



# Wine to Asia Shenzhen International Wine and Spirits Fair

**9 - 11 May 2024**

Shenzhen Convention & Exhibition Center, China

**SEIZING NEW  
BUSINESS  
OPPORTUNITIES  
IN SHENZHEN**

Organized by:



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wine2asia.net





Vinitaly, Verona



Vinitaly, Verona

# SEIZING NEW BUSINESS OPPORTUNITIES IN SHENZHEN

Building on the reputation and energy of Vinitaly, with its strong market leading position and track record of presenting content and events of the highest quality, Vinitaly proudly presents a new type of wine & spirits event for Asia — Wine to Asia.



Wine to Asia, Shenzhen



Wine to Asia, Shenzhen

## What is Wine to Asia?

An innovative and professional wine & spirits trade show at the glittering hub of China

Wine to Asia Shenzhen International Wine & Spirits Fair, is jointly organized by Veronafiere Group (Vinitaly organizer), the Italy's leading exhibition promoter and organizer of trade shows with more than one hundred years of experience, in partnership with Shenzhen Pacco Culture Communication.

As a dynamic and effective trade-focused platform, Wine to Asia provides opportunities for international wine and spirits producers and dealers to build worldwide network and connect with diverse and potential consumer markets from Shenzhen to whole Asia.



Wine South America, Bento Gonçalves



Wine South America, Bento Gonçalves

## AROUND THE WORLD





# SHENZHEN

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

THE CITY'S GDP GREW BY 3.3 PERCENT TO REACH MORE THAN 450 BILLION US \$ IN 2022. FOR THE FIRST HALF OF 2023, SHENZHEN'S GDP ACHIEVED A GROWTH OF 6.3 PERCENT YEAR ON YEAR.

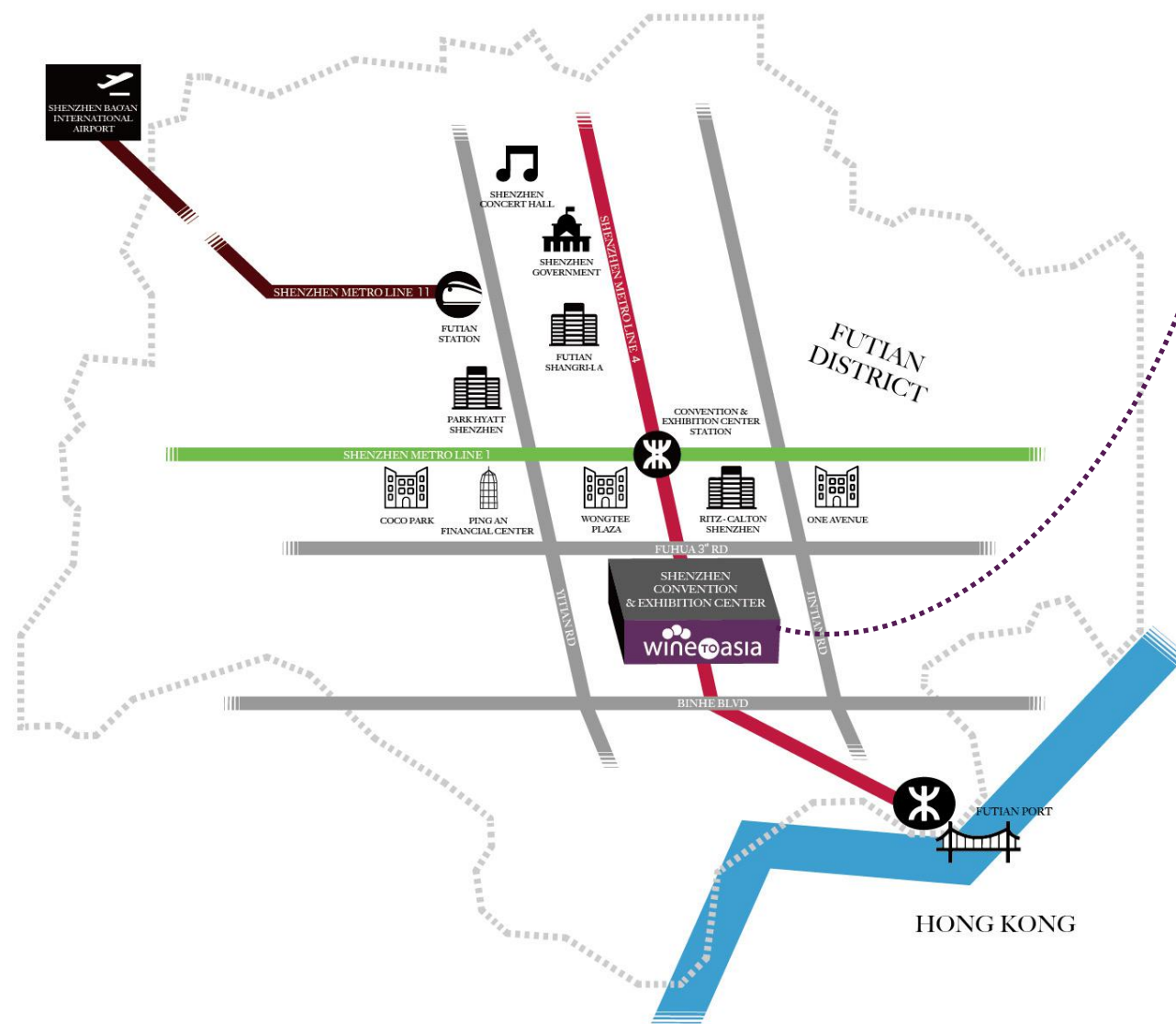
Shenzhen, China's third most important economic city, together with Beijing and Shanghai, is the home of Wine to Asia and a hub for extending influence throughout China.

Shenzhen is geographically located at the mouth of the Pearl River Delta, which includes Shenzhen, Hong Kong, Macau and Guangzhou. Shenzhen is the cornerstone of Beijing's 'Greater Bay Area Initiative', the Bay Area contains 4 first-tier cities that are the foundation of creating a global future 'Megalopolis' in terms of industry, finance, media, innovation and wealth creation.

As China's 'Silicon Valley', Shenzhen is a global leader in high-tech development, financial services, foreign trade like wine and spirits, shipping and the creative and cultural industries.



# IN THE HEART OF THE CITY



Located in the heart of Futian CBD, Shenzhen Convention & Exhibition Center is one of the architectural landmarks of Shenzhen.

Wine to Asia 2024 will take place at the **Shenzhen Convention & Exhibition Center (SZCEC)** located and as one of the landmark buildings at Shenzhen Central Business District, downtown in Futian District. Benefitting by the advanced facilities and convenient transportation links, this is the right place for business seizing.

## 1 Shenzhen Metro

The venue is convenient accessible through Shenzhen Metro Line 1, 4 and 11.

- 5 minutes walking from Convention & Exhibition Center Station (Line 1 & Line 4);
- 10 minutes walking from Futian Station (Line 11).

## 2 Railway Station

Within 8 minutes' driving distance from Futian Railway Station

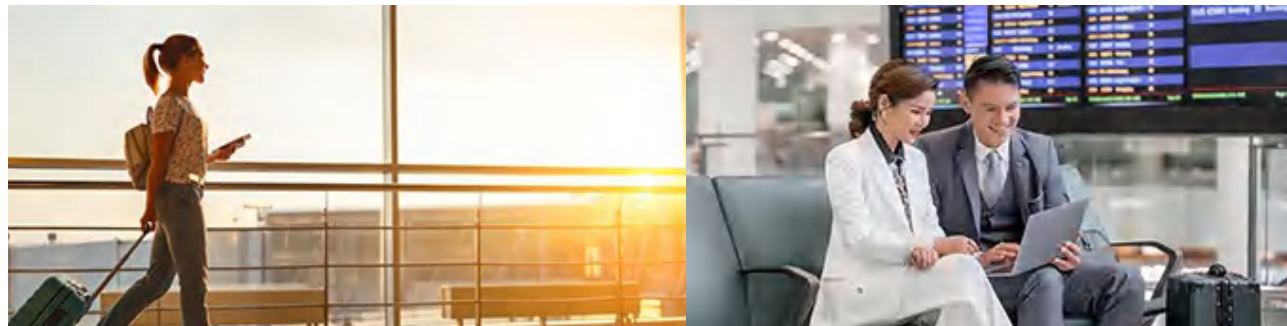
## 3 Airport

Within 30 minutes' driving distance/ 50 minutes by Shenzhen Metro Line 11 from Shenzhen Bao'an International Airport to Futian Station.

## 4 Hong Kong

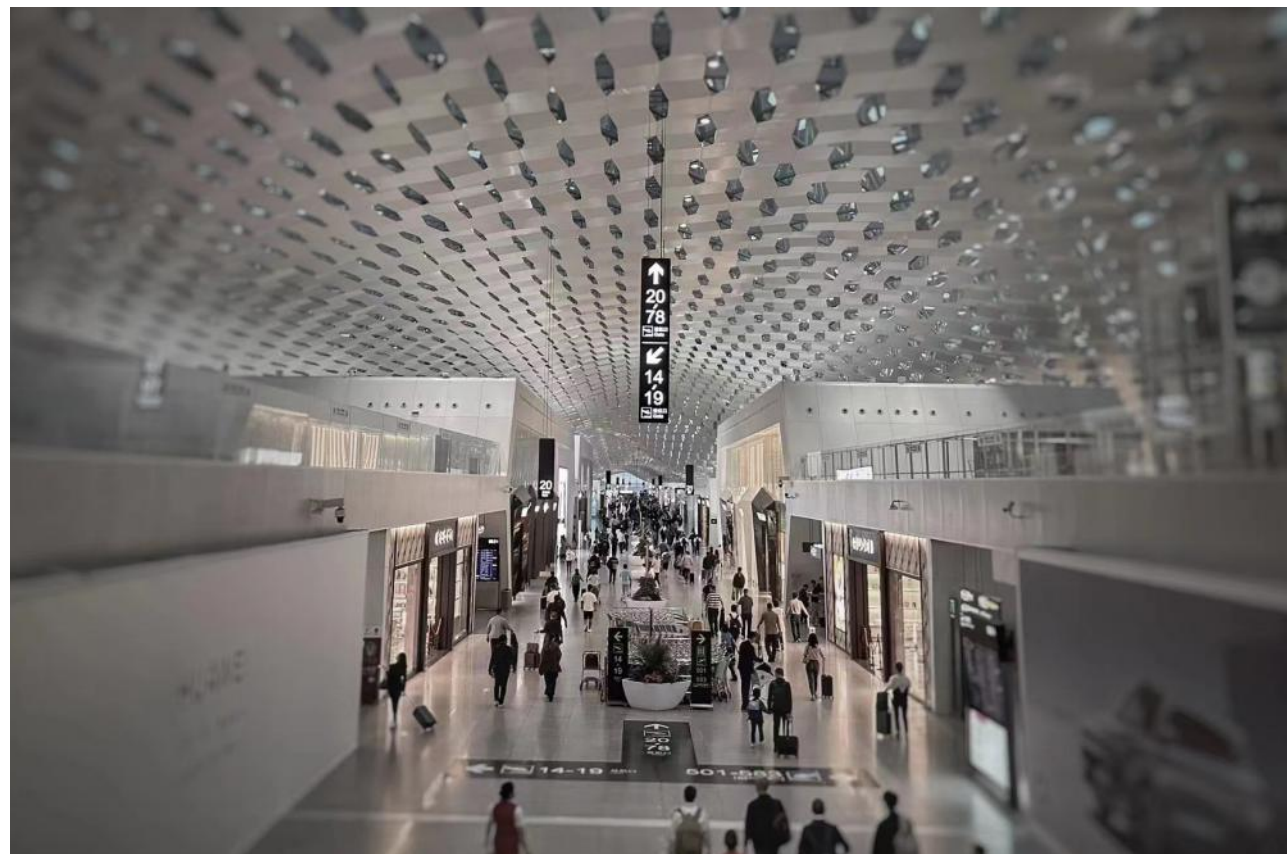
5 minutes' driving distance from Futian Port and Huanggang Port

# WITH CONVENIENT VISA POLICY & DIRECT FLIGHTS



## 144-Hour (6 days) Visa-Free Transit in Shenzhen

Since January 8, 2023, passengers can take advantage of the 144-hour visa-free transit to visit designated cities and regions during the transfer in China.



## International direct flights to Shenzhen

Shenzhen – Bao’an International Airport is a large airport in China, and it is well connected to lots of airports around the world. In total there are **149 airports** that have direct flights to Shenzhen, spread around **135 cities in 25 countries**, such as flights from Milan, Rome, Brussels, Paris, Barcelona, London, Frankfurt, Los Angeles, Vancouver.



# 2023 EDITION WINE TO ASIA

DRIVEN BY QUALITY - FOCUSED ON BUSINESS



The inaugural edition of Wine to Asia took place from 11 to 13 May, at the Shenzhen Convention & Exhibition Center, an architectural landmark of Shenzhen in the heart of the city, welcoming over 15,000 high-profile trade visitors from all the first tier cities and the most important provinces.

The show hosted over 450 exhibitors from 27 countries, tailored with 1,500 brands, and 11 official national pavilions showcasing the main players in the worldwide offering for the Chinese market, organized by Italian Trade Agency, Spectacular South Africa, Wines of Portugal, Wines of Argentina, I Feel SLOVEnia, Spain Top Wines, Yantai, Rioja, Sud de France, as well as the Consulates General of Argentina and Uruguay in Guangzhou and the commercial section of the Consulate General of Belgium.



# WHO CAN YOU MEET AT WINE TO ASIA?

**15,383**  
UNIQUE VISITORS\*  
(2023)

**2%**  
BAR/PUB/CLUB

**16%**  
ON-TRADE

**3%**  
CATERING

**3%**  
HOTEL

**5%**  
RESTAURANT

**43%**  
IMPORTER/  
DISTRIBUTOR

**2%**  
SHOP/SUPER-MARKET

**7%**  
PRESS

**14%**  
OFF-TRADE

**5%**  
INDEPENDENT  
MERCHANT

"Wine to Asia, even at its first edition, is already one of the best fairs in Asia to present our wines. It is a professional fair where buyers can find wines from the new and old world."

*Sol Asensio, export director of Rutini Winery*

# VISITORS

15,383

The first edition has placed the foundations for the future of Wine to Asia.

The 80% of visitors came from Greater Bay Area , and most of other visitors came from Beijing, Shanghai, Chengdu, and the provinces of Fujian and Zhejiang, with important delegations of buyers from Southern part of China: Guangxi, Hubei, Jiangxi and Hunan.

80%  
Greater Bay Area

## Visitors from Greater Bay Area

12,000+

SHENZHEN  
GUANGZHOU  
HONG KONG  
DONGGUAN  
ZHUHAI  
FOSHAN

## Main Area

GUANGDONG  
BEIJING  
SHANGHAI  
FUJIAN  
SICHUAN  
ZHEJIANG  
GUANGXI  
HUBEI  
SHANDONG  
JIANGSU  
HONG KONG  
HUNAN  
HENAN  
TIANJIN  
LIAONING



# 450 EXHIBITORS

"Wine to Asia makes its full format début this year. It aims to encourage and support this recovery, as well as stimulating the development of the relationships and conditions needed to identify the new ways into a market that is unanimously still the most interesting among emerging countries in terms of global wine demand. We are convinced that the Chinese market can turn its trend around after two years of sharp decline in demand."

*Federico Bricolo, President of Veronafiere*

FROM **27**  
COUNTRIES

## INTERNATIONAL EXHIBITORS



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

...



2023 EDITION  
WINE TO ASIA

# QUALITY EVENTS

Wine to Asia boasted a programme with more than 30 masterclasses and premium tastings of wine and spirits curated by some of the most authoritative voices on the global and Chinese wine scene.





# AN INDUSTRY BAROMETER FOR MARKET & TRADERS 2024

## 2024 Overview

Wine to Asia 2024 will stage at Shenzhen Convention & Exhibition Center from 9 - 11 May 2024.

Based through the collaboration with high-profile key players and influencers in the wine and spirits industry, Wine to Asia 2024 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.

**"A trade show has to represent the current market and new trends."**

Simone Incontro  
Brand Manager of Wine to Asia



**15,000**  
sq.m.

### TRADE-FOCUSED

Brand Building



**450 +**  
Exhibitors  
& Brands

### 30+ EVENTS

Industry  
Tastings  
Masterclasses  
Conferences



**20,000**  
Visitors

### DISCOVERY

Market  
Barometer



# Wine to Asia 2024

## 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 at the Shenzhen Convention & Exhibition Center.

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

**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

**6 – 12 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.

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

**9 – 11  
MAY**

# To Meet New Trends And Key Market Needs

In 2024, Wine to Asia will bring together more than 450 exhibitors from over 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

Quality Wineries &  
Brands

Spirits  
Beer  
Other Alcoholic  
Beverages  
RTD  
...



# Greater Bay Area Wine Week

Over 40 wine bars and bistros were, proposed to an audience of 8,000 wine lovers as part of the Greater Bay Area Wine Week 2023, the first and only initiative that has networked the HO.RE.CA world in the cities of Guangzhou, Shenzhen, Hong Kong, Dongguan, Zhuhai, Foshan and Huizhou.



wine to asia  
深圳国际葡萄酒及烈酒展览会  
Shenzhen International Wine & Spirits Fair  
深圳会展中心(福田)  
11-13 MAY

逛展结束去哪喝?  
大湾区最全饮酒地图  
看这里

5月11至17日  
凭 Wine to Asia 报名二维码  
即可享受深圳、广州、香港、  
佛山、珠海、东莞、惠州 45+  
人气酒馆惊喜专属优惠!

Wine Week  
11-17 MAY  
大湾区葡萄酒周 2023  
GREATER BAY AREA

SHENZHEN  
INTERNATIONAL  
WINE & SPIRITS FAIR  
Shenzhen Convention & Exhibition Center(Futian)

官方小程序  
官方微信





# Wine to Asia 2024 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 **50,000** 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



**350,618** TOTAL VIEWS  
Up to October 16, 2023



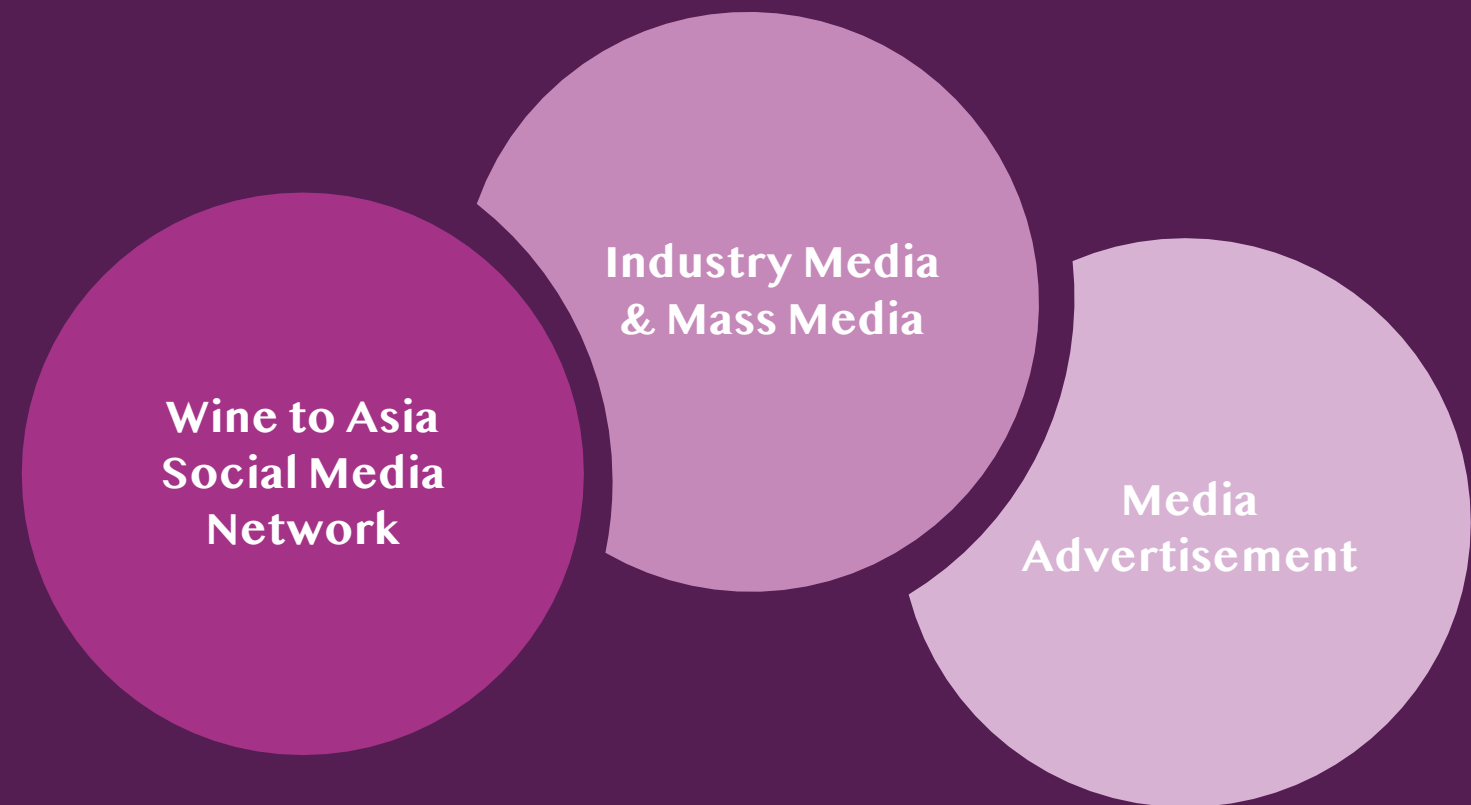
# Media Coverage

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.

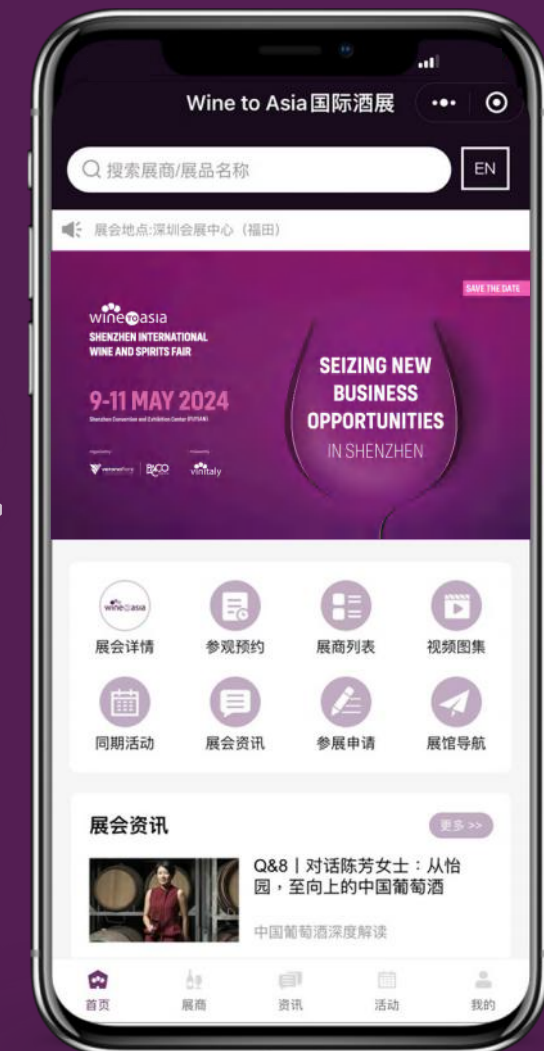
# WeChat Mini -App Program

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  
#WineToAsia2024





 wine to asia

9 – 11 May 2024

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