

# SAVOR BUSINESS



International Trade Fair  
for Wines and Spirits.

Shanghai, China

8 - 10 November 2023

[www.prowine-shanghai.com](http://www.prowine-shanghai.com)

Shanghai New International Expo Center (SNIEC)

上海

## 2023 Post Show Report

## Shanghai

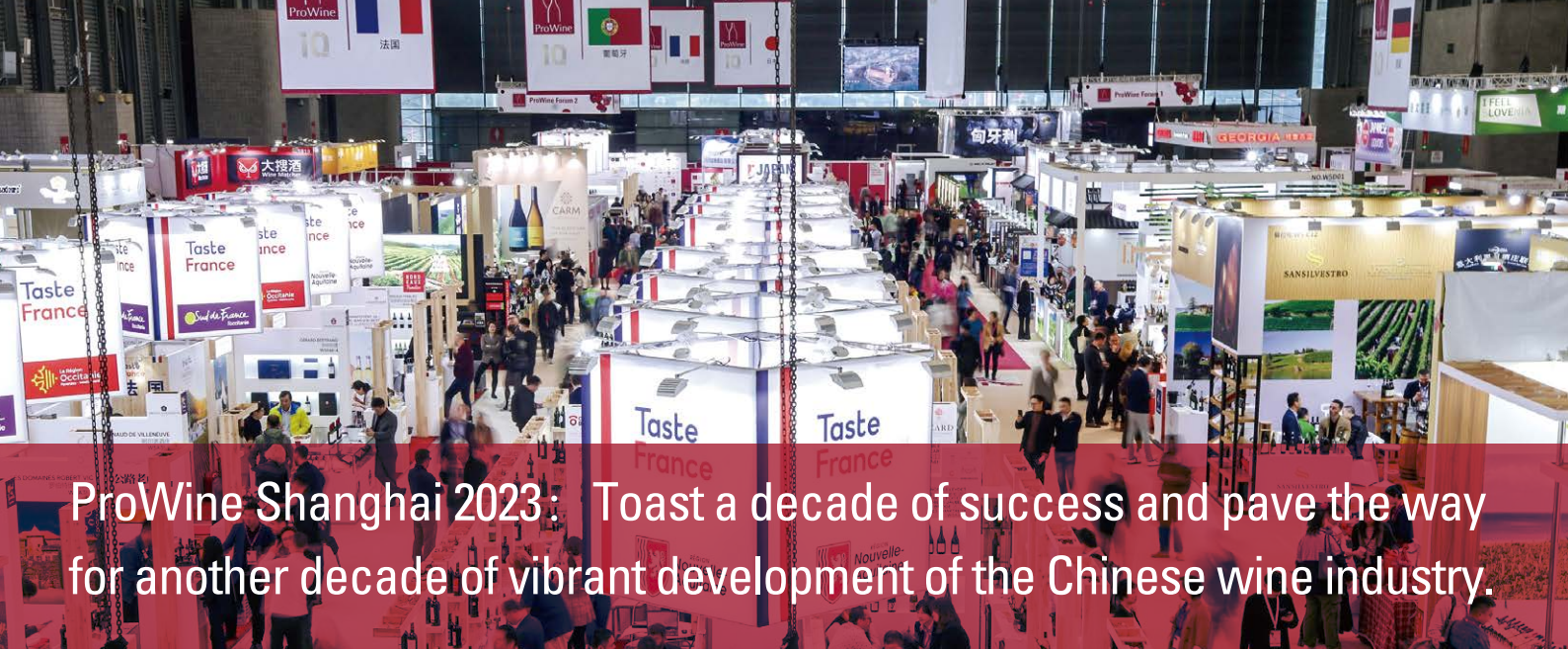
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# ProWine Shanghai 2023: Toast a decade of success and pave the way for another decade of vibrant development of the Chinese wine industry.

- A total of 27,363 trade visitors attended the event, which marked an 81.7% growth from the previous edition.
- Over 660 exhibitors from 32 countries/regions participated in the trade fair, an increase of over 45% compared to the last edition, with international exhibitors comprising more than 75% of the total.
- ProWine Shanghai has welcomed the biggest participation in history from Chinese wine regions.
- Ongoing wine education featuring high-end masterclasses to promote sustainable development in China's wine market.

As the leading trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai 2023 was held from November 8 to 10 at SNIEC (Shanghai New International Expo Center) to celebrate its 10th anniversary. Wineries, trade buyers and industry partners from home and abroad leveraged the three-day event to meet pent-up demand and set up the meetings for global wine professionals. This eagerly awaited event signifies the successful comeback of global exhibitors to the Chinese market post the pandemic, making ProWine Shanghai one of the most influential exhibitions in the wine and spirits market in Asia.



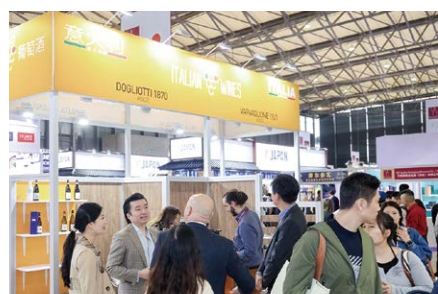
“We are very glad to witness ProWine Shanghai 2023 with such a high international participation after the pandemic. Austria, America, Germany, France, Spain, and other nations have consistently provided support for ProWine Shanghai since its inception a decade ago in Chinese mainland. We have welcomed the largest participation from Chinese wine regions and producers with around 90 wineries. Also, I'd like to extend my sincere gratitude to our partner, exhibitors and visitors for their continuous support.”

Mr. Peter Schmitz  
Director of ProWine



A total of 27,363 trade visitors attended the event, which marked an 81.7% growth from the previous edition.

Among them, 51.8% hailed from cities outside Shanghai. Notably, the visitor profile indicated a surge in the number of buyers from hotels, catering, and third and fourth-tier regions. Importers and distributors constituted a majority of the group. This further emphasizes ProWine Shanghai as a premier trade show for the industry in the Chinese mainland.



“With the total attracted 27,363 visitors to ProWine Shanghai 2023, our collaboration benefits both ProWine Shanghai and its concurrent event – China's leading food and hospitality show FHC which both offer one stop platform for trade buyers, and we've seen significant increase from restaurants, bars and hotels for food and drinking.”

Ian Roberts  
Vice President Asia at Informa Markets

Over 660 exhibitors from 32 countries/regions participated in the trade fair, an increase of over 45% compared to the last edition, with international exhibitors comprising more than 75% of the total.

Over 660 exhibitors from 32 countries and regions were drawn to ProWine Shanghai 2023, a three-day event that witnessed a 45% rise in exhibitor count when compared to the previous edition. International exhibitors comprised more than 75% of the total as the global economy steadily gained momentum, allowing foreign companies to revitalize. Boutique wineries and premium wine producers from all over the world were present at the trade fair to get in contact with local producers, importers, distributors and key buyers from all around the world.

Overseas companies have regained momentum and participated in the show with confidence. ProWine Shanghai 2023 had nearly 30 national pavilions and wine-producing regions in attendance. A total of 26 official national pavilions made a significant appearance, with government and industry organizations from Argentina, Austria, Brazil, North Macedonia, Germany, France, Georgia, USA, South Africa, Portugal, Japan, Serbia, Cyprus, Slovenia, Spain, Hungary, Italy, Chile, China and other countries and regions providing their full support.

“Business France has taken part in ProWine Shanghai for ten consecutive editions, and we are honored to be the largest national pavilion at ProWine Shanghai on its 10th anniversary. Many French companies have leveraged this professional trade platform to successfully find importers and partners in China. We are optimistic about the growth of the Chinese wine market and aspire to win over more Chinese wine enthusiasts to the charm of French wine.”

Mr. Adrien Calatayud,  
Head manager of French Pavilion

“We are thrilled to participate in ProWine Shanghai right after the pandemic, three years since our last attendance. Our pavilion wineries have introduced multiple new products, and we have engaged with several promising importers at the event. We are pleased to witness our Chinese friends' keen enthusiasm for Hungarian wines.”

Mr. Gergely Goreczky  
CEO of the Hungarian Wine Marketing Agency





ProWine Shanghai has welcomed the biggest participation in history from Chinese wine regions.

It has been a decade since ProWine Shanghai was inaugurated to the Chinese mainland. As a platform specializing in wine and spirits trade, it has observed the remarkable growth of China's wine industry in recent years, highlighting the nation's great potential and strength. The industry has made significant strides in grape cultivation, winemaking technology, and brand building, making China a formidable player in the global wine market — Several pavilions have highlighted the distinctive taste of Chinese wines, including Up-Chinese Wine Pavilion, Yinchuan Appellation Pavilion of Helan Mountain East Foothill Wine, Jinshan Appellation Pavilion of Ningxia Helan Mountain East Foothill Wine, Heshuo Pavilion of Yanqi Basin Appellation in Xinjiang, Pavilion of Yantai Grape and Wine Industry Development Service Center, and Young Gang of China Pavilion. In 2016, Chinese wines debuted at ProWine Shanghai. The 2023 edition featured 88 Chinese wineries showcasing their wines. As domestic consumers' confidence and interests in national brands grows, so does the influence of Chinese wine brands. These brands not only gained recognition in the domestic market, but also began competing with world-renowned brands in the international market.



China boasts expansive wine-growing regions where winemakers have mastered high-quality grape-growing techniques, developed a unique winemaking process, and engaged in extensive research and innovation in winemaking technology. These efforts have resulted in a gradual increase in the competitiveness of Chinese wines in both domestic and international markets. As a result, more and more consumers are paying attention to and selecting Chinese wines. Chinese wines are boosting growing popularity and ProWine Shanghai is now a platform for not only overseas wine suppliers but also Chinese wine producers.

Professor Li Demei  
head of the Brewing Engineering Department  
at Beijing University of Agriculture

Ongoing wine education featuring high-end masterclasses to promote sustainable development in China's wine market.

During the three-day event, high-end masterclasses were held at exhibitors' booths or at the ProWine Shanghai forums. These masterclasses and workshops were organized by renowned industry experts, opinion leaders, trade organizations, and associations. Many Chinese wine master classes on various topics were organized at this year's show: a number of Chinese wine masterclasses demonstrated the charm of Chinese wine, including Yinchuan Wine Guide High Score Wine Tasting, Exploring the Mysterious Xinjiang Appellation Master class, discovering the diversity of Cabernet Sauvignon in China, and so on. Three days of master classes and forums attracting a total of more than 2,000 visitors. Nearly 50 events were scheduled to take place at the trade show.

Many well-known overseas chateaus have joined the Chinese market through global exhibitions, high-end hotels, and fancy restaurants. They have virtually cultivated an increasing number of wine fanatics, China now has its own wine production regions, making the market more diversified and focused on quality and ProWine Shanghai has played a significant role in this.

LU Yang  
the world's only Chinese Master Sommelier

At ProWine Shanghai 2023, we witnessed the comeback of many overseas companies and tasted wines from wineries around the old and new world. The wine procurement at ProWine Shanghai will meet the needs of selecting wines for the bistros.

Mr. Liu Jin  
General Manager of Fuzhou Fubaidao Food Co., Ltd.,



Furthermore, ProWine SWEET BAR and other featured zones drew numerous professional buyers. These zones concentrated on observing the prevailing market dynamics and trends. The dessert wine market is progressively gaining market share and appealing to a younger, more everyday palate. ProWine Shanghai is highly attuned to market trends, and can assist companies in promptly revising their strategies and action plans to increase market share, capitalize on market openings, and attain enduring growth.

Throughout the last ten years, ProWine Shanghai has emerged as a premier forum for exhibiting wine culture and propelling industry advancement. In the future, ProWine Shanghai will continue its unique role to inject vitality into China's wine market and promote the development of wine culture. ProWine Shanghai is scheduled to take place again at SNEC (Shanghai New International Expo Center) on November 12-14, 2024.



For more information, please visit  
[www.prowine-shanghai.com](http://www.prowine-shanghai.com)

# TICKET TO THE WORLD

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# Exhibition Statistics 2023

Show Title	ProWine Shanghai 2023 International Trade Fair for Wines and Spirits
Date	08 - 10 November 2023
Show Hours	08 November - 10:00 to 18:00 09 November - 10:00 to 18:00 10 November - 10:00 to 16:00
Venue	Shanghai New International Expo Centre (SNIEC) Hall W4 & W5 No. 2345 Longyang Road, Pudong, Shanghai, China
Organiser	Messe Düsseldorf (Shanghai) Co., Ltd. China International Exhibitions Ltd (CIE)
Events at ProWine Shanghai 2023	<b>Forums &amp; Master Classes</b> <ul style="list-style-type: none"><li>■ ProWine Industry Forum</li><li>■ Nearly 50 events were scheduled to take place at the trade show</li><li>■ WSET Master Classes</li></ul> <b>Exhibitors Activities</b> <ul style="list-style-type: none"><li>■ Grapea &amp; Co. Education Forum</li><li>■ Wines of Germany Short Seminars</li><li>■ The rich and diverse European terroir with a long history Master Class</li><li>■ Wines of Hungary Master classes</li></ul>







## National, Regional and Organizational Pavilions

Argentina	Georgia	Serbia
Austria	Germany	Slovenia
Brazil	Hungary	South Africa
Chile	Italy	Spain
China	Japan	USA
Cyprus	North Macedonia	
France	Portugal	

### CATALONIA - PRODECA

#### D.O. MONTSANT

Garnacha / Grenache : European Quality Wines

Ningxia Helan Mountain-Jinshan Production Area

The Eastern Foothills of Helan Mountain Yinchuan wine Region

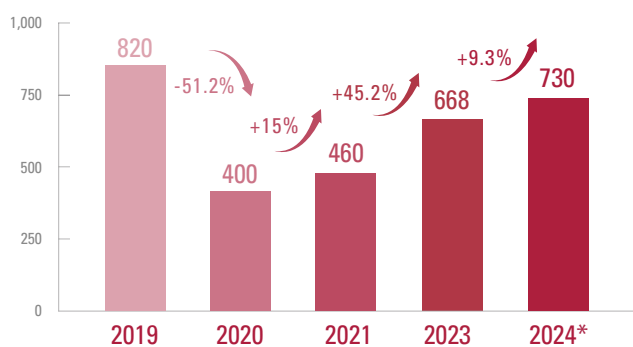
UP CHINESE WINE

Xinjiang Heshuo Wine Region

Yantai Wine Region

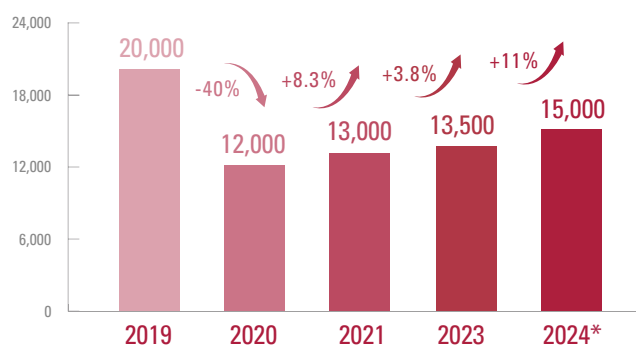
Young Gun of China

Exhibitors (2019 - 2024)



\* Expected growth

Gross Area (2019 - 2024)



### More Information



[www.prowine-shanghai.com](http://www.prowine-shanghai.com)



ProWine WeChat



ProWine Weibo



ProWine Tik Tok







# Exhibition Statistics 2023

## VISITOR BREAKDOWN BY AREA

Area	No. of Visitors	Percentage (%)
Shanghai	14,855	54.29
Outside of Shanghai	12,508	45.71
<b>Grand Total :</b>	<b>27,363</b>	<b>100.00</b>

## VISITOR BREAKDOWN BY VISIT PURPOSE\*

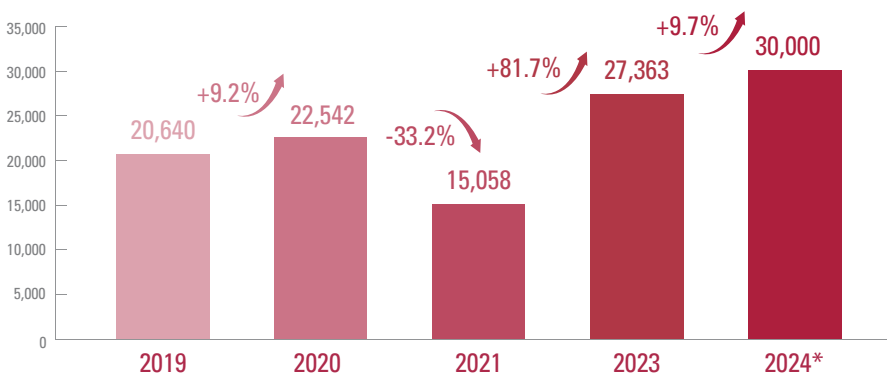
Sector	Percentage (%)
To purchase/To place the order/To look for new supplier	44
To look for new products	16
To gather industry information	11
Others	11
To consolidate relationships with suppliers/partners	7
Personal interests	6
To look for franchisor/broker	2
To evaluate the feasibility of participation	1
Participate in the forums	1
To watch professional competition	1
<b>Total</b>	<b>100.00</b>

\* Visitors may indicate more than one visit purpose.

## VISITOR BREAKDOWN BY PRODUCTS / SERVICES INTEREST

Products / Services	Percentage (%)
Still Red Wine	21
Still White Wine	15
Sparkling Wine	10
Still Rose Wine	8
Branded Wine	7
Organic Wine	7
Spirits	7
Seminars and Wine Education	6
Fortified Wine	5
Fruit Wine	5
Other Alcoholic Beverages	5
Wine-related Equipment & Services	4
<b>Total</b>	<b>100.00</b>

## Number of Visitors (2019 - 2024)



\* Expected growth

See you next year

at Shanghai

New International

Expo Centre (SNIEC)

Hall W4 - W5

12 -14 Nov. 2024

Contact for exhibitors: China



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