer you the best possible platform to present your company at ProWine China and, with us as your partners, a unique opportunity to conquer the world's fastest-growing wine market.

The time is ripe. The grapes of success are just waiting to be picked. Come to China with us and let us stride together into a new era of the international wine trade!

To a new era! Kind regards,

Michael Degen

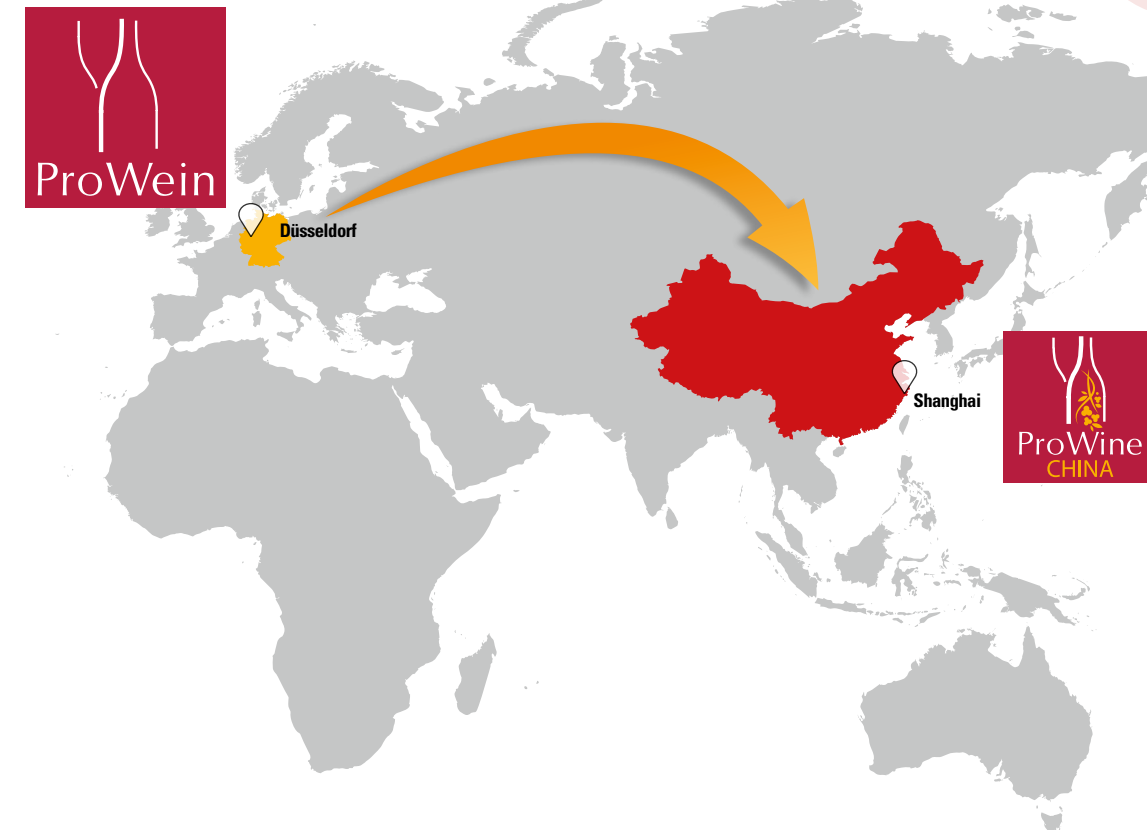
Executive Director of Messe Düsseldorf GmbH

Brendan Jennings

General Manager of China International Exhibitions Ltd



ProWein & ProWine China – Two shows, one concept



Brendan Jennings (left), Michael Degen

Excellent quality of the trade visitors at ProWein.

How large is your influence in purchasing/procurement decisions?



Source: Visitors to ProWein 2012

ProWein: A success story that is ready for export.

ProWein is the international trade fair for wines and spirits. Since 1994, it traditionally opens its doors in March, welcoming international visitors from the trade and from the catering, hotel and restaurant industries.

With exhibitor numbers now exceeding 4,500 and with over 40,000 trade visitors, it offers a high-quality selection for both sides. Of the more than 50 exhibiting nations, several wineries from China are also represented.

In addition to the wide range of products from around the world, visitors can also find out more about market-related topics and new trends at the many supporting

events. ProWein is the central communications platform for the industry. It is the meeting place for regional producers and international wholesalers alike.

Now, in 2013, this successful concept will be transported for the first time to ProWine China, where the exhibition will take place every year in parallel with FHC China, China's leading trade fair for imported food, in Shanghai.

ProWine China: The market is ripe for harvesting.



Consumers in China are becoming increasingly open to new trends in viniculture. This exhibition offers the perfect basis for exploring the wine market in China and profiting from long-term growth.

The new openness

Today's wine drinker in China is thirsty for knowledge, wants background information, and likes to experience new tastes and varieties. Pure consumption is developing into a true wine culture. The market is alive and in the process of being taken over by a new generation of young wine drinkers. It is changing decisively as a result. These wine enthusiasts are shaping developments and setting new trends.

Special opportunities exist locally. Here, you can immediately recognise and break through cultural and language barriers. As a result, you can tap a market of unimaginable size, of immense long-term growth and of breathtaking diversity.

Market & Size

There is no bigger, more multi-faceted wine market, with constant growth expected to last at least until 2020.

- The country with the highest population in the world
- 19 million urban upper middle class imported wine drinkers in China
- Wine, as a part of the new Chinese drinking culture, already has a firm place at the dining table
- If growth rates remain unchanged, China will become the largest wine market in the world in the next 20 years

Demand for wine will rise constantly in China until 2020.

The new opportunity

ProWine China will create a platform both for international dealers and producers and for local suppliers to present themselves with their own products, establish contacts and get to know the international markets and the market in China.

ProWine China adds new highlights, develops trends and assumes a key role in the wine trade – optimum conditions to serve as the gateway to China, the world's number one growth market.



ProWine China: For trade visitors only.

The focus at ProWine China is on quality. It is the primary concept, and great importance is attached to it. Through a rigid check of visitors (approved trade visitors only), a professional audience at ProWine China is guaranteed.



More information at
www.prowinechina.com

Information



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