

SAVE THE DATE



SEIZING NEW BUSINESS OPPORTUNITIES IN SHENZHEN

**CONTACT US TO JOIN ASIA'S
PREMIER WINE EVENTS!**

info@wine2asia.net

Organized by :



Powered by :



**14-16 MAY
2026**

RAW WINE SHENZHEN

*Friday 15 May 11:00–18:30
& Saturday 16 May 11:00–16:00*

**Shenzhen Convention & Exhibition
Center (Futian)**

rawwine.com

RAW WINE®

In collaboration with

The logo for wine to asia, featuring three small circles above the word "wine" and the word "toasia" in a sans-serif font.

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 international 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 **Veronafiere 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.

AROUND THE WORLD



Global Wine and Spirits on Stage

Join us at Wine to Asia 2026

Experience the **diversity** and **excellence** of **wine and spirits** right in Shenzhen, the trendy hub of Greater Bay Area in China and Asia

Wine to Asia is back, bringing **International iconic wineries** and **hidden gems** to the Asian market for three days of **tastings, business opportunities, and education.**

2026 Overview

500+	15,000
EXHIBITORS	VISITORS
Including brands from 20+ countries	Trade-focused
100+	7,500
EVENTS	SQUARE METERS
Industry Tastings	With feature area
Masterclasses & Discovery Zone	RAW WINE SHENZHEN
Consumer events	Sol Expo



Why exhibit

Wine to Asia is where **winemakers** and brands meet Asian trade professionals. 2025 year's edition turned Wine to Asia into the focal point for wine and spirits in China, with great results:

- **450+** wineries and brands
- **1,650+** wine labels showcased
- **8,800+** qualified industry attendees
- A dynamic program of tasting, masterclasses, and networking activities



Wine to Asia 2025 featured over 450 brands from 20+ countries, among which the official national pavilions included:

Italian Pavilion organized by Italian Trade Agency
California Wine Institute
Spectacular South Africa
New Zealand Wines
I Feel SLOVEnia
The Old Vine Conference
Serbia Pavilion with Open Balkan by Wine Vision
Spain Pavilion
Catalonia Quality Wines
Greece Pavilion

What's New in 2026

- Three days of **business** and **discovery** | **14-16 May, Shenzhen**
- Global producers presenting their finest selections
- Exclusive **masterclasses** led by MW, MS and top experts
- Unmatched **networking opportunities** with key buyers, distributors, and decision makers
- Brand new feature area dedicated to Natural Wine: **RAW WINE SHENZHEN**
- The fourth edition of **Greater Bay Area Wine Week**



 **Wine to Asia** is more than a trade show — it's a gateway to wine culture, expertise, and innovation.

FEBRUARY – MAY

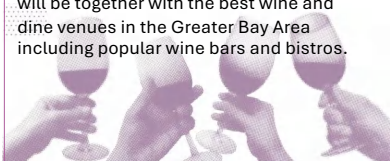
 **wine to asia** IN THE city

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

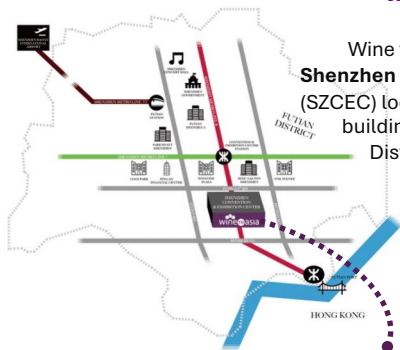
11 – 17 MAY

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.



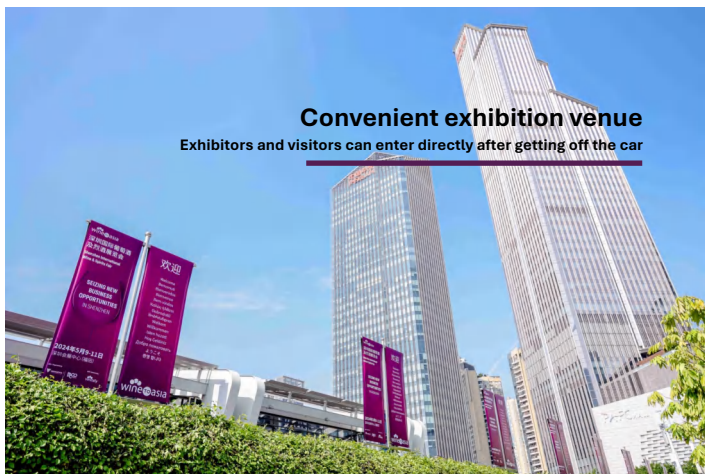
In The Heart Of The City



Wine to Asia 2026 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.

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



Convenient exhibition venue

Exhibitors and visitors can enter directly after getting off the car



14-16 May 2026
Shenzhen, CHINA



Wine to Asia
WeChat Mini-app & WeChat Account



 [winetoasia_official](#)

 [Wine to Asia](#)

 [Wine to Asia](#)

 [WinetoAsia国际酒展](#)

 [WinetoAsia深圳国际酒展](#)