

**SEIZING NEW  
BUSINESS  
OPPORTUNITIES**  
IN SHENZHEN

# WINE TO ASIA SHENZHEN INTERNATIONAL WINE & SPIRITS FAIR

## 11-13 MAY 2023

Shenzhen Convention & Exhibition Center (Futian)

Organized by :



Powered by :



# About Wine to Asia

**Wine to Asia Shenzhen International Wine & Spirits Fair**, organized by **Veronafiere** and **Shenzhen Pacco Communication**. The first edition was held in 2020, attracted the attention of thousands of visitors and industry professionals.

**Wine to Asia 2023** – the innovative and professional wine and spirits trade show will stage at the glittering hub of China – Shenzhen, from **11 - 13 May 2023** at **Shenzhen Convention & Exhibition Center**, presenting a trade-focused platform for global wine & spirits producers and brands to connect and build efficient network with diverse and potential consumer markets in China.

## 2023 Overview



15.000  
sq.m.



450 +  
Exhibitors  
& Brands



15.000  
Visitors

# An Industry Barometer for Market & Traders

Base through the collaboration with high-profile key players and influencers in the wine and spirits industry, Wine to Asia 2023 will hold a series of in-depth online and off-line events in a large context to show the latest market trends and improve exhibitors' visibility.

## TRADE-FOCUSED

Brand Building

## 30+ EVENTS

Industry Impetus  
Tastings  
Masterclasses  
Conferences

## Discovery

Market  
Barometer

“A trade show has to represent the current market and new trends.”

**Simone Incontro**

Brand Manager of Wine to Asia

## INTERNATIONAL EXHIBITORS



- AUSTRALIA
- AUSTRIA
- ARGENTINA
- ARMENIA
- BELGIUM
- BRAZIL
- CHILE
- CHINA
- CROATIA
- FRANCE
- GERMANY
- GREECE
- HUNGARY
- ITALY
- JAPAN
- KOREA
- MOLDAVIA
- NEW ZEALAND
- PORTUGAL
- RUSSIA
- SERBIA
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- SWITZERLAND
- UNITED KINGDOM
- UNITED STATES
- ...

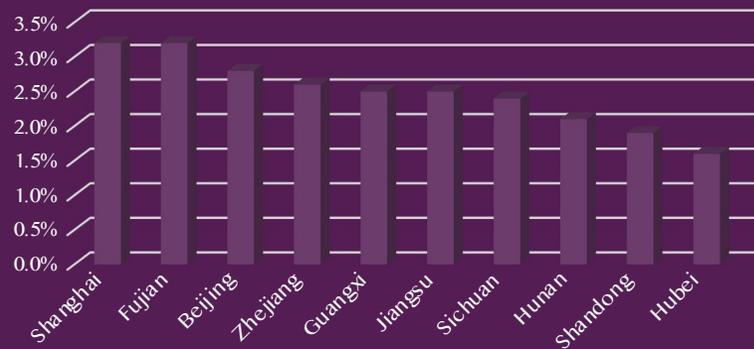
**450 +  
EXHIBITORS &  
BRANDS FROM  
27 COUNTRIES**

# Visitors

From Shenzhen connecting to whole country, it's where exhibitors gain access to fresh and mature markets with professionals and purchasing decision-makers from the industry.

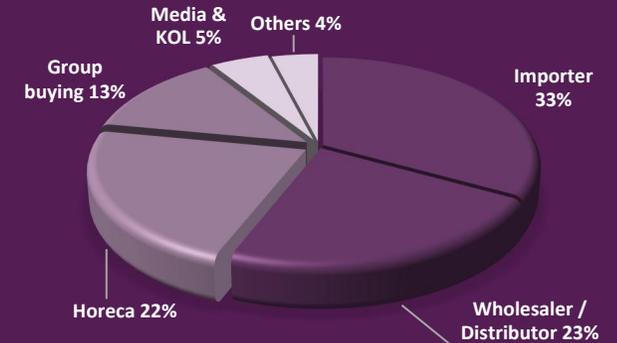
Wine to Asia 2023 expects over 15,000 visitors from all over the country, with Guangdong province accounting for 70% of the total.

Top 10 Provinces (except Guangdong)

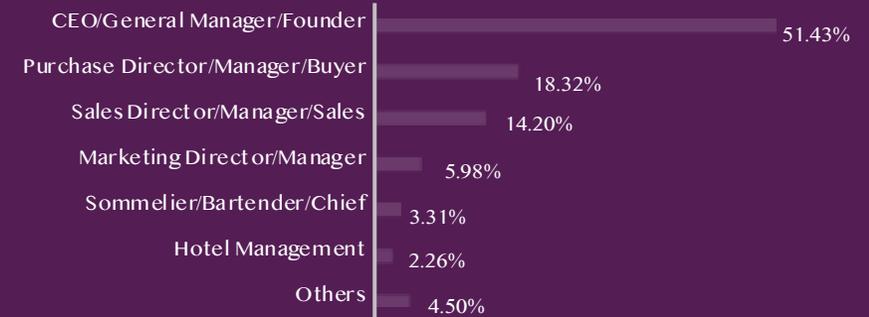


## Visitors Profile

### Business Channel



### Job Function





# #No More Travel Restrictions for International Arrivals

The leading city of Greater Bay Area  
The main meeting point for business

**Shenzhen**, China's third most important economic city, together with Beijing and Shanghai, is the **home of Wine to Asia** and a hub for extending influence throughout China.

Shenzhen is widely viewed to be the city of **innovation** and **digital communication**, with the highest rate of economic growth in China over the last twenty years. As the core city of Greater Bay Area, Shenzhen hosts more than **3,000 wine companies**, while **30%** of Chinese **importers and distributors** operate in the Greater Bay Area.

## In Shenzhen

---

# Wine to Asia 2023

## Featuring

Wine to Asia provides the platform for global exhibitors and professional visitors to connect and build efficient network through numerous events organized and managed in the Shenzhen Convention & Exhibition Center, the heart of the City of Shenzhen and across China: theme shows, masterclasses, tastings, roadshows, walk around tastings and conferences on the main market trends.

Through specific promotional action and the creation of digital marketing campaigns, Wine to Asia supports the business of companies by promoting incoming global exhibitors.

Join Wine to Asia system means creating business opportunities for strategic penetration into China market throughout the year.

**FEBRUARY – MAY**

 **wine** IN THE **TO asia** city

As a series of events before and after the Show Wine to Asia, it will be held in different cities with various themes in China, as to go deep into different consumer groups and business channels

**11 – 17 MAY**

**Greater Bay Area Wine Week**

By incorporating lifestyle drinking scenarios, Greater Bay Area Wine Week will be together with the best wine and dine venues in the Greater Bay Area including popular wine bars and bistros, to connect the on-trade premises, trade professionals, as well as wine and spirits lovers into a dynamic multi-verse.

 **wine** TO **asia**

深圳国际葡萄酒及烈酒展览会  
SHENZHEN INTERNATIONAL WINE & SPIRITS FAIR

**11 – 13  
MAY**

# To Meet New Trends And Key Market Needs

In 2023, Wine to Asia will bring together nearly 450 exhibitors from more than 20 countries and wine & spirits regions, covering from the traditional to lesser-known regions, exhibiting tens of thousands of fine wines and spirits.

## National & Regional Pavilions

National and regional pavilions are organized by official institutions and associations of various countries. Include Italy, Spain Top Wines, Wines of Chile, Spectacular South Africa, Wines of Portugal, Wines of Argentina, DOCa Rioja and Yantai, China.

## Quality Wineries & Brands

Quality Wineries & Brands include Vina Errazuriz, Huailai Cofco Great Wall Sanggan, Henkell Freixenet, Torres, Sassicaia, Babich Wines.

## Spirits Beer Other Alcoholic Beverages RTD ...

To meet the continued demand for spirits and ready-to-drink beverages, Wine to Asia will launch a dedicated section featuring spirits, beers, sake, ready-to-drink beverages from producers around the world, and related services as well.

# ONLY FOR NATURAL WINE

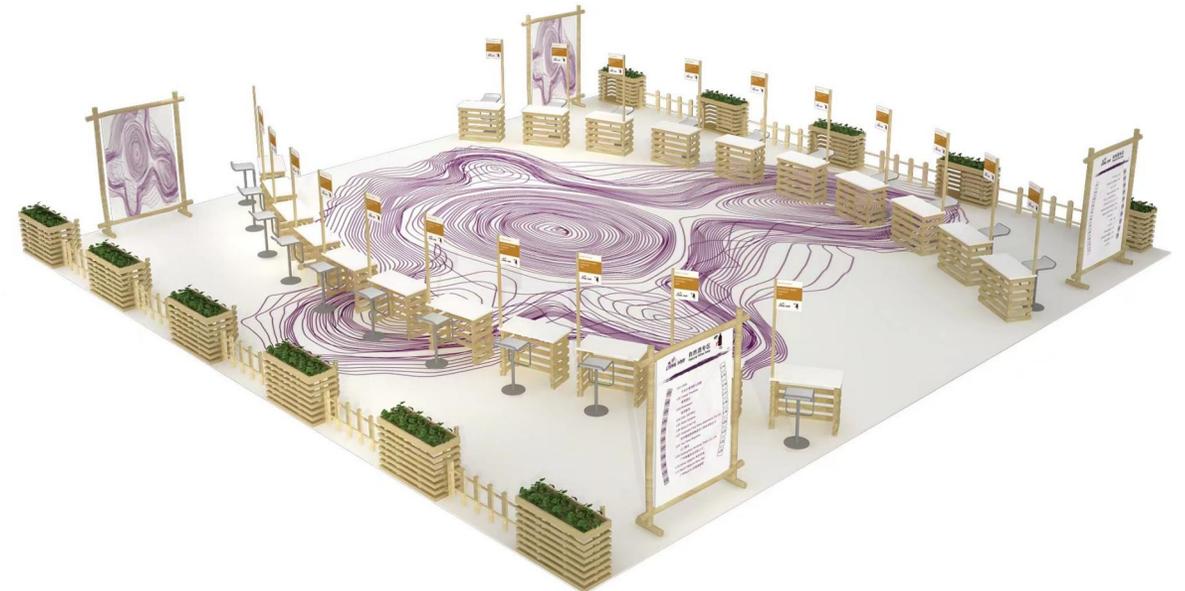
Living Wine, created by Wine to Asia, connects the most authentic natural wine to the Asian market. It has attracted the attention of many visitors and industry professionals since the first edition.

As the feature of Wine to Asia, Living Wine will be upgraded in size and scale, starting from every detail of the show's on-site design. The number of exhibitors has doubled, and the wines will cover France, Italy, Spain, New Zealand, China, Greece, Slovenia, Austria, Switzerland and other countries.



## LIVING WINE

The concept of wine's "Wood" likes each grape vine has its own uniqueness, connecting the soil to the grape.



## Greater Bay Area Wine Week

The “**Greater Bay Area Wine Week**” is created by Wine to Asia and Grapea Shenzhen together.

During the week of **11-17 May**, concurrently with the Wine to Asia show, **Greater Bay Area Wine Week** will have 40+ well-known wine bars, bistros and restaurants in major cities of the Greater Bay Area to hold various wine themed activities.

Positioned as a core B2C event, Greater Bay Area Wine Week aims to connect the on-trade premises, trade professionals, as well as wine and spirits enthusiasts into a dynamic multi-verse, thereby taking approach to wine trends and generating more business opportunities.



# Wine to Asia 2023 Network

Wine to Asia boasts a media matrix of the key media channels in China including WeChat, Weibo, Little Red Book, the international social media platforms such as Facebook, Instagram, and mass media containing Sohu, Zhihu, Qi'e, Dayu, NetEase, Xueqiu, centered around China and global alcohol market up-to-date news and trends, targeted at the key players in the wine & spirits world.

Over **30,000** Followers



Wine to Asia exhibitors are entitled to all-round promotion and exposure during pre-fair, en-fair, after-fair by publishing and sharing exclusive content based on the professional and efficient digital media network.

**MASS MEDIA** SEO on Baidu Searching Engine

搜 狐  
SOHU.com

網 易 NETEASE  
www.163.com



**50,673** TOTAL VIEWS  
Up to January 6, 2023

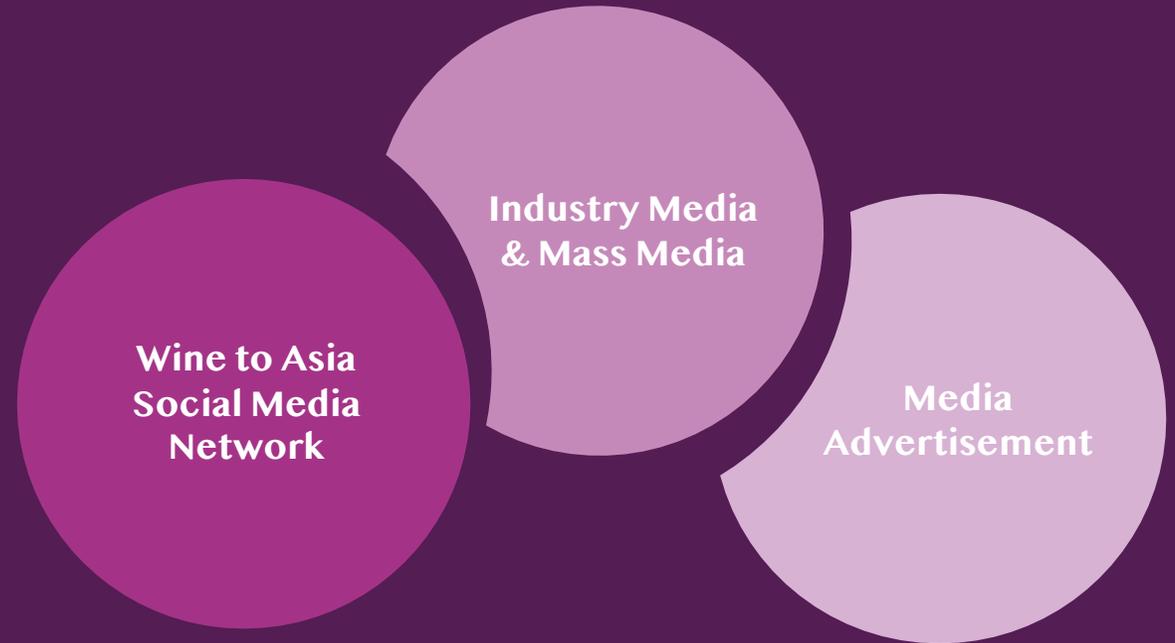
# Media Coverage

For Your Brand Building and Exposure

Based on the self-owned media matrix of Wine to Asia led by the key media channel in China, WeChat.



More exposure on a series of leading and influential industry media and mass media in partnership with Wine to Asia.



## Leading Media Partnership

In partnership with the most leading and influential industry media and mass media, covering over 500,000 high profile industry professionals across the Asia Pacific region.

# WeChat Mini -App Program

Wine to Asia bilingual WeChat mini-app has thousands of regular users. Through the mini-app, producers and trade professionals can directly experience a series of processes such as registration, the digital networking and doing business 365 days a year by contacting directly.

A strong linkage network between online exposure and offline exhibition, with visitor registration system embedded in and exhibition related information and news included, combining the online and offline visitor flow.

Displaying and interaction with potential buyers via each exhibitor's exclusive homepage including information like presentation video, profile info, booth number, contact info.

#WinetoAsia  
#WinetoAsia2023



# wineTOasia

## 11-13 MAY 2023

Shenzhen Convention & Exhibition Center (Futian)

Follow us:



-  Wine\_to\_asia
-  Wine to Asia
-  @winetoasia2020
-  Wine to Asia国际酒展
-  WinetoAsia国际酒展

Discover more: [www.wine2asia.net/EN/](http://www.wine2asia.net/EN/)

Organized by:



Powered by:

