

EXPLORE WINE BUSINESS

GUANGZHOU CITY
2-4 JUNE 2023

CANTON IMPORT & EXPORT FAIR COMPLEX, AREA B

interwine
China International
Wine Exhibition

The 30th Interwine China Exhibition was successfully concluded on the afternoon of June 4th. With 412 exhibitors, this edition of Interwine attracted a total of 21,578 visitors.





At this important phase in the Chinese 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.

Let's take a look back at the highlights of this year's event!

Opening Ceremony



The opening ceremony of the 30th Interwine China was organized at 10:00 on June 2. Ms. Rita Jia, president of Interwine Group, Mr. Peng Hong, President of Guangdong Provincial Alcohol Industry Association, Mr. Liu Yuan, Executive Vice President of China National Association For Liquor And Spirits Circulation, Mr. Aitor Mate, Economic & Commercial Counselor Of Spain In Guangzhou, and Mr. Sun Yongli, President of Nonlocal Trade Association of Guangdong Province delivered speeches at the opening ceremony.

interwine
China International
Wine Exhibition
葡萄酒烈酒展览会

worldspirits

interwine
China International
Wine Exhibition

CELEBRATING
30
EDITION
OF INTERWINE CHINA
GUANGZHOU



interwine
China International
Wine Exhibition
葡萄酒烈酒展览会



interwine
China International
Wine Exhibition



worldspirits

interwine
China International
Wine Exhibition

CELEBRATING
30
EDITION
OF INTERWINE CHINA
GUANGZHOU







Guests speeches





Opening ceremony

| Global Wines & Spirits

As a representative wine and spirits exhibition in China, products from various producing countries and regions around the world gathered at the 30th Interwine. In terms of categories, this edition of Interwine exhibited wine, whisky, Cognac/Armagnac/brandy,

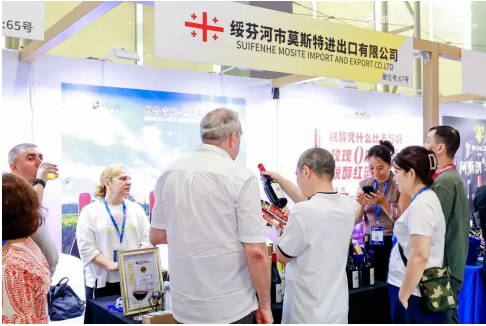
Chinese Baijiu, vodka, gin, tequila, sake, soju, beer, fruit wine, RTD, non-alcoholic liquor and other varieties.



National Pavilions

The exhibits came from more than 30 countries/regions, including leading countries such as France, Chile, Italy, Spain, Germany, etc., as well as countries like Greece, Georgia, Moldova, Slovakia, Slovenia, Cyprus and others

who are looking forward to further develop the Chinese market.



Wines from Greece, Georgia, Moldova, Slovakia, etc.



Winery representatives open up business opportunities in
China through Interwine

Importers & Brand Operators

Chinese importers and brand operators were active at this exhibition. The colorful booths and comprehensive products all attracted the attention of visitors. The leading domestic wine merchants are looking forward to future market performance and hope to find new opportunities at Interwine.





| Theme Areas

Interwine theme areas reflect the industry's hot trends.

The 90+ Awarded Wine Area has always been the ace section of Interwine, which "concentrates" premium wines from various countries that have been highly recommended by wine critics and won important awards in international competitions. It creates a new benchmark for the display of fine wines in the industry.





90+ Awarded Wine Area

The WhiskyExpo theme area represents the hot spot in the Chinese alcohol market. With the whisky category gaining momentum and being the star in the market, WhiskyExpo exhibited top whiskies from Scotland, Ireland, Japan, the United States and even France and Germany, presenting the charm of this popular category for visitors.



WhiskyExpo theme area

Interwine Trendy Drink Area focused on popular products such as RTD, fruit wines, sodas, craft beers and liqueurs, reflecting the new generation of Chinese consumers' pursuit of diversified tastes.



Trendy Drink Area

Concurrent Activities

During the 3-day exhibition, industry forums and over 30 masterclasses were organized.

The concurrent masterclasses were given by Edward Ragg MW and other senior experts and lecturers, with a wide variety of topics covering Italian, Chilean, Argentine, Spanish, Greek, Chinese and American wines as well as spirits such as whiskey, pisco and Baijiu. All the masterclasses were full and well received.







Thank you for your participation.
We will meet you at

The 31st Interwine Guangzhou

November 16-18



**Participate in,
to explore the potential of Chinese market.**

CONTACT Tel: +86-20-8428 3513 E-mail:
marketing@interwine.org Facebook:
@InterWineCn LinkedIn: @Interwine
China www.interwine.org