

# *23RD INTERWINE CHINA – SHOW REPORT*



Time: 9-11 November 2019

Venue: China Import and Export Fair Complex, Area B

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





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# INTERWINE REVIEW



OPENING CEREMONY



REPRESENTATIVES FROM GOVERNMENTS



VISITORS' IN A LINE

AREA  
40,000m<sup>2</sup>

COUNTRIES  
26

WINE  
REGIONS  
53

EXHIBITORS  
920

VISITORS  
37612

# INTERWINE REVIEW



Masterclasses, forums, new product launches, interviews, 60+ events to share new trends and build business network.



# INTERWINE REVIEW



## AWARDING WINE AREA

1000sqm, the most popular and visited area in the fair.

## EAST EUROPE PAVILION

Moldova, Romania, Macedonia, East-Europe well represented at the 23rd Interwine.





# INTERWINE REVIEW



Italy



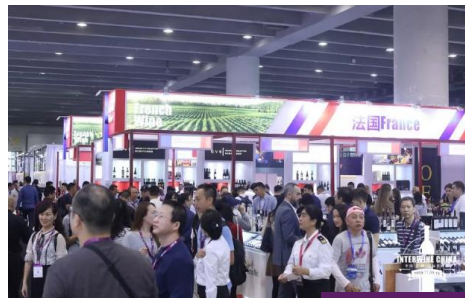
Australia



Portugal-Tejo



Spain



France



Chile



South-Africa



Czech Rep.

# EXHIBITORS' SEGMENTATION

TOTAL 920 EXHIBITORS

338

foreign  
wineries

515

Chinese  
importers

47

Chinese  
wineries

# EXHIBITORS' SEGMENTATION



## EXHIBITS

80.16% imported wines

6.73% 90+ awarded wines

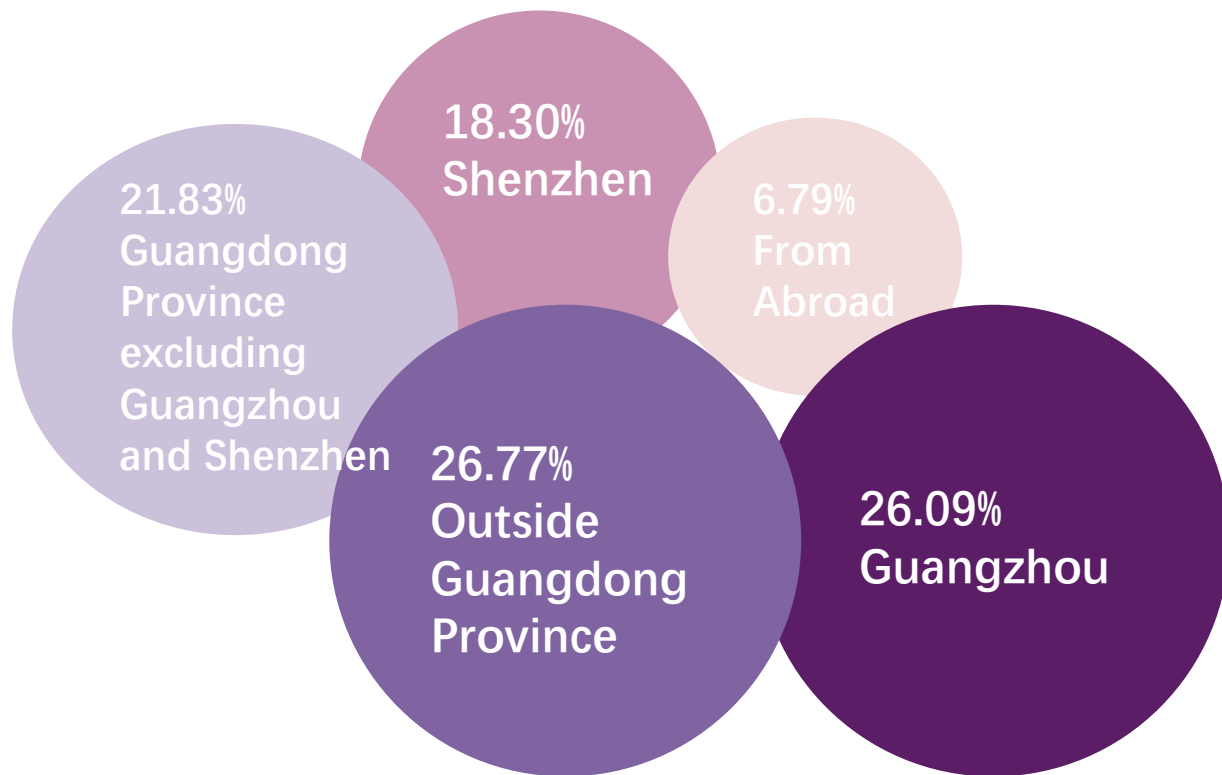
5.58% wine accessories

4.42% spirits

3.11% Chinese wines



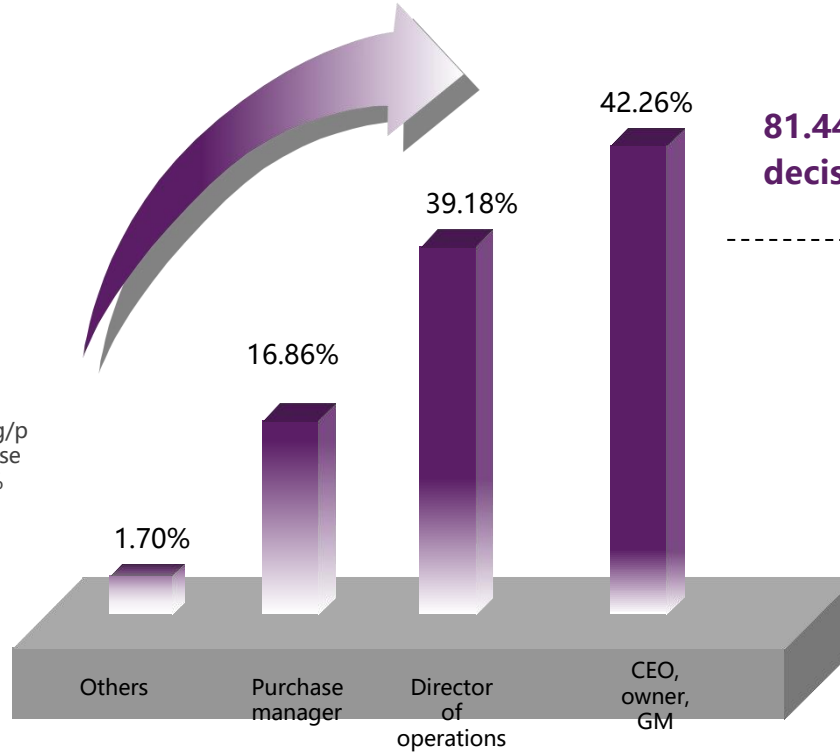
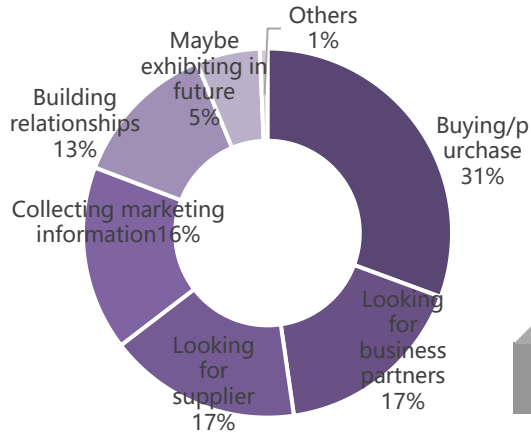
# VISITORS' SEGMENTATION



**Visitors'  
provenance**

# VISITORS' SEGMENTATION

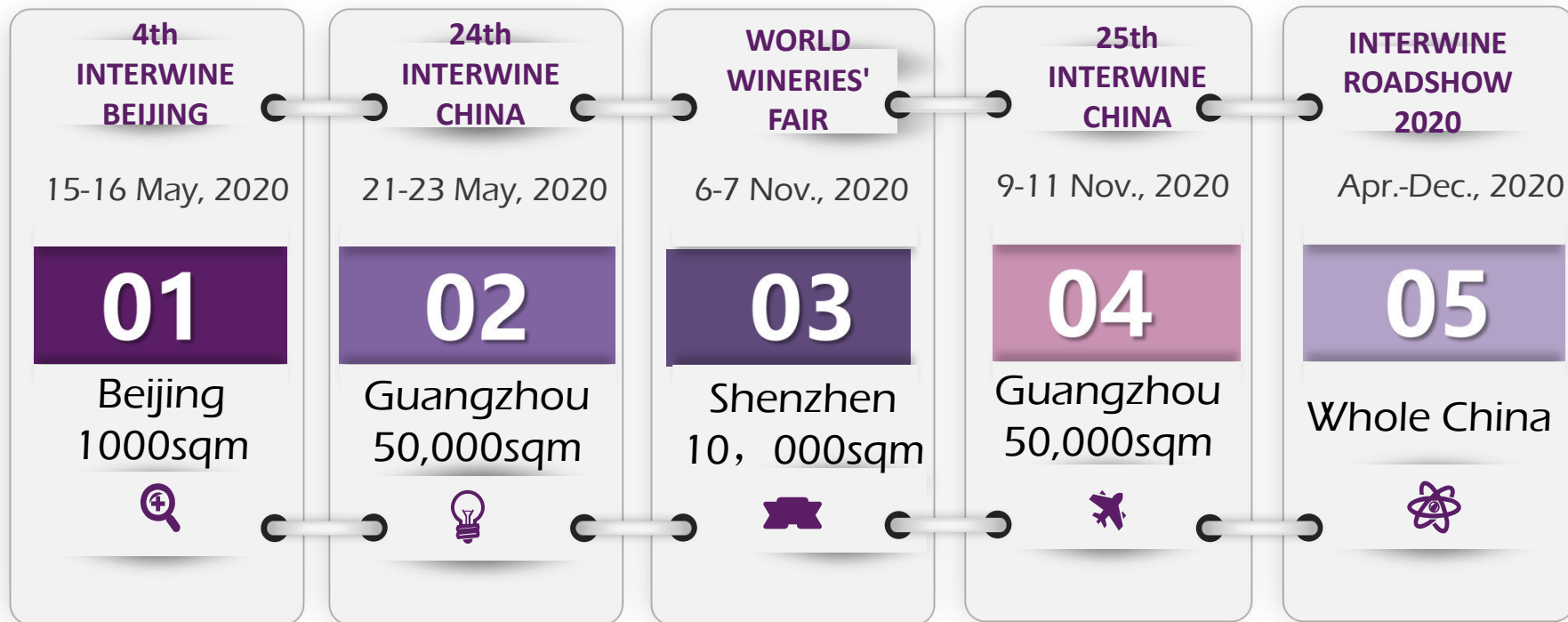
## PURPOSE OF THE VISIT



**81.44% of the visitors are decision makers!**

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# INTERWINE FAIR PLAN 2020





**THANKS!!!**