



## LIU QIANG'S RESUME

**Name and Title:** Edward Liu(Liu Qiang), President of SinoDrink

### WORK EXPERIENCE

-March 2008-Now: Founder& President of SinoDrink

SinoDrink is the leading Italian Wine Importer & Distributor in China,the joint venture company of Generali,

-2003- 2008: General Manager, Metadesign (Shanghai) Trading Co., Ltd

Metadesign was a big wine importer who was mainly importing Lavazza coffee, Spirits like Campari, Skyy and Jagemeister and Italian wines.

-1999- 2003: Sales Director, Donelli Spa Beijing Representative Office

Donelli was a big wine producer in Italy who was one of earliest wineries to build up the representative office in China.

-October 1997- September 1999: GM Assistant and Sales Manager, Beijing Mike Trading Co., Ltd

It was one of earliest Italian foods and wines importers in Beijing.

-September 1994- July 1998, studying in South Normal's University

### RELEVANT BIOGRAPHIC INFORMATION

- was awarded as "Cavaliere dell'Ordine della Stella d'Italia" by Italian Government, it is a great appreciation of Mr. Edward Liu's huge contribution to introduce and promote Italian culture and life style through the big soft power of Italian wines in 2021;

- was interviewed & promoted as an outstanding Entrepreneur by Oriental Financial Channel of Shanghai TV in May 2018;

-was awarded as one of the 100 most meritorious personages during the past 15 years in China imported wines and spirits sector since China joining in the WTO by InterWine China in Nov 2018;

-is the first Chinese professional who has introduced two most influential Italian wine guides to China: Gambero Rosso Tre Bicchieri & Grandi Cru d'Italia and was fully engaged in the edit, proofreading, translation to the Chinese version.and the publication;

- was awarded as "The Outstanding Entrepreneur" in China Panda Award issued by Italian Embassy and China-Italy Chamber of Commerce in 2013;

-was awarded as "The Person of the Year" by GLODEN BOTTLE AWARDS of the Wine Magazine in Canton in 2011;

### **Additional notes:**

In 2021, Sinodrink was awarded as "Excellent Importer" and "Best Brand Operator" by Interwine China.

In 2020, SinoDrink was awarded as "Excellent Italian Wine Importer 2020" by China International Import Expo.

In 2019, SinoDrink was awarded as "National Excellent Italian wine Importer" by CFDF during the first BBS of Chinese wine market and won the award of "Ambassador of China-Italy Cultural Exchange" at the China New Media Travel Summit.

In 2018, SinoDrink was awarded as 2018 Excellent Importer of Italian Wine in China by Italian Embassy and WineITA and also was awarded as the Excellent Importer of Wine & Spirits by Interwine China

In 2017, SinoDrink was awarded as 2017 Excellent Importer of Italian Wine in China by Italian Embassy and WineITA.

In 2016, SinoDrink was awarded as 2016 the most Influential Italian Wine Importer in China by Italian Embassy and WineITA.

In 2014, 2015 and 2016, SinoDrink was awarded "The best Italian Wine Importer in China" by Bettane+ Desseave Team.

In 2013, SinoDrink was the winner of The Best Italian SME in China Panda Award issued by Italian Embassy and China-Italy Chamber of Commerce.

In 2010, SinoDrink was proud to be the official wine partner of Italian Center of Shanghai Expo and Intercontinental Expo Hotel.

Since 2009, we are also greatly honored to be the official partner of the Italian Embassy for Italian National Day Ceremony

上海华饮贸易有限公司 Shanghai SinoDrink Trading Co.,Ltd

上海市长宁区昭化路 518 弄 1-2 号 101 室

Room 101, Building 1-2, No.518 Zhaohua Road, Changning District, Shanghai

Tel: 021-62267586 62267589 Fax:62267583 E-mail: info@sino-drink.com www.sinodrink.com



## LIU QIANG'S RESUME

**Name and Title:** 刘强, 上海华饮贸易有限公司总裁

### WORK EXPERIENCE

- 2008年3月至今: 华饮创始人及总裁  
上海华饮贸易有限公司为意大利葡萄酒进口商及经销商的领导者, 意大利忠利集团在华合资公司。
- 2003年-2008年: 总经理, 美意贸易(上海)有限公司  
美意贸易为一家大型葡萄酒进口商, 主要进口咖啡 Lavazza, 烈酒如 Campari, Skyy 和 Jagermeister 及意大利葡萄酒。
- 1999年-2003年: 销售总监, 意大利多来利北京代表处  
为一家大型的意大利葡萄酒生产商在北京最早建立的驻华代表处
- 1997年10月-1999年9月: 总经理助理及销售经理, 北京麦克商贸有限公司  
北京麦克商贸有限公司为当时国内最早一家在北京的意大利食品和葡萄酒进口公司。
- 1994年9月-1997年7月, 就读西南师范大学

### RELEVANT BIOGRAPHIC INFORMATION

- 2021年, 荣获由意大利政府颁发的“意大利之星”骑士勋章, 该勋章以表彰其通过意大利葡萄酒领域, 对意大利文化和阳光的生活方式的推广和其在推动和促进意大利和中国之间友好关系所作出的贡献。
- 2018年5月, 接受上海电视台东方财经频道采访并被誉杰出企业家;
- 2018年11月, 被 Interwine China 评为 WTO 中国市场开放 15 年中国进口酒百大功勋人物;
- 刘强先生为《Gambero Rosso 大红虾意大利葡萄酒年鉴》和《Grandi Cru D'italia 意大利葡萄酒名庄大全》中文版引进和出品人;
- 2013年, 意大利大使馆和商会联合颁发刘强先生为意大利在华企业优秀企业家金熊猫奖;
- 2011年, 《葡萄酒》杂志授予金瓶奖“年度人物”。

### Additional notes:

- 2021年, 华饮 SinoDrink 荣获由 Interweine 科通展览颁发的“2021 优秀进口商”及“2021 年最佳品牌运营商”。
- 2020年, 华饮 SinoDrink 获得 2020 年度上海进博会优秀企业奖。
- 2019年, 华饮 SinoDrink 在第 100 届糖酒会首届中国葡萄酒市场论坛荣获“(国别类意大利酒) 全国优秀葡萄酒进口商大奖”;
- 2018年5月, 华饮荣获由 Interwine 科通展览颁发的“进口酒行业优秀进口商”;
- 2017年和2018年, 华饮蝉联由意大利大使馆及意酒网 WineITA 联合颁发的“中国市场优秀意大利葡萄酒进口商”;
- 2016年12月荣获由意大利大使馆及意酒网 WineITA 颁发的“2016 年度中国市场最具影响力意大利葡萄酒进口商”;
- 2014, 2015 年和 2016 年, 华饮蝉联国际知名酒评家 Bettane+Dessève (贝丹+德梭) 授予的“中国最佳意大利葡萄酒进口商奖”;
- 2013年7月, 华饮荣获由意大利大使馆和意大利商会颁发的 SME-意大利企业最佳贡献奖, 这是意大利葡萄酒企业首次荣膺此殊荣;
- 2010年, 华饮 SinoDrink 非常荣耀地成为上海世博会意大利馆和世博洲际酒店指定葡萄酒供应商;
- 自 2009 年起, 华饮 SinoDrink 是意大利大使馆历年国庆日庆典的指定合作伙伴。