

## **ProWine Shanghai 2024 Navigating Trends and Breaking Through**

**Connecting Global Wine and Spirit Flavors and Exploring New Horizons in China's Expanding Market**

- **Gathering 650 exhibitors from 32 countries and regions, with international exhibitors over 80%, to seize new opportunities in the wine and spirits market in China**
- **Enhanced Brand Awareness and the Power of Youth: Explore Growth Pathways for Chinese Local Wines**
- **Sustaining high-quality wine education to lead the industry towards sustainable development**

As the premier trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai 2024 took place from November 12 to 14 at the Shanghai New International Expo Center (SNIEC). This year's exhibition welcomed a distinguished roster of global wineries and industry partners, infusing the market with fresh perspectives and momentum. ProWine Shanghai served not only as a robust platform for trade and industry dialogue but also promoted learning and innovation through specialized masterclasses and forums, underscoring its significant role in advancing the industry.

### **650 exhibitors from 32 countries and regions, with over 80% being international exhibitors gathering to seize new opportunities**

ProWine Shanghai 2024 brought together 650 exhibitors from 32 countries and regions, with over 80% of international participants, attracting 20,860 trade visitors across importers, distributors, and HoReCa sector. In addition to the established presence of importers and distributors, this year saw further growth in buyers from HoReCa, retail chains, and second- and third-tier cities in China, underscoring ProWine Shanghai's capacity to cater to the diverse needs of the mainland market.

Peter Schmitz, Director of ProWein, remarked: "Amid challenges such as the global economic slowdown, oversupply, and climate change, competition in the wine and spirits industry has intensified. This year marks the 11th edition of ProWine Shanghai, and despite the uncertainties that the industry has faced in recent years, the exhibition has maintained its scale comparable to previous

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years. Since the inception of ProWine Shanghai, national pavilions like France, Germany, Spain, and the United States have consistently participated each year, unwavering their commitment and progress. We are very grateful to all our partners, exhibitors and visitors for their continued support and look forward to another successful ProWine Shanghai.”

Ian Roberts, Vice President of Informa Markets Asia Pacific, stated: "In the context of a volatile market environment in 2024, we are pleased to report that approximately 15% of new registered attendees have joined us, alongside the active participation of professionals from diverse industries, thereby injecting significant momentum into the market."

ProWine Shanghai 2024 had over 20 national pavilions and wine-producing regions in attendance. A total of 19 official national pavilions made a significant appearance, including Argentina, Australia, New Zealand, Brazil, North Macedonia, Germany, France, Georgia, the United States, South Africa, Portugal, Serbia, Cyprus, Slovenia, Spain, Italy, Romania, China and other countries' governments and industry organizations providing their fully support.

### **Australian and New Zealand back on board**

The return of Australian and New Zealand Wines Pavilion enriched the selection of “New World” wines at the event. Paul Turale, Wine Australia General Manager, Marketing said: “We are excited to be back at ProWine Shanghai with a strong delegation of Australian wine brands. The return for this year marks a new beginning, with Australian wines seeing growth again in China. ProWine Shanghai has been one of our most important partners in the mainland China market since 2013. The exhibition brings together influential importers and professional buyers, providing important support for the development and export of Australian wine brands. There are so many new things to learn about Australian wine, and we hope that Australian wine can continue to win the hearts and minds of more and more Chinese consumers.”

Manuela Liebchen, Marketing Manager of the German Wine Institute, observed, “Despite the overall sluggish wine market in 2024, German wines have achieved impressive growth in China, defying the global trend. According to China Customs’ data, from January to September this year, German wine imports reached US\$20,086,052, a year-on-year increase of 6.58%, with import volumes rising by 6.14% to 3,573,139 liters. These figures show a rising awareness and market share for German wines, particularly Riesling, in China.

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Our expanded presence at ProWine Shanghai reflects our strategic commitment to the Chinese market and our confidence in its future potential. Chinese consumers' growing appreciation for diverse wines creates a solid foundation for Riesling's continued success in China, while also providing new opportunities for sparkling, no and low alcoholic wines."

### **Strong presence from Spain**

Spanish wines also made a fresh and distinctive impression at this year's ProWine Shanghai, with Spain's sub-appellations in full display. Key exhibits included the PRODECA Pavilion from Catalonia, the La Mancha Pavilion from Castilla, and the Rioja Pavilion, each offering an authentic experience of its unique heritage and flavors. Additionally, the European Quality Wines: Taste The Difference pavilion, along with a European Garnacha/Grenache Quality Wines exhibit, provided visitors with a extensive and diverse wine journey. The refined display of sub-appellations specialties not only underscores the market's professionalism but also reflects the exhibitors' heritage and the depth of expertise.

ProWine Shanghai remains committed to fostering the growth of the wine and spirits industry in China. By providing in-depth market insights and connecting international exhibitors with effective distribution channels, the event facilitates their continued expansion and deeper integration into the Chinese market, enabling lasting business growth.

### **Enhanced Brand Awareness and the Power of Youth:**

#### **Explore Growth Pathways for Chinese Local Wines**

This year, UCW (Up-Chinese Wine) pavilion made its largest-ever appearance at ProWine Shanghai, collaborating with 25 wineries from 6 sub-regions in Xinjiang, along with the Huailai wine region in China. Notably, the full participation of wineries from Xinjiang wine region offered trade visitors a unique opportunity to explore Chinese wine culture. Showcased the heritage of Chinese wine making culture and high-quality wines, presenting visitors with the deep historical roots and distinctive flavors that characterize Chinese wines.

Prominent Chinese wineries such as COFCO Great Wall, Yuanshi Vineyard, and Shangri-La participated as independent exhibitors, symbolizing a

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significant shift in the evolution of Chinese wineries from geographical identification promotion to brand building. As the premier trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai has consistently been the developments of the wine and spirits industry in China. Guo Minghao a veteran in the field of wine marketing, has long been committed to promoting and selling Chinese wines. He stated: “In recent years, the Chinese wine market is getting mature, with consumers becoming more rational. Chinese wineries are placing increasingly emphasis on brand building, particularly in connecting with consumers. By actively engaging both domestically and internationally, and placing product quality at the forefront, these wineries are enhancing their brand building and sales strategies. This dual approach is cultivating a growing base of loyal customers and positioning Chinese wines for greater success on the global stage.”

Additionally, ProWine Shanghai highlighted YGCW (Young Generation China Wine), where a new wave of winemakers showcased their innovative approaches that are reshaping the Chinese wine landscape. The Alliance, comprising WSET diploma holders, independent winemakers, sommeliers, and professional wine media, is committed to enhancing the diversity and modernization of Chinese wines. In regions such as the eastern foothills of the Helan Mountain, known for their unique terroirs, these young winemakers are exploring new styles and concepts, steering the industry toward a vibrant, youthful future.

### **Sustaining high-quality wine education to lead the industry towards sustainable development**

Since the inception in the Chinese market 11 years ago, ProWine Shanghai has grown in step with the wine and spirits industry in China, witnessing and contributing to every major development. Recognizing the strategic importance of education for the industry’s growth, this year’s ProWine Shanghai featured an impressive lineup of 54 Masterclasses and forums led by renowned experts, key opinion leaders, and influential industry organizations and associations. These sessions offered a rich, knowledge-driven experience for trade visitors.

One of the highlights of this year’s Forum was ProWine, in collaboration with the Institute of Masters of Wine (IMW). Dragon Phoenix Wine Consulting has

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introduced the “Meet the MWs in ProWine” series from Düsseldorf to Asia, making its debut in Shanghai. The Forum brought together esteemed industry professionals, including familiar faces such as Masters of Wine, Master Sommelier, and other seasoned experts, while also welcoming fresh voices. Among these new faces was Patrick Schmitt MW, Editor-in-Chief of *The Drinks Business*, who captivated attendees with an engaging “The International Fine Wines of La Place Bordeaux” tasting.

“ProWine Shanghai is more than just a trade platform—it’s a vibrant educational event that inspires growth and empowers the industry,” noted Xing Wei MW, a newly appointed Masters of Wine. “This event is a valuable opportunity to connect with industry peers, explore the vast potential of the wine and spirits market, and advance the continuous development of Chinese wine sector.”

Additional masterclasses were hosted by institutions, national pavilions and wine brands, including the Wine & Spirit Education Trust (WSET), UCW (Up-Chinese Wine), the Development Agency of Serbia, Decanter, Wynn Signature Chinese Wine Awards, D.O.Ca. Rioja, the Bureau National Interprofessionnel du Cognac (BNIC), ASC, and Shangri-La · Sacred Land. ProWine Shanghai is dedicated to advancing wine culture across China. Beyond the annual event’s professional masterclasses and forums, ProWine Shanghai hosts nearly 80 city promotion events each year, covering even third- and fourth-tier cities and actively contributing to wine knowledge and market growth. Ms. Liu, a restaurateur from Yibin, Sichuan Province, shared her experience: “At this year’s ProWine Shanghai, my in-depth discussions with Masters of Wine and industry experts gave me a comprehensive understanding of wine region terroirs, innovations in winemaking, and current market trends. It also deepened my knowledge of the entire wine industry value chain, from wine region to consumer. The practical insights and forward-looking perspectives I gained will guide my wine list selection and future product sourcing, bringing fresh ideas and directions to my business.”

### **Good prospects for ProWine Shanghai 2025**

Looking ahead, ProWine Shanghai will continue to leverage its platform to drive sustainable growth and foster innovation in the industry. As brand awareness grows and consumer demand diversifies, the wine and spirits

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market in China is primed for vibrant expansion, supported by ongoing education and impactful exchanges. We look forward to working with our partners in creating a flourishing future for the wine and spirits market in China. ProWine Shanghai 2025 will return to the Shanghai New International Expo Center from November 12–14, 2025. For more information, please visit [www.prowine-shanghai.com](http://www.prowine-shanghai.com). We also invite you to join us at ProWine Hong Kong 2025, taking place from May 14–16, 2025, at the Hong Kong Convention and Exhibition Centre. We look forward to reconnecting and celebrating the future of wine and spirits together!

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**Press contacts:**

**ProWein World**

**Messe Düsseldorf GmbH**

Christiane Schorn

Tel.: +49(0) 211 4560 991

E-Mail: [SchornC@messe-duesseldorf.de](mailto:SchornC@messe-duesseldorf.de)

**ProWine Shanghai**

**Messe Düsseldorf (Shanghai) Co., Ltd.**

Yasmine Li

Tel.: +86 (21) 6169 8350

E-Mail: [yasmine.li@mds.cn](mailto:yasmine.li@mds.cn)

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