



INTERWINE

WINE & SPIRITS IN CHINA

China is set to become the second-largest wine consumer by value by 2020 (Source: ISWR). In a market evolving and increasing rapidly, Interwine Wine Fair will become your lighthouse and connect you with professional Chinese buyers.

Interwine, short for China (Guangzhou) International Wine & Spirits Exhibition, founded in 2005 , has been held for 21 editions with tremendous achievements and high recognition. It provides various possibilities for exhibitors to get buyers by organizing trade shows twice a year in May and November. Our goal is to be an effective B2B platform in the Wine and Spirits industry and to offer a wide range of consulting service to help you set up your business in China.

In the past 14 years , Interwine has brought many business opportunities to the wine producers who want to enter Chinese market and facilitate the cooperation with their Chinese partners.

Starting from 2016, Interwine is organized also in Beijing.

1. INTERWINE CHINA

— CANTON UNIVERSAL FAIR GROUP

22nd Edition

3-5 Jun. 2019

2. SHOW REPORT

Testimonials

“

It was a really beautiful and inspiring experience. I got the opportunity to present my wines to a bigger number of people in only 3 days. Moreover, I have earned more confidence in myself and my business. I would like to thank Interwine for providing us with this chance and for its continuous support for wineries that want to develop the business in China

— Marco Zamorano,
Export Manager at Vina Tres Palacios

“

“I really have learned a lot throughout the discussions and exchanging ideas with the different exhibition's participants and visitors. I came 1 year ago with nothing and right now I can tell I have got 2 customers thanks to participating at Interwine during 3 editions“.

— Mr. Carlos Narbona,
Export Manager at the Spanish Grupo Caballero

Opening Ceremony



30,000sqm Area

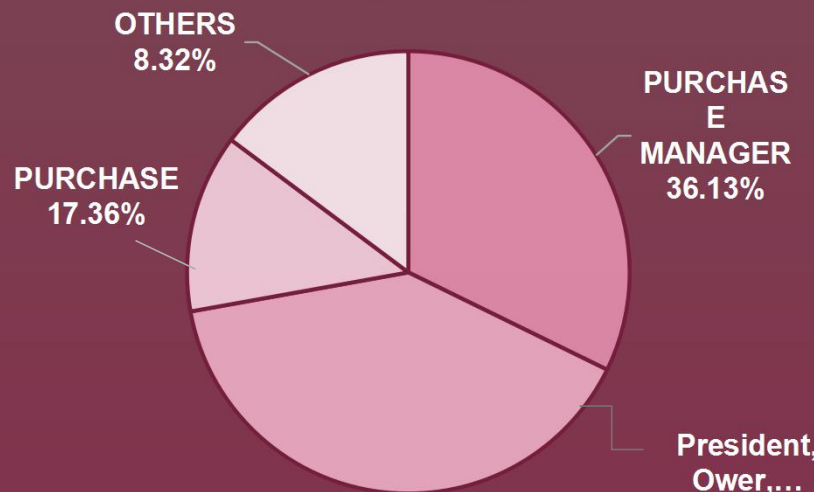
846 Exhibitors

31,902 Visitors

25 Countries



VISITORS



74.32% are decision makers!

3. COUNTRY PAVILIONS



Spanish Pavilion

Spanish pavilion-ICEX was the largest among all the national pavilions, which covered total area of 252 sqm and consisted of 24 premium wineries, beer importers and ham importers.

Portuguese Pavilion

Portuguese pavilion was combined by two associations-CVR Tejo and AJEPC.

Interwine organized 3 roadshows in Shenzhen(5.16), Xiamen(5.18) and Zhuhai(5.23) for 11 Tejo wineries.

High quality wines and olive oil were presented by 12 exhibitors from AJEPC.



French Pavilion

CCIFC has participated in Interwine 6 times consecutively. 13 French companies came to Interwine with CCIFC and most of them were repeated exhibitors. During the fair, the Consul General of France in Guangzhou visited French pavilion and gave his strong support to Interwine French exhibitors.

Italian Pavilion

The Italian Pavilion consisted of 30 wineries. With a great success in Interwine more and more companies from CONSORZIO VINO CHIANTI are coming to China through the help of Interwine.



Argentine Pavilion

Interwine is considered as the best platform for promoting Argentine wine in China. Promendoza organized 14 wineries to participate in Interwine.

CFI Argentina wine tasting for 13 wineries was held successfully at Four Season Hotel

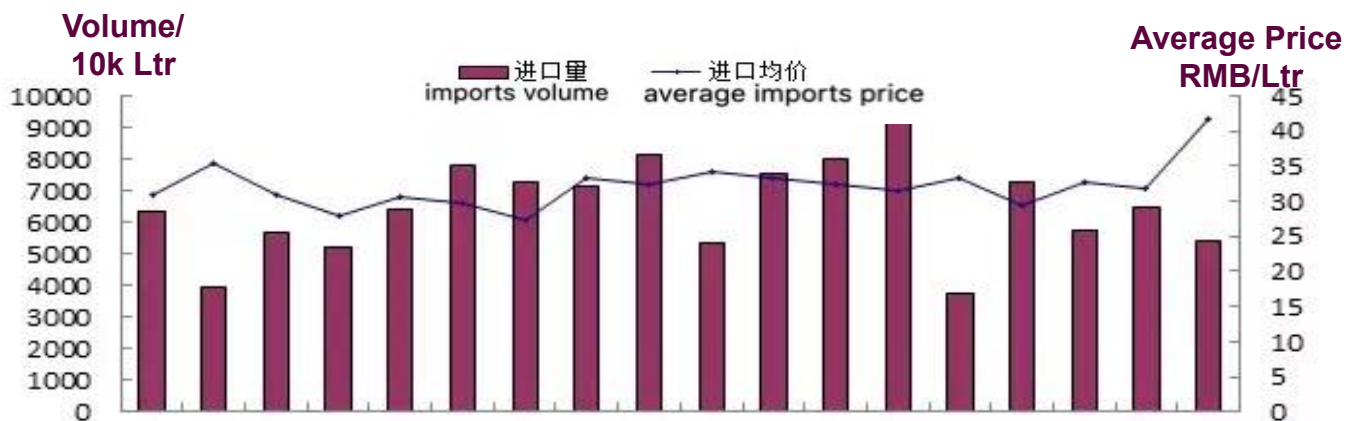
4.MARKET ANALISYS

According to Customs statistics, China imported 390 million litres of wine in the first half of 2018, an increase of 9.3% over the same period last year. Wine imports value reached 12.71 billion RMB, with an increase of 17.6%, and the average imports price was 33 RMB per litre, with an increase of 7.6%.

The average monthly import price jumped to 41.7 RMB per litre in June, a record high since December 2013 over 55 months, with 40.9% increase year-on-year and 23.8% month-on-month after more than four years of low fluctuations.



Monthly volume and price trend of China's wine imports from Jan 2017 to June 2018



Source: WBO

Interwine's strength

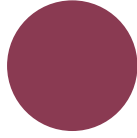
- DATABASE with **48,372** importers and distributors
- In 2019, **72** Roadshows bring you to 64 cities
- **14** years experience on organizing events for alcoholic drinks – exhibitions, roadshows, wine & spirits competition, master classes etc.
- **256** mass media cover, more than **300** publications released in each session
- **Partnership** with local industry associations around the country, professional logistics supplier and good relations with local **customs**
- Provide **insider sights** and **professional services**

5. INTERWINE'S ADVANTAGES



Abundant Resources

The pioneer of wine fair in China, harvest the most supporters



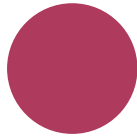
Highest Quality Buyers

The highest quality buyers in China



Strategical Position

The leading fair in South China and North China , plus the roadshow to well cover the whole China



Professional and International

Professional team over 60 well-trained staff



Rich experience

21 times wine fair hosted, over 400+ roadshows experience

6. INVITING PROFESSIONAL BUYERS

Interwine Resources Database with more than 10,000 importers and 150,000 distributors

Wine Institutes Wine Associations
Wine Institutes from Different Provinces ,Cities and Hotel Associations ,Food Associations

Roadshow resources Roadshows in more than 50 cities in China in 2018



Medias Famous and Authoritative Medias in Wine Industry

Distributor Groups Professional Distributor Groups
Update Data and Long-term Following-up

Activities B2Bs, master classes, forums, competitions, tastings, all activities to help wineries in China

7. INTERWINE ROADSHOW



-  INTERWINE FAIR
-  INTERWINE ROADSHOW

Guangzhou 23rd INTERWINE CHINA
12 - 14, Nov. 2019
China Import&Export Fair Complex, Guangzhou

Beijing 3rd INTERWINE BEIJING
28 - 29 May, 2019
Hotel show, Beijing

The most professional and large-scale organizer

2018 has been the booming year for roadshows. The wine tasting events have been organized in almost 50 cities and more than 60 exhibitors attended in each city.

Different roadshows for wineries and importers

Roadshows can be made for wineries to find importers, or made for importers to find distributors. Interwine has a large network with connections to professional buyers, wine associations, mass media and other organizations. It is our aim to invite the right target visitors to each event depending on whether it is a winery roadshow or importers' roadshow. Beside, also other activities such as master classes, sommelier competitions and forums may be organized meanwhile.



*Picture from the Chianti Roadshow in Beijing

8. HIGHLY RECOGNIZED TRADE SHOW



Consul General -
Consulate General
of France in
Guangzhou



Ambassador
of Argentina



Ambassador of
Portugal



Consul General
-Consulate
General of the
Argentine
Republic in
Guangzhou



Consul General -
Consulate General of
Israel in Guangzhou



Italian Trade
Commissioner-
Italian Trade
Commission Beijing
Office

Consul General -
Consulate General
of Spain in
Guangzhou



First Secretary of
The Italian Embassy



Consul General -
Consulate General of
Italy in Guangzhou



Trade Commissioner-
Consulate General of
France in Guangzhou

9. HIGHLY RECOGNIZED TRADE SHOW

Guests from governmental institutions, Wine Masters and KOLs in the industry are all Interwine supporters.

Canton Universal Fair Group Ltd. employs over 60 professional staffs and it has 14 years of wine exhibition experience. We are ready to assist your marketing campaign in China along with 40 other oversea co-organizers. Interwine is supported by more than 59 domestic and foreign government agencies, such as Promendoza Government, various institutes and Chambers of Commerce, especially with the great support of Spanish Government agencies (i.e. ICEX, IPEX, IVEX and D.O.Ca Rioja), French Chambers of Commerce, Consulate General of the Federal Republic of Germany in Guangzhou, etc.



PROFESSIONAL ACTIVITIES

IGC Interwine Grand Challenge

IGC launched by Interwine China, is the leading international wine and spirit competition in China which has been successfully organized for 20 consecutive sessions, having major influences in Chinese market. IGC awards honor the hard work of wineries in a high level, builds up brand awareness, and selects for consumers good quality wines among masses of products.



21st Interwine Grand Challenge

Who will be awarded the most high-valued IGC medals in China?

IGC Time
6th - 8th November 2018

Entry Fee
100USD for overseas entries
500RMB for domestic entries

Deadline Of Application
2018/10/20

21st IGC Prestigious Judge Team 8 MW+2 Professionals

Wine tastings

We are dedicated to demonstrating the widest range of wines and spirits. Now the tasting has become the main event during Interwine China and Interwine Roadshow.



Business matchings

We organize the business match for both wineries and importers according to their exact requirements.



10. INTERWINE CONSULTANT

Not only wine fair!

Interwine Consultant is about helping wineries overcome challenges when entering and expanding in Chinese market, and offer the latest news about Chinese market. Our team of experienced and bilingual staff are well versed in Chinese market and will offer you the best service to expand your business in China.



**Marketing
research**



Business match



**International sales
representative**



**Showroom
in China**



Public relation



***Take the steps to help your winery
increase business!***

We can provide you with the service around the Interwine Exhibition or you can also choose our long-term service. No matter where you are in the world or what is your business plan, if China is your target country, Interwine Consultant can surely help you develop your business in a more efficient way.

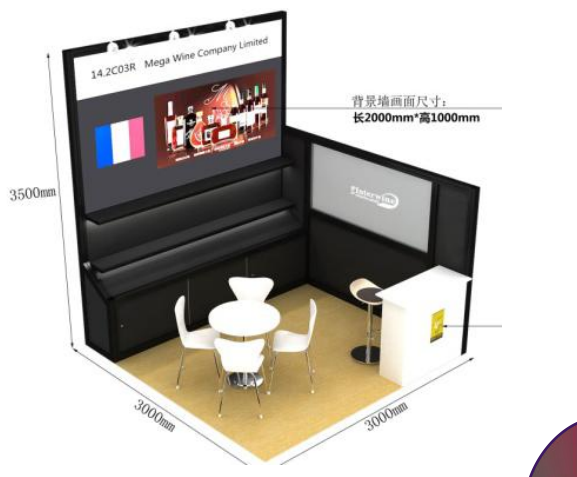
- **Logistics & Customs Clearance**
- **Events organization**
- **Branding**
- **Winery acquisition**
- **Copyright**
- **Human resource**
- **Wine Education**
- **Translation & Interpretation**

*Please contact us for more details
on the services we offer...*

11. PRICING POLICY

BOOK YOUR STAND AT INTERWINE!

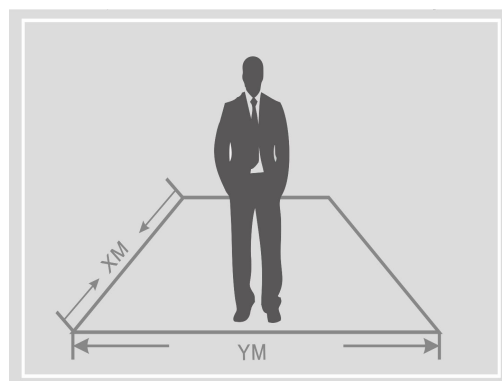
General application, USD 4,880/9m²
25% discount before 31/12/2018



Deluxe Booth (9m²)

*Corner booth to be charged 10% more.
On the picture, rendering of the Italian Pavilion.

Raw Space



General application, USD 480/m²
25% discount before 31/12/2018

THE ROADSHOW

1200usd/city general price

1000usd/city membership price

Winery roadshow 2019

30/05/2019 Ningbo

31/05/2019 Shanghai

01/06/2019 Xiamen

Special package!
4880usd

1 9sqm deluxe booth

+

2 desks at roadshows

*application before 31/12/2018