



# **2011 China (Guangzhou) International Wine & Spirits Exhibition**

**Time : June 2nd~4th, 2011**

Venue: Guangzhou.China Import and Export Fair (Pazhou) Complex



## About WINEXPO



**WINEXPO** is the short name of China (Guangzhou) International Wine & Spirits Exhibition .It was found in 2004 with the background of rapid growth of wine& Spirits consumption in China,cooperating with China International Foodstuff Exposition, the first food & beverage fair in South China. **WINEXPO** is base in Guangzhou,combine with the location advantages of Pear River Delta,Hongkong, Macau,Taiwan,and 10 other countries from ASEAN,provide Trading Match Service for exhibitors for free to constitute a professional and trade-oriented platform for Wine & spirits producers, importers, distributors,traders,and wholesalers and retailers, along with noteworthy large-scale buyers including hotels, airlines and restaurants etc.

Six years' development, **WINEXPO** became one of the most important platforms for International and Chinese producers,exporters and marketers to firmly establish themselves in the Chinese market.

**WINEXPO,your gate way to the Chinese market!!!**

## Organizer

Approved by:



MOFCOM(Ministry of Commerce of the people's Republic of China)

Organized by:



CFNA(The China Chamber of Commerce of Import and Export of Foodstuff,Native Produce  
& Animal By-Products)



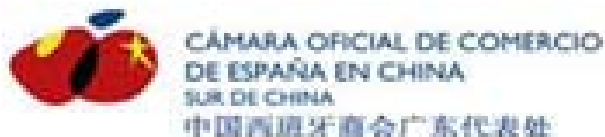
Guangzhou Fuya Exhibiton Co.,Ltd

### Organizer—Fuya

- Established in 2004, at Guanzhou,the most potential commercial city in China.
- **Core business:** Exhibition & Conference(Especially professional in Food & beverage industry, Wine & Spirits industry,Food machinery & packaging industry). Promotion Campaigns, Seminar & Forums, Trading Mathch and Consultancies.
- Fuya is dedicating to food and wine fair for 7 years, so we are familiar with the Chinese market, and know the important factor of how to organize a professional and successful fair.
- Fuya accumulate a large database in past 7 years, with **70,233** buyers in food and wine industry, which can help us make Trading Match Service better for our exhibitors.

Global supporter :

Media Partners:





## WINEXPO 2010 Review

**25,000** professional domestic and overseas buyers together with **523** exhibitors from **23** countries and more than **20** domestic cities regions attended WINEXPO 2010, in association with The 6th China International Foodstuff(Guangzhou) Exposition, on May 13<sup>th</sup>—15<sup>th</sup>, WINEXPO show area reached to **6,000** square meters, **40%** increased compared to the last show. Booths reached 300, among which overseas exhibitors account for 38%. Main exhibiting countries were Italy, Spain, Belgium, Mexico, Russia, Australia, Austria, France, Germany, Canada, Japan, Korea, Poland, America, The Philipines, Singare, Thailand, Pakistan, Crech and so on. In WINEXPO 2010, total trading volume amounted to RMB500 million, among which Chongqing pavilion, Sichuan pavilion, Mexico pavilion, Italia pavilion, Malaysia pavilion, Spain pavilion and Russia pavilion accounted for 30% of the amount. The success of WINEXPO 2010 builds an irreplaceable position of exhibitors in food industry in South China.



## WINEXPO 2010 Review

### WINEXPO 2010 Visitors profiles

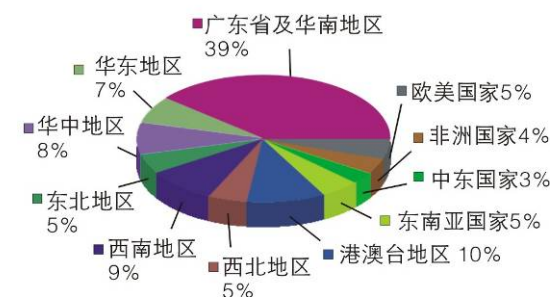
#### Visitors divided by region

Region	Number	Percentage
South China	3160	39%
East China	567	7%
Mid- China	648	8%
Northeast of China	405	5%
Southwest of China	729	9%
Northwest of China	405	5%
HK,Macau,Taiwan	810	10%
Southeast Asia	405	5%
The Middle East	243	3%
African	324	4%
Europe and America	405	5%

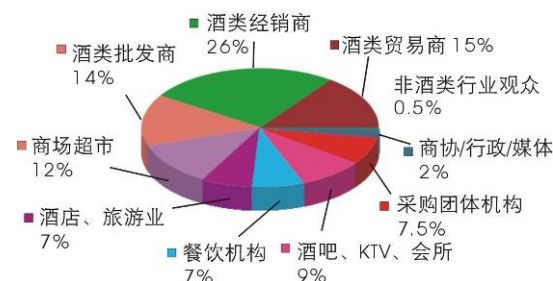
#### Visitors divided by business

Type	No.	Percentage
Wine Trader	1215	15%
Wine Distributor	2106	26%
Wine Wholesaler	1134	14%
Supermarket	972	12%
Hotel, Restaurant, Tourism	567	7%
Catering	567	7%
Bar, KTV, Store	729	9%
Purchasing Group	607	7.5%
Medium and others	162	2%
Non-wine Visitors	41	0.5%

WINEXPO2010专业买家区域统计



WINEXPO2010专业买家业务经营情况统计



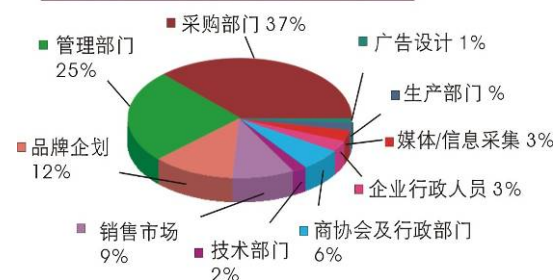
## WINEXPO 2010 Review

### WINEXPO 2010 Visitors profiles

#### Visitors divided by Section

Section	No.	Percentage
Purchasing	2997	37%
Management	2025	25%
Brand Planning	1215	12%
Marketing	729	9%
Technology	162	2%
Association/Government	486	6%
Administrative service	243	3%
Medium	243	3%
Production	162	2%
Advertisement	81	1%

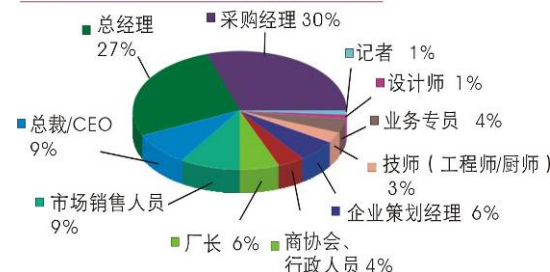
WINEXPO2010专业买家业务部门统计



#### Visitors divided by title

Job Title	No.	Percentage
Purchasing Manager	2430	30%
General Manager	2187	27%
CEO/Director	729	9%
Marketing Salesman	729	9%
Factory Director	486	6%
Association/government	324	4%
Planning Manager	486	6%
Technician /Chef	243	3%
Salesman	324	4%
Designer	81	1%
Journalist	81	1%

WINEXPO2010专业买家业务职位统计



## WINEXPO 2011 Profile

### ◆ Exhibit Type




Wine & Spirits, Alcohol Drink, beer, sake, Wine packaging, Wine Storage Accessories, Wine Storage & Logistics Solution Providers etc.

### ◆ Exhibition Time Schedule

Date	Synopsis	Remarks
15 <sup>th</sup> , April, 2011 (Deadline)	Booth Reservation	1. Choose Booth Location 2. Organizer issue Booth Confirmation Letter
22 <sup>nd</sup> , April, 2011 (Deadline)	Samples transported by SEA/AIR	Official Transported Company: Agility Fair & Event Logistics Attn: Cherry Leung TEL: +86 20 37655367 FAX: +86 20 37655880 Email: chleung@agilitylogistics.com
30 <sup>th</sup> , April, 2011	Exhibitors Manual	Including leasing items, Attentions, and Equipment rental, and Hotel information
31 <sup>st</sup> , May ~ 1 <sup>st</sup> , June, 2011	Move-in	Booth Building, Exhibitors registration
2 <sup>nd</sup> ~ 4 <sup>th</sup> , June, 2011	Exhibition Time	The first two days just for Business visitors
Afternoon, 4 <sup>th</sup> , June, 2011	Move-out	The last day is public day.



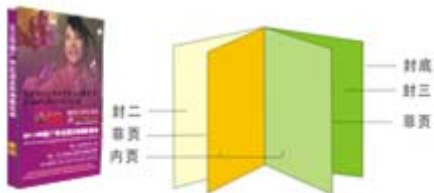
◆ **Booth Charge**

Booth Type	Price (USD)	Packaged Equipment
<b>Bare Space</b> 	USD250/sq.meters	<ol style="list-style-type: none"> <li><b>1. Minimum 36 sq.meters</b></li> <li>Bare space, ideal for large companies or big pavilion who wish to build their own stand</li> </ol>
<b>Standard Booth(9 sq.meters)</b> 	USD 2800	<b>Corner booth: 10% additional charge</b> Packaged : Four Folding Chair, One Negotiation Table, One Information Desk, One 3-Layer Showcase, Two Daylight Lamps, One wine fridge, One Ice bucket with ice ,One Rubbish Bin, Carpet', glass, and provide the service of cleaning cups.
<b>Deluxe Booth</b> 	USD 500/sq.meters	<b>1.Minimum 36</b> <b>Package includes</b> One meeting Room with two sets of tables and chairs; One reception Counter;One information shelf; One stocket (16A/220v) ; Carpet; Per 9 sq.meters with added packaged equipment: One glass showcase ,6 pieces of spotlight, 1 information counter ; (The fees including booth building , and booth management)

◆ **Events**

Services	Contents	Price (USD)
<b>Wine Presentation</b>	Exhibitors can apply separately for holding the topic wine tasting during the fair.Organizer will invite the guest and provide the service on-site according to the requirement of the exhibitors	<b>USD1000/60 mins</b>

◆ **Advertisement**

	Specification	Price(USD)
	<b>Back Cover</b>	<b>3000</b>
	<b>Inside Front Cover</b>	<b>2500</b>
	<b>Inside back Cover</b>	<b>2250</b>
	<b>Color inner page</b>	<b>2000</b>

**Organizer Contact way:**

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