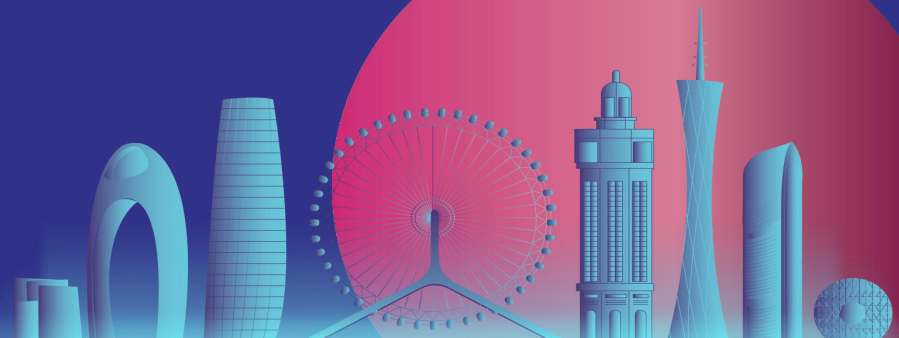


The Review of the 28th Interwine China

Time: 16-18 August 2022

Venue: China Import and Export Fair Complex, Area B

Organizer: Ketong International Exhibition (Guangzhou) Co., Ltd.



Exhibition Review



Area
30,000m²

Countries
26个

Exhibitors
812

Visitors
18,582

Exhibition Review

The 28th Interwine China Exhibition was successfully concluded on the afternoon of August 18th this critical point in the wine market's recovery, Interwine has given a boost to the industry. The atmosphere at the show was enthusiastic and many exhibitors successfully used the Interwine platform to find new business opportunities and partners.



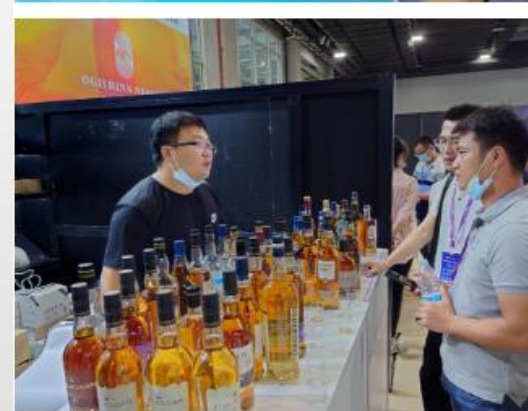
Activities



60+ wonderful activities. Professional celebrities and wine experts lead master classes, tasting sessions + new product launches, and build a top-level wine trade and wine culture exchange platform for domestic and foreign wineries, importers and quality buyers.



Exhibits



As a representative wine and spirits exhibition in China, products from various producing countries and regions around the world gathered at the 28th Interwine. In terms of categories, this edition of Interwine exhibited wine, Cognac/Armagnac/brandy, Chinese Baijiu, whisky, vodka, gin, tequila, sake, soju, beer, fruit wine, RTD, non-alcoholic liquor and other varieties.

Exhibitors



Exhibitors: 812

Area	Number of enterprises	Proportion
Wineries	78	9.61%
Representatives of foreign wineries in China	106	13.05%
Importers	513	63.18%
Chinese wineries	29	3.57%
Chinese Baijiu	86	10.59%

18,582 professional buyers on site, condensing the energy of industrial channels

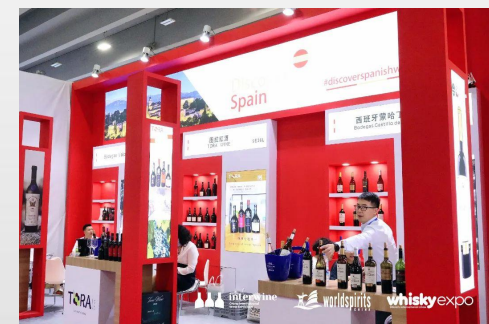
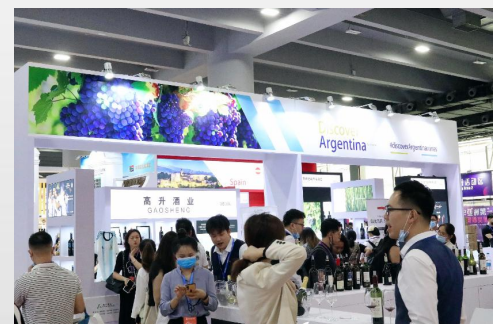
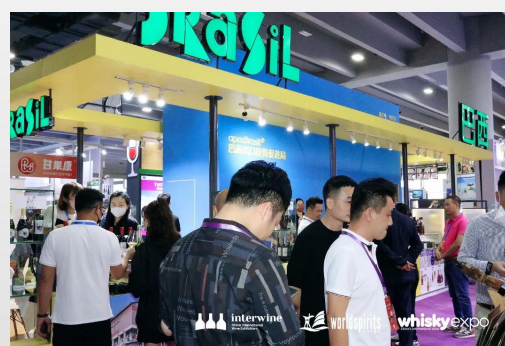


There are 18,582 buyers in this exhibition, all of whom are domestic buyers and foreigners who have lived in China for a long time. Among them, there are 14,776 visitors in the **Guangdong** province, accounting for 79.52% of the total number of visitors. The top three cities in Guangdong are: 8,901 in **Guangzhou**, accounting for 47.90% of the total number of visitors, 4,278 people in **Shenzhen**, accounting for 23.02% of the total number of visitors, 1,126 people in **Dongguan**, accounting for 6.06% of the total number of visitors.

Visitors from other province including Guangxi, Hunan, Fujian, Shandong, and Zhejiang, a total of 3,806 people, accounting for 20.48% of the total number of visitors. The top three provinces for visiting business outside the Guangdong province are: **Guangxi**, **Hunan**, and **Shandong**

Country Pavilion

The exhibitors came from more than 26 countries, including leading countries such as France, Chile, Italy, Spain, Germany, Brazil, Argentina, Greece, etc.



Active Importers



Whiskey Area



The Whiskey Area represents the hotspots of the domestic liquor market. After the wine market and even sauce wine market have entered the adjustment stage, whiskey still maintains a strong upward momentum and is a hot star category in the wine market. The WhiskeyExpo area brings together the top whiskeys from **Scotland, Ireland, Japan, the United States, China, France, Germany** and other countries/regions, presenting the charm of this popular category to the buyers present.



90+ Awarded Wine Zone



A snapshot of the 90+awarded wine zone. Since the establishment of the 90+area, the popularity has been higher and higher each session, and it has become a must-visit for everyone who comes to the exhibition. This year is still very popular.



**Thank you and
see you soon !**

