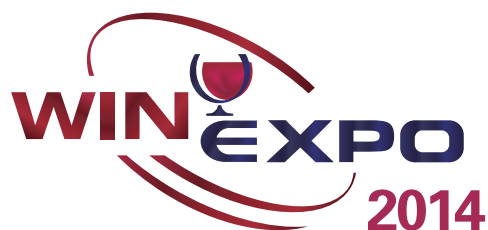


100%专注中国进口酒行业贸易与成交  
100% dedicated trade and bargain of China imported wine industry



# 第十三届上海国际葡萄酒及烈酒展览会

The 13<sup>th</sup> Shanghai International Wine & Spirits Exhibition 2014

2014年12月04日-06日 | 上海国际展览中心-中国

December 04-06, 2014 | INTEX Shanghai-China

中国上海市长宁区娄山关路88号/兴义路77号

No.88 Loushanguan Road/ No.77 Xingyi Road, Changning District Shanghai R.P.China



批准单位：上海市商务委员会

Approved: Shanghai Municipal Commission of Commerce

主办单位：上海高登商业展览有限公司

Organizers: Shanghai Golden Commercial Exhibition Co., Ltd.

支持单位：上海市酒类专卖管理局 | 上海市酒类流通行业协会 | 上海市进口食品企业协会

Supported: Shanghai Liquor Monopoly Administration | Shanghai Association For Liquor And Spirits Circulation | Shanghai Import Food Enterprise Association



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# WINEXPO 2014

The most professional **华东地区**  
 With a long history **最具专业**  
 Imported wine purchase pageant **举办时间最长**  
 In eastern China **的**  
**进口酒类采购盛会**

## 展会背景 | EXHIBITION REVIEW

Golden Commercial: Shanghai Winexpo采购交易会已在上海成功举办过数届,展出面积累计超过十万平米,积累了数十万家国内外优秀供应商及买家资源。展会共吸引来自全球四十多个国家和地区累计近千家顶级优秀供应商携带数万类酒类商品前来参展,其中包括;国际洋酒协会、法国1855协会、帝亚吉欧、保乐力加、友奈帝德、建发、东珍贸易、保利科技、米罗斯、醒恩酒业、卡隆国际、布家友联、屋莱满酒业、君凯隆酒业、美最时洋行、应雄酒业、品酒客、酒贝坊、露丝威酒业、欧商亿族、红樽坊、意国科立、德永顺贸易、虹杰贸易、意家贸易、世纪路易、广和丰泰、科鹏国际、EUROBACO TRADING.SL、TIKVES WINERY、UNION DUTY-FREE LTD等国内外知名企业。2013年展会规模及观众数量同比有较大的提升,参展商数量同比增长80%,专业观众数量同比增长220%。该展会现已成为中国进口酒类行业最专业的采购交易会之一,在国际酒类行业专业展会中占有极为重要的地位。

Golden Commercial: Shanghai Winexpo has been successfully held a few times in Shanghai with an exhibition area of more than 0.1 million sq m. In this process, we have accumulated resources of 0.1 million domestic and overseas excellent suppliers and buyers. The fair attracted a total of nearly one thousand top excellent suppliers from more than 40 countries and regions around the world came to exhibit with thousands of wines and spirits. Including: IFSP, FRANCE 1855 ASSOCIATION, DIAGEO, PERNOD RICARD, UNITED SPIRITS, C & D, DONGZHEN TRADING, POLY TECH, MIROS, TN WINE, CARON INTERNATIONAL, PUKLAVEC & FRIENDS WINE, WOLLEMI WINE, JUNKAILONG WINE, MELCHERS LTD, YINGXIONG WINE, WINE TASTING ZONE, FRENCH TOUCH INT' LTD, ROSSOVINO WINE, E.C.A. TRADE, RUBY RED FINE WINE, KELIT ITALIAN WINE, DELSON TRADING, HONGJIE TRADING, YIJIA TRADING, CENTURY LOUIS, GREAT SUCCESS TRADING, KEPENG INTERNATIONAL, EUROBACO TRADING.SL, TIKVES WINERY, UNION DUTY-FREE LTD etc famous enterprises. The scale and number of spectators of 2013 exhibition have larger ascension on year-on-year basis with the number of exhibitors a comparative growth rate of 80% and professional audience quantity growth rate of 220%. The exhibition has become one of the most professional purchasing fair in Chinese import wine industry. In the international wine industry, it holds an extremely important status.

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# WINEXPO 2014 2014.12.04-06

## 上海国际展览中心-中国 INTEX SHANGHAI-CHINA



### 新的机遇 | TRADE PLATFORM

为能更好给国内外酒饮企业搭建一个宣传、展示与合作的平台和好的市场营销途径。高登商业与酒类主管部门等单位将于2014年12月04日-06日在上海国际展览中心举办“2014第十三届上海国际葡萄酒及烈酒展览会”。此次展会将是中国进口酒不容错过的采购盛会，主要是帮助国外葡萄酒和烈酒企业进入中国市场提供绿色通道与合作平台。同时，能帮助国内外酒饮企业在上海酒展期间树企业品牌形象，实现企业的销售目标和扩大中国的酒饮消费市场的规模。

In order to build up a promotion, display and cooperation platform and provide a better approach of marketing and sales for wine enterprises from home and abroad, Golden Commercial and alcoholic drink authorities are scheduled to hold "The 13th Shanghai International Wine & Spirits Exhibition 2014" on Dec 04-06, 2014 at INTEX Shanghai, China. This exhibition will become a must-come event of China imported wine. The aim is to help overseas wine and liquor enterprise to enter the Chinese market with the green channel and cooperation platform. Meanwhile, it is a good opportunity for domestic and foreign alcohol drink industry enterprises to set up their brand image during the Shanghai Wine Exhibition, achieve corporate sales objectives and expand China's wine market's scale.





# WINEXPO 2014

40多个国家和地区, 1000家顶级优秀供应商, 数万类酒类商品  
Over 40 countries and regions, 1000 top suppliers, 10,000 alcohol products



## 展出大类 | MAJOR EXHIBITS

- 进口酒: 进口酒类产品 (包括: 葡萄酒、白兰地、威士忌、伏特加、朗姆酒、杜松子酒、清酒、龙舌兰酒等)、酒饮食品、服务商 (组织) 等;  
Imported Wine Show Area: Imported wine goods (including: wine, brandy, whiskey, vodka, rum, gin, sake, tequila, etc), wine and beverage foods, service suppliers/organizations, etc. )
- 品酒区: 名展商各自的名酒供专业人士品尝;  
Wine-tasting Area: Renowned wines provided by famous exhibitors for professionals to taste;
- 酒服务: 网站、文化、广告、礼品、物流、招聘、技术等;  
Wine Service: Website, culture, advertisement, gifts, logistics, recruitment, technology, etc.
- 酒类相关产品: 包装、酒具、酒窖、酒柜等。  
Wine Related Products: Packaging, wine set, wine cellar, wine cabinet, etc.

## 参展费用 | PARTICIPATION FEES

- 国际标准展位:  
A: 国内企业: 16800.00/展期 (RMB) 3m×3m  
B: 国外企业: 4800.00/展期 (USD) 3m×3m  
标准展位 (包括: 三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A 电源插座一个、废纸篓一个。另将免费提供冰桶、冰块、酒杯及保洁服务等。)
- 室内光地:  
国内企业: 1500.00 (RMB) /平方米/展期  
国外企业: 480.00 (USD) /平方米/展期  
注: (最少36平方米起租) “光地”只提供参展空间, 不包括展架、展具、地毯、电源等。
- International Standard Booths:  
For overseas enterprises: USD 4800/Expo; 3m×3m  
Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, 1 bar table, 2 bar stools, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket. And wine glasses, ice cubes, a ice bucket and cleaning service are freely.
- Indoor Raw Space:  
For overseas enterprises: USD 480.00/Sq.m.  
Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.

# WINEXPO 2014

## 谁将出席展会 WHO WILL ATTEND

### 目标观众 | TARGET AUDIENCES

- **中国地区数万家酒类进口商、经销商及上海区域目标观众：**  
上海地区4300家批发商、经销商及57000家零售商；近500家四星以上的酒店；近3800家高档西餐厅及大卖场、免税店、夜场、高档会所等；
  - **酒行业贸易及商零售：**  
进口商、批发商、销售代表、专业零售商、专业连锁零售店等；
  - **大型超市和普通超市：**  
大型超市和普通超市采购中心、饮料采购经理、葡萄酒行业经理、大型超市和普通超市经理等；
  - **咖啡厅、酒店和餐厅：**  
各大酒店及夜总会及餐厅（餐饮经理、侍酒师）、连锁餐厅和连锁酒店等；
  - **免税经营行业：**  
免税经营者、船具商、免税店、具有采购部门的航空公司、具有采购部门的邮轮和渡轮公司等；
  - **电子商务行业：**  
葡萄酒及烈酒类网站设计师、此类网站的葡萄酒和烈酒买家等。
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- **China region nearly tens of thousands of wine importers, distributors and Shanghai regional target audience:**  
Shanghai regional 4300 liquor wholesalers, distributors and importers, nearly 57,000 retail outlets; nearly 500 four-star hotels; nearly 3800 high-end restaurant and retail outlets, duty-free shops, night market, high-end clubs, etc.
  - **Wine traders and retailers:**  
Importers, Dealer, wholesalers, sales representatives, professional retailers, professional super-chain stores ect.
  - **General Merchandise Stores and Ordinary Supermarkets:**  
GMS and ordinary supermarket purchasing centers, drink purchasing managers, wine sales managers, GMS and ordinary supermarket managers.
  - **Cafe, Hotel and Restaurants:**  
All kinds of hotels, night clubs and restaurants(Catering manager, sommelier), chain restaurants and chain hotels ect.
  - **Duty free operation lines:**  
duty free operators, ship tools merchants, duty free shops, airline companies with purchasing centers, Cruise and ferry companies with purchasing centers.
  - **E-Business lines:**  
Wine and spirits website designers and buyers ect.

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## 主办单位联系方式 | ORGANIZER'S CONTACT

如欲订“SHANGHAI WINEXPO 2014”展位和了解更多信息, 请通过以下联络方式:  
To reserve the booth of “SHANGHAI WINEXPO 2014” or learn more information, please contact:

地址: 中国(上海)自由贸易区马吉路2号2001-2002室 (200131)

Add: Room 2001-2002, No.2, Maji Road, Pilot Free Trade Zone, 200131, Shanghai, P.R.China

电话/Tel: (86-21) 6439-6190 5013-1760

传真/Fax: (86-21) 5013-1761

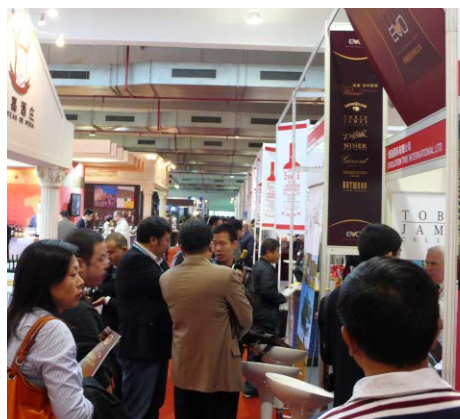
E-mail: [info@goldenexpo.com.cn](mailto:info@goldenexpo.com.cn)



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Show website URL: [www.winefair.com.cn](http://www.winefair.com.cn)



100% DEDICATED TRADE AND BARGAIN OF CHINA IMPORTED WINE INDUSTRY