

SOL Expo | Wine to Asia

FULL OLIVE EXPERIENCE IN ASIA

SHENZHEN
14-16 MAY
2026

PRODUCED BY
 **veronafiere**
Trade shows & events since 1998

SOL Expo

FULL OLIVE OIL EXPERIENCE

1-3 March 2026 | Verona Exhibition Center

14-16 May 2026 | Shenzhen Convention & Exhibition Center

SOL Expo is the Veronafiore event fully dedicated to the olive and olive oil sector, after 28 editions alongside Vinitaly, SOL Expo marked a significant milestone in 2025, reaffirming its renewed role as a stand-alone exhibition. The expansion of the exhibition space clearly reflects the sector's growing relevance and international interest.

Asia is now the fourth-largest olive oil importer worldwide, accounting for approximately 6% of global extra-virgin olive oil trade, making the region a strategic growth market for producers and brands.

At the crossroads of business and innovation, **SOL Expo at Wine to Asia** connects leading international producers with key buyers from China and across Asia, supporting commercial exchange and long-term partnerships.

Following a successful debut, the SOL Expo featured area at Wine to Asia returns with an enhanced format, combining tastings, education, and market insights to showcase excellence, innovation, and tradition in the global olive oil industry.



SOL Expo, Verona



SOL Expo, Shenzhen



SOL Expo, Verona



SOL Expo, Shenzhen



SOL Expo, Verona



SOL Expo, Shenzhen



Vinitaly, Verona



Vinitaly, Verona

SEIZING NEW BUSINESS OPPORTUNITIES IN SHENZHEN

14-16 May 2026 | Shenzhen Convention & Exhibition Center

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.

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 organized by Veronafiore Group (Vinitaly organizer), the Italy's leading exhibition promoter and organizer of trade shows with more than one hundred years of experience.

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 to Asia, Shenzhen



Wine to Asia, Shenzhen



Wine South America, Bento Gonçalves



Wine South America, Bento Gonçalves

AROUND THE WORLD



2025 EDITION SOL EXPO AT WINE TO ASIA

DRIVEN BY QUALITY - FOCUSED ON BUSINESS

Wine to Asia is more than a wine trade show — in 2025, extra virgin olive oil took center stage.

From 9–11 May 2025, SOL Expo at Wine to Asia featured a dedicated exhibition area showcasing international olive oil excellence, with a curated journey through taste, education, and market insight.

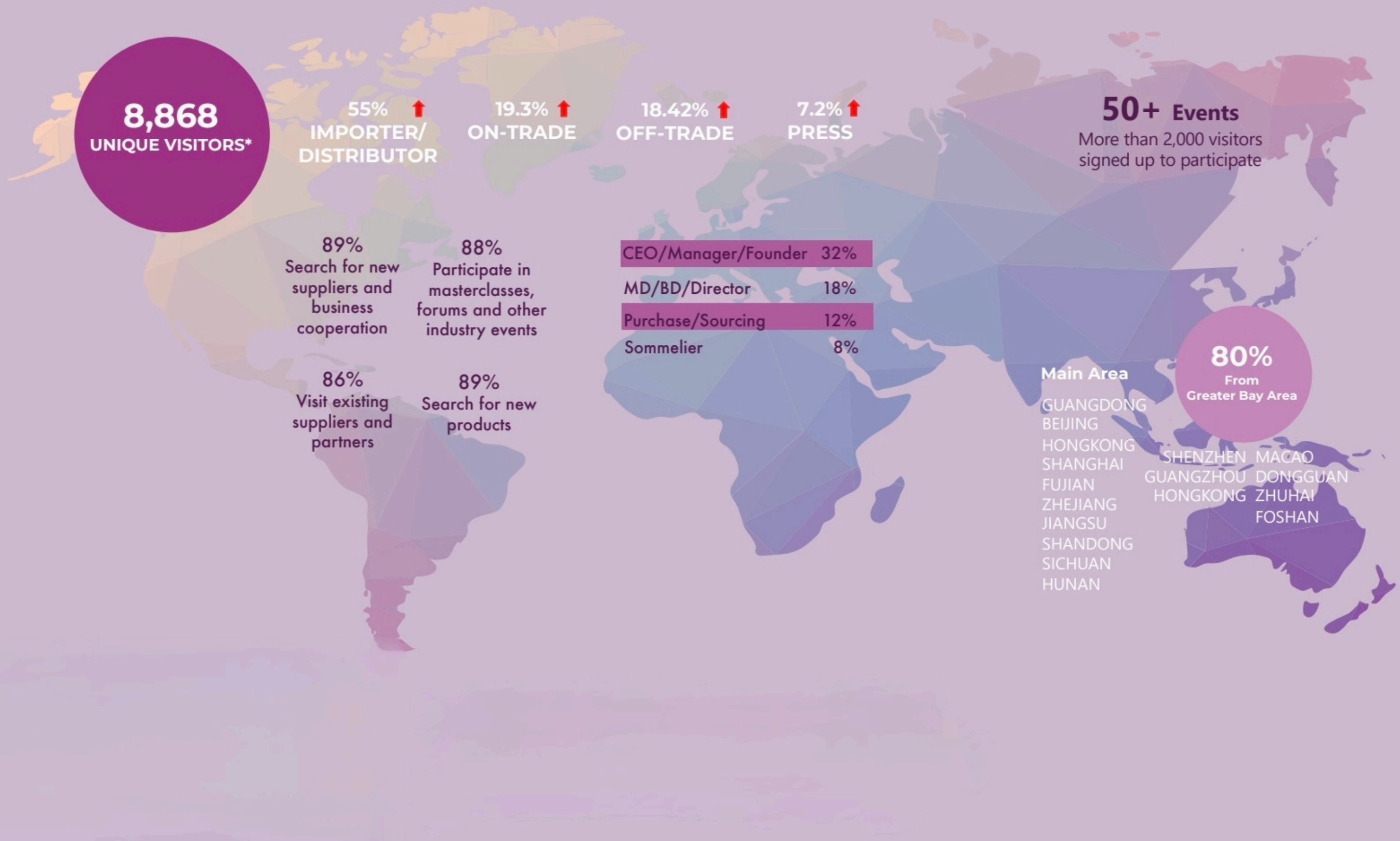
International producers from *Greece, Spain, Italy, and China* showcased premium olive oils and vinegars. Three day of masterclasses, engaged professionals and buyers alike, led by renowned expert Marino Giorgetti and professional olive oil taster Na Xie.

Creativity and innovation took shape in the *Mix-oilogy EVO Bar*, where extra-virgin olive oil was positioned as a key ingredient in contemporary mixology, explored through signature cocktails crafted by leading bartenders.

SOL Expo at Wine to Asia confirmed itself as a dynamic platform where quality meets trade, and tradition meets innovation.



WINE TO ASIA 2025 STATS



PARTICIPATION WITH A BOOTH

AVAILABLE TO BE SHARED BY COLLECTIVES

The participation proposal per **booth**:
€ 2,500.00 vat included/ ¥ 21,500.00 vat included

Set-up includes:

- Aluminum structure H3.5m, exhibitor graphic 92xH240cm
- Reception desk 100x50xH100cm, front cover with exhibitor logo
- Two shelves 200x50cm
- Storage Cabinet 200x50xH100cm
- One round table diameter of 80cm, with four chairs
- One power strip per booth
- Accessories: glass services, spittoon



PARTICIPATION WITH A COUNTER

A SHARED EXHIBITION AREA

The participation proposal per **counter**:
€ 1,000.00 vat included/ ¥ 8,600.00 vat included

Set-up includes:

- Reception desk 100x50xH100cm, front cover with exhibitor logo
- Exhibitor nameboard
- One stool per counter
- One power strip per counter
- Accessories: glass services, spittoon





**SOL
EXPO**
THE OLIVE & OIL TRADE SHOW

**wine2asia**

For more information: sales@wine2asia.net

**SAVE THE DATE
SHENZHEN
14-16 MAY 2026**