

Press Release ProWine Shanghai 2021 / June 2021

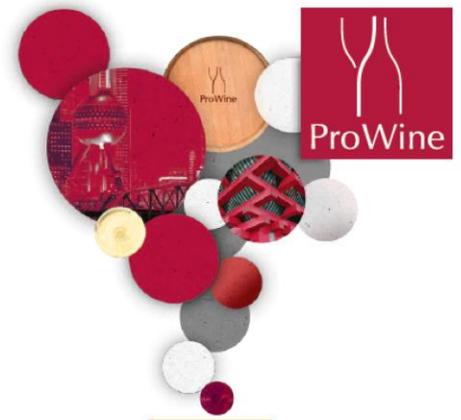
ProWine Shanghai 2021: Positive market rebound with high exhibitor registration

High space demand from international exhibitors

ProWine Shanghai 2021 will gather global wines and spirits producers from November 9-11 this year, continuing the success of the past years in China. At present, many domestic and overseas pavilions and exhibitors have confirmed their participation. Meanwhile, the concurrent activities and special areas of ProWine Shanghai 2021 are also being actively planned and prepared. Organizing ProWine Shanghai 2020 on schedule amidst the epidemic was more challenging than ever. The organizers are delighted to see that the event maintains its international feature. Importers, distributors, dealers from all over mainland China are gathered in ProWine Shanghai to create a grand event and won wide acclaim from domestic and overseas exhibitors and visitors. In 2021, ProWine is committed to creating a comprehensive professional wine and spirits trade fair, becoming the most anticipated event since the trade fair landed in China.

High space demand from international and local exhibitors

With the effective control of the epidemic situation in China and the rapid growth and diversified development of the Chinese



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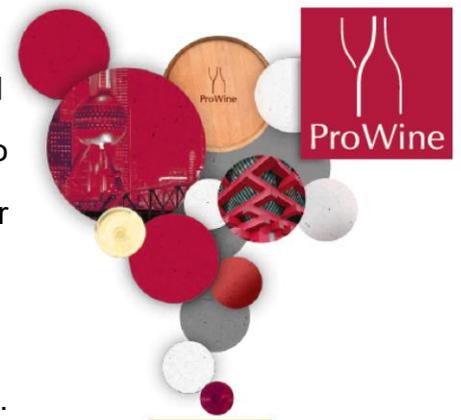
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wine market, the overall situation of ProWine Shanghai 2021 booth reservation is positive. There are many exhibitors no matter domestic or overseas which have confirmed their participation.

So far, the registration situation from Spain is the most positive. ICEX Espana Exportacion e Inversiones is the first national pavilion officially confirmed to participate; Promotora d'Exportacions Catalanes S.A. (PRODECA) also attaches great importance to the Chinese market, although there is still a travel ban, this year Prodeca's exhibition area will reach the largest ever. A number of large international pavilion organizations including Business France, Wines of Portugal, Japan Sake And Shochu Makers Association have already committed to ProWine Shanghai 2021. Other well-known companies, such as Les Grands Chais de France (GCF Group), Henkell Freixenet, International Wine & Spirits Competition (IWSC) have actively signed up. With the development of Chinese wine industry, more and more local wine producers have gradually begun to show their edge. GREATWALL WINE and Up Chinese Wine will continue to support ProWine Shanghai 2021.

Penetrates the market by means of more city promotion

To maximize business opportunities at this high-quality event, ProWine Shanghai synergizes the joint force of many wine associations, enterprises and alliances, and has always insisted on expanding the market in multiple dimensions. In 2021, ProWine will increase its city promotion efforts, especially focusing on exploring the northern market and finding suitable potential buyers. ProWine gradually penetrates the market,



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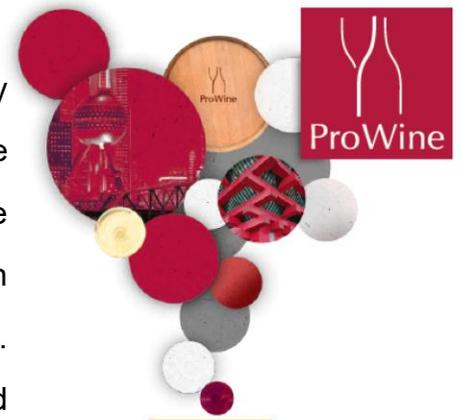


including high-end supermarkets, bars, hotels, etc., as key promotion and invitation objects. Whether it is from the perspective of ProWine's future development or to promote the progress of the industry, ProWine has always insisted on expanding the target market and looking for more opportunities. ProWine continues to inject new vitality for the exhibition and better business matching for exhibitors.

Wine education and publicity activities continue to promote win-win cooperation

ProWine continues its commitment to offering premium wine education with a diverse program of supporting events. In closer and extensive cooperation with many first-class wine education institutions in China such as Grapea & Co., Dragon Phoenix Wine Consulting, etc., ProWine will be the platform to launch more interesting wine education courses. The master class created by ProWine not only promotes wine knowledge, but also accurately reflects industry trends. Wine education, as one of the features of ProWine Shanghai, is offered not only at onsite, but also during city promotion tour before the trade fair. ProWine Shanghai will not stop its investment in the market, a wide-reaching wine education-focused promotion tour will be rolled out across the country, covering more than 50 different cities in China, at a time when the country's wine industry is gradually stepping out of the Covid-19 shadow.

ProWine Shanghai 2021 will take place on 9 -11 November 2021 in Hall W4 and W5 of Shanghai New International Expo Center (SNIEC) – in conjunction with Food & Hospitality China (FHC) simultaneously. Further information can be found on its



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