

## Press Release ProWine Shanghai 2023 / August 2023

### **ProWine Shanghai in a party mood**

#### **10th anniversary and good response offer cause for celebration**

ProWine Shanghai looks to its forthcoming anniversary event full of optimism. Already for the 10th time now, the leading trade fair for the wine and spirits industry will be held in Mainland China, from 8 to 10 November 2023 at the Shanghai New International Expo Center (SNIEC). Tailwind for this is provided above all by the strong demand for wines and spirits on the Chinese market. According to the latest statistics from the department for wine importers and exporters at the Chinese Chamber of Commerce of Foodstuffs, Native Produce and Animal By-Products (CFNA), the cumulated import value of alcoholic beverages was up by an impressive 8% over the first half of 2023 compared to the previous year. Explaining this, Guo Minghao, representative of the Shanghai Association for Liquor and Spirits Circulation, says: “More and more suppliers are pushing into the Chinese market. They offer a wide variety of options in terms of country of origin, production region, grape variety and taste, thereby responding to consumers’ differing needs. Where and how the Chinese drink wine is becoming increasingly varied and open-minded.”

### **ProWine Shanghai with attractive line-up**

The rising demand on the Chinese wine market also “lends wings” to the anniversary edition of ProWine Shanghai, held concurrently with Food & Hospitality China (FHC). Many wine-growing regions and nations will again be prominently represented – such as Germany, California, Spain, Italy, Portugal, Serbia, Hungary,



International Trade Fair  
for Wines and Spirits  
国际葡萄酒和烈酒贸易展览会  
8-10.11.2023  
SNIEC  
Shanghai, China  
中国上海  
[www.prowine-shanghai.com](http://www.prowine-shanghai.com)



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Slovenia, Cyprus and Georgia as well as Japan with sake. In addition, a large variety of French wine regions will feature under the umbrella of Business France. Add to this, numerous exhibitors from China, including UP-Chinese Wine (UCW) as well as various wine-growing regions such as Eastern Foothills of Helan Mountain Yinchuan, Ningxia Helan Mountain-Jinshan or Yantai Vine.

### **Extensive advertising activities all over the country**

With a view to recruiting trade visitors from all over China, ProWine has undertaken comprehensive measures from the outset. This year, for example, will see to the tune of 70 urban advertising events organised with companies such as COFCO Great Wall and Chateau Chanson from Ningxia, joint roadshows involving such organisations as the Yingchuan Helan Mountain Eastern Foothills Wine Industry Alliance, the Penglai Grape and Wine Industry Development Service Center, Up-Chinese Wine and the German Wine Institute. In addition, ProWine Shanghai has organised two special events in Beijing and Shenzhen: hotel presentations with some 100 exhibitors and over 1,000 trade buyers. For more information go to [www.prowine-shanghai.com](http://www.prowine-shanghai.com)

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