

# Seizing **New Business Opportunities** in Shenzhen

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Trade shows & events since 1898

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## 7-9 May 2022

Shenzhen Convention &  
Exhibition Center



## About Wine to Asia

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### Seizing New Business Opportunities in Shenzhen

Wine to Asia Shenzhen International Wine & Spirits Fair, organized by **Veronafiere** and **Shenzhen Pacco Communication**, is the only international and professional wine and spirits trade show in the Greater Bay Area.

# Barometer of China's Wine Market

Wine to Asia's mission is to monitor market realities and trends in order to create the effective trade-focused platform for global exhibitors and professional visitors to connect and build efficient network with diverse and potential consumer markets from Shenzhen to whole Asia.

**"A trade show has to represent the current market and new trends."**

Simone Incontro  
Brand Manager of Wine to Asia

**Trade-focused**  
Brand Building

**Education**  
Industry Impetus

**Discovery**  
Market  
Barometer







## In Shenzhen

The leading city of Greater Bay Area  
The main meeting point for business

**Shenzhen**, China's third most important economic city, after Beijing and Shanghai, is **the home of Wine to Asia** and a hub for extending influence throughout China.

Shenzhen is widely viewed to be the city of **innovation** and **digital communication**, with the highest rate of economic growth in China over the last twenty years. As the core city of Greater Bay Area, Shenzhen hosts more than **3,000 wine companies**, while **30%** of Chinese **importers and distributors** operate in the Greater Bay Area.



# Facts & Figures

## International Exhibitors

The first edition of Wine to Asia Shenzhen International Wine and Spirits Fair concluded on November 21, with more than 200 producers and importers and more than 3,000 trade visitors, including buyers, associations and media from all over the country, with Guangdong province accounting for 74% of the total, joining the two-day show.

The exhibition areas are divided by country, region and wine and spirits category, establishing as the international exhibition for wine and spirits business. Wine to Asia 2020 has included **international producers** and **high-quality brands** from **14 countries**.

From Shenzhen connecting to whole country, it's where exhibitors gain access to **fresh and mature markets** with **professionals and purchasing decision-makers** from the industry.





Shenzhen International  
Wine & Spirits Fair 深圳国际葡萄酒  
及烈酒展览会

# 2022 HIGHLIGHTS

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# National and Regional Pavilions

450+ Exhibitors



ITALIAN TRADE AGENCY - Beijing Office  
ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane  
意大利对外贸易委员会 - 北京办事处



RIOJA



# National and Regional Masterclasses

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**RIOJA**



More to be announced



# Keynote Speakers

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**Ian D'Agata**

Editor-in-Chief, The TerroirSense Wine Review



**Judy Chan**

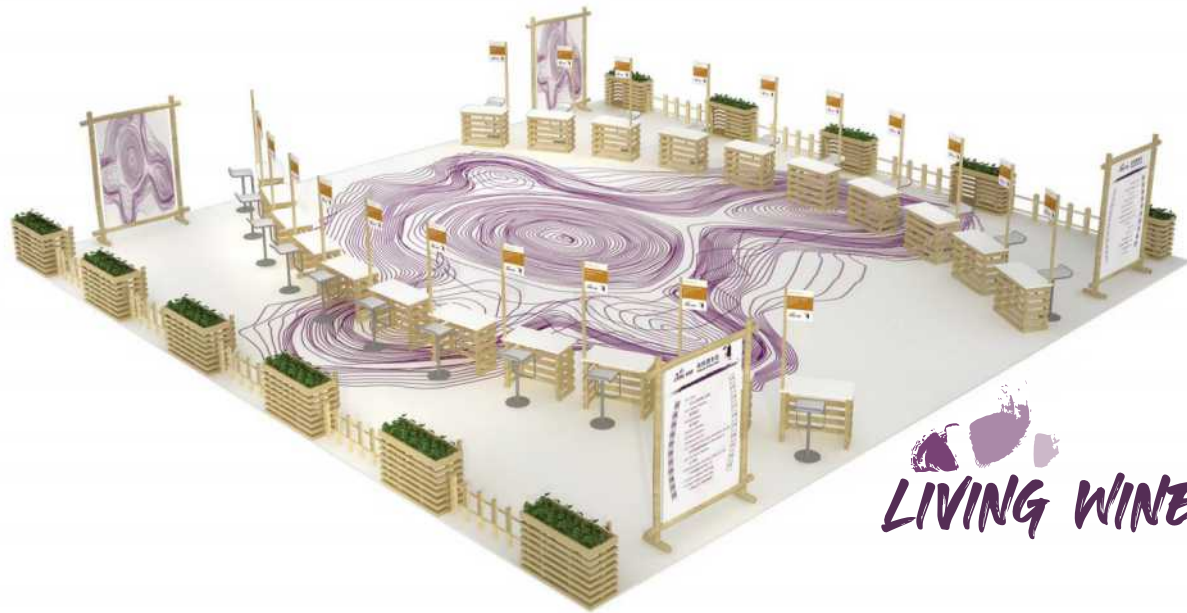
President of Grace Vineyard



**Sun Miao and Peng Shuai**

Winery Owners and Wine Makers of Domaine des Arômes

# Living Wine, the Wine to Asia Natural Wine Pavilion



  
**LIVING WINE**

Living Wine, created by Wine to Asia, in cooperation with **ZIRAN** (The 1ST Professional Natural Wine Association in China), connects the most authentic natural wine to the Asian market. It has attracted the attention of many visitors and industry professionals since the first edition.

Living Wine will host **30+** well-known **natural wineries** and **natural wine importers** to join.

SILVER  HEIGHTS



GSL  ZEFIRO



 **BD 500**  
IN DRINKABILITY WE TRUST

**S.N.O.B**  
Authentic wines



# CHINA



Ian Dai as Pop-up guest

Muti in Living Wine

Yantai Pavilion

Judy Chan, Grace Vineyard

Domaine des Arômes

Master-Lab: A Hands-on  
Marselan Blending Class  
with winemaker Tong Lili

Domaine Franco Chinois  
Masterclass with  
winemaker

Silver Heights in Living Wine

Wineries from Xinjiang

# Coffee Cocktail Experience Lounge

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Wine to Asia will deliver the most innovative and engaging section: **De Longhi's Coffee Cocktail Experience Lounge**.

**De'Longhi** together with the best cocktail bar in China (Drinks Magazine Awards 2020) **Hope and Sesame** are going to launch Coffee Experience Lounge during the show.

The lounge will have baristas sharing their expertise of cocktail, wine and coffee culture.





# Greater Bay Area Wine Week

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The “**Greater Bay Area Wine Week**” is created by Wine to Asia and Grapea Shenzhen together.

During the week of **6-13 May**, 30+ well-known bars and restaurants in **Shenzhen** and **Guangzhou** will hold various wine themed activities to create a wine trend in the Greater Bay Area and lead more wine lovers to experience the diversity and high quality of fine wine.

# Communication And Social Media Platforms

With over 30,000 engaged industry followers across WeChat, Weibo, Instagram, Facebook and LinkedIn, Wine to Asia social platforms are a great way for brand building and exposure.

## WeChat Mini-app

Wine to Asia bilingual WeChat mini-app has thousands of regular users, through the mini-app, producers and trade professionals can directly experience a series of processes such as registration, the digital networking and doing business 365 days a year by contacting directly.

## Leading Media Partnership

In partnership with the most leading and influential industry media and mass media, covering over 500,000 high profile industry professionals across the Asia Pacific region.

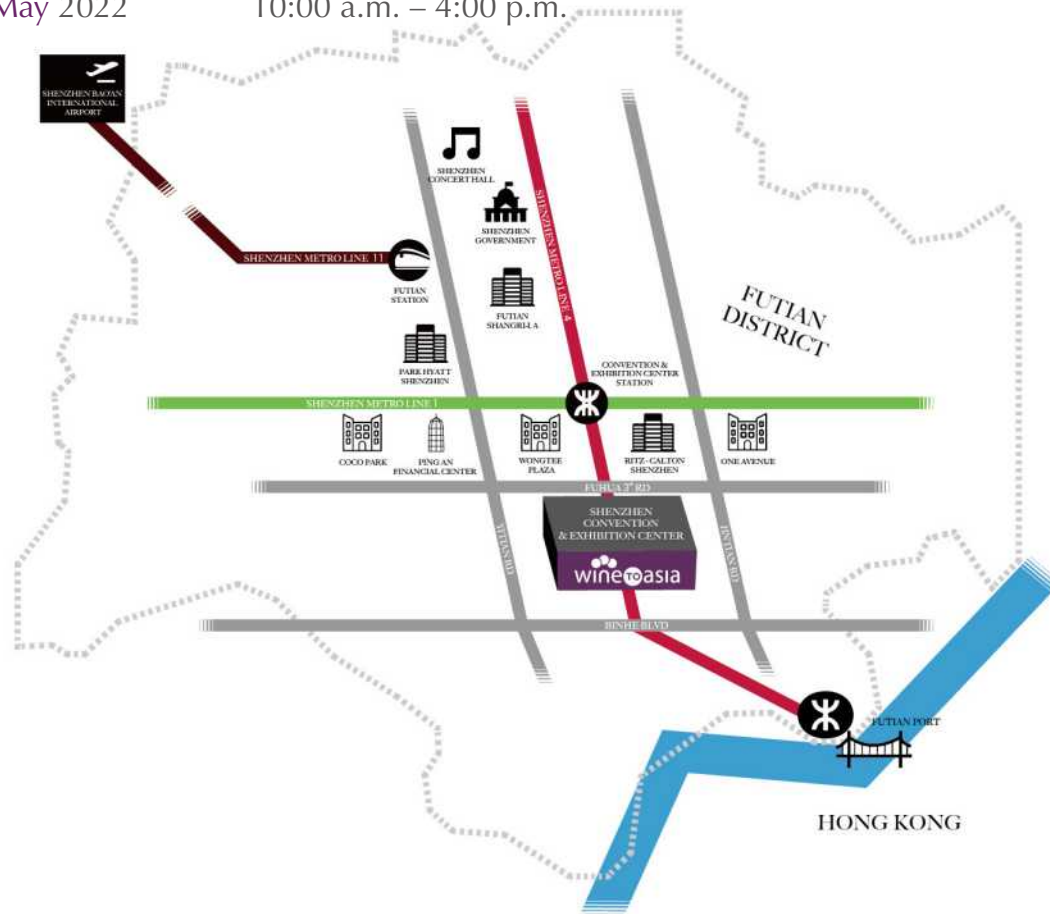


Wine to Asia 2022 will take place at the Shenzhen Convention & Exhibition Center (SZCEC) located and as one of the landmark buildings at Shenzhen CBD. Benefitting by the advanced facilities and convenient transportation links, this is the right place for business seizing.

## Date & Opening Hours

7 – 8 May 2022      10:00 a.m. – 6:00 p.m.

9 May 2022      10:00 a.m. – 4:00 p.m.



## Central Location

### Traffic Information

Venue: Shenzhen Convention & Exhibition Center  
Location: Fuhuasan Rd, Futian District, Shenzhen

### Shenzhen Metro

The venue is convenient accessible through Shenzhen Metro Line 1, 4 and 11.

- 5 minutes walking from Convention & Exhibition Center Station (Line 1 & Line 4);
- 10 minutes walking from Futian Station (Line 11).

### Railway Station

It takes about 8 minutes by car from Futian Railway Station to Convention & Exhibition Center.

### Airport

Within 30 minutes' driving distance/ 50 minutes by Shenzhen Metro Line 11 from Shenzhen Bao'an International Airport to Futian Station.

## Organizer:

Shenzhen Baina International Exhibition Co., Ltd



# 7-9 May 2022

SHENZHEN CONVENTION AND  
EXHIBITION CENTER

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