

## Press Release ProWine China 2020 / October 2020

### **ProWine China 2020 awaited with anticipation**

#### **Good response despite COVID-19 pandemic**

Over the last seven years ProWine China has firmly established itself as a leading international trade fair for wines and spirits and an integral part of the ProWine family. This year will see ProWine China being held at the Shanghai New International Expo Center (SNIEC) from 10 to 12 November. For the industry the 3-day trade fair will be as important as ever as a trend barometer showing how the wine market will develop under the influence of COVID-19. Despite international travel restrictions and social distancing measures there is every indication of a successful event. The market in China is next to being sold out and most dealers are ready to place new orders for the coming year after months of reservation. On the part of the trade fair a comprehensive hygiene concept has been established that takes all current provisions into account and allows buyers from all over China to safely visit ProWine China.

#### **Unique Diversity of Wines and Spirits**

Despite the omnipresent impact of the COVID-19 pandemic the organisers have once again succeeded in recruiting a great number of exhibitors for ProWine China. Individual exhibitors include such well-known names as Les Grands Chais de France (GCF), Schmitt Söhne and Henkell Freixenet. On top of this, 14 major wine-growing nations are represented with their own country pavilions: France (Business France), Spain (ICEX and Prodeca), Portugal (Wines of Portugal), Italy (Consorzio Vini Mantovani), Germany (Federal Ministry for Food and Agriculture), German Wine Institute (DWI), Austria (Wirtschaftskammer



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中国上海  
[www.prowinechina.com](http://www.prowinechina.com)



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Österreich), Slovenia (Ministry for Agriculture, Forestry and Food), Australia (Wine Australia), Argentina (Wines of Argentina), Brazil (Apex-Brasil), Chile (Wines of Chile), USA (California Wine Institute) as well as Japan (Japan Sake and Shochu Makers Association). Due to the current travel restrictions a major share of the trade fair stands will be manned by the respective importers and/or the local representatives.

### Great Potential for Chinese Wines

Be it in Düsseldorf at ProWein or in Shanghai at ProWine – Chinese wines are attracting more and more attention in the sector. This year many wine-growing estates from the most important wine-growing regions will again be presenting the diversity of Chinese wines at the stand of UP-Chinese Wine. In addition to this, the Yinchuan Helan Mountain Eastern Foothills Wine Industry Alliance will be presented for the first time with several wine estates from the region. Also represented at ProWine China, for the third time now, will be the market leader COFCO Great Wall.

### Varied Programme of Side Events

Since the outset seven years ago ProWine China has placed great emphasis on education and training and offered a varied programme of supporting events running concurrently with the trade fair. These aim to impart key basics to visitors by means of seminars, lectures and master classes. This year the supporting programme comprises in excess of 30 high-calibre side events. Professor Li Demei will continue to chair the industry forum at ProWine China 2020 under the heading “The Effects of the Corona virus Pandemic on Wine Consumption – Opportunity and Reaction of the Industry”. Events include the 3-day WSET Masterclass as well as a wide choice of tasting courses at the country pavilions. The



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courses are hosted by renowned figures in the Chinese wine industry, including Lu Yang, the world's first Chinese Master Sommelier, and Gus Zhu, the first Chinese Master of Wine, to name but two hosts. Furthermore, the third day of ProWine China will see the biggest, most professional and anxiously awaited blind tasting competition for sake in China. For those guests unable to travel to Shanghai, WSET and the California Wine Institute as well as other exhibitors will be streaming their events live.

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