

The 5th Shanghai China International Wine Exposition, 2010

【Time】 March 9rd—11th, 2010

【Place】 Shanghai Mart

【Organizer】 World-Expo Group Shanghai International Trade Promotion Co.,Ltd.

【Sino Support】 Shanghai Wine Monopoly Administration Bureau

Shanghai Sugar Cigarette Wine Tea Commercial Association

China Alcoholic Drinks Industry Association (CADIA)

China Council for the Promotion of International Trade and Construction

【Intl Support】 OIV

World Peace Foundation

【Special Sponsorship】 Our Main Supporter for 4 years---Fujian Jima Group(Lucky Horse)

【Exhibit Category】 Wine / Brewing equipment/ Instrument and Measurement / wine set /Bottling and packing

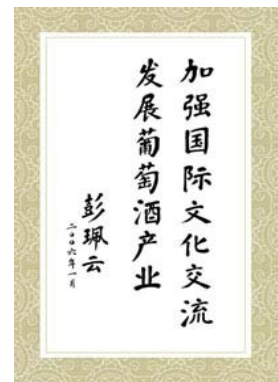
History

The first edition of IWE Asia took place on the 24th to 26th, February in 2006. Since then, the exhibition has taken place each year in March in Shanghai during a 3 days period. It is now considered as a major event for the wine industry in China. Until last year, the event was known as SCIWE (Shanghai China International Wine Exhibition) and it has been renamed IWE Asia for the 2010 edition.

In a 4 years period, the number of exhibitors has grown from 36 to 98 and visitors from 1403 to 3873.

The total superficity of the exhibition has reached 4, 300 m² in 2009.

It is always hosted at one of the main exhibition Center in Shanghai, Shanghai Mart.



The exhibition covers the Ground floor of the building and a part of the 4th floor, where all special events take place.

Shanghai Mart is conveniently located in the Changning District, near the Yan'an Road Highway and surrounded by many local and international restaurants and hotels.

IWE Asia 2010, a new MILESTONE

During the first editions, the stress had been put on the presence of local importers and distributors where mostly Chinese wine professionals could exchange their views on the market. The organizers soon realized that a stronger presence of international exhibitors and visitors was needed because of the rapid growth of the wine market in China.

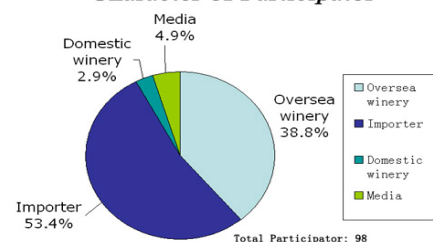
By raising substantially the number of international exhibitors in 2010, the organizer

guarantee the well-known and recognized professionals of the wine industry in Shanghai and in China that visited the exhibitors in the past will now have in front of them the potential suppliers they need to meet.

Extensive communication in China and world-wide promotion of this exhibition at the main related events in foreign countries guarantee a perfect match between Chinese participants and Western companies.

Through the years, the organizer have built a team fully dedicated to the annual show, and from 2009 a team of foreign professionals will assist them to make sure foreign visitors and exhibitors experience a great IWE Asia 2010.

Character of Participator



Structure

IWE Asia 2010 is organized by The World Expo Group International Trade Promotion Co. Ltd. and approved by The Shanghai Foreign Relation Economic & Trade Commission. It is also supported by The Wine Monopoly Bureau of the Shanghai Municipality and The International Vine and Wine Organization (OIV).

The Shanghai Mart exhibition Center is also part of the organization committee and makes sure all details are taken care of for the benefit of all exhibitors and visitors.

A special care for all foreign visitors and exhibitors is guaranteed by the organizer, with most of the organization committee able to speak English and **Foreign consultants' activities through the exhibition.**

Related Events

Wine Promotion Tasting

Exhibitors can decide to present their wines at a special event in a **tasting room** inside the exhibition center. Media, wine importers and distributors, F&B managers and wine lovers are invited to discover their wines that can be from a single region or from a single producer.

2 formats are proposed:

- A **standing tasting** where wines are presented to visitors. This event is particularly suited for regions that would like to showcase all their wine producers present at the exhibition.

- A **seating tasting** where specific wines are showcased. This event is more regarded as an education event that the organizers (regions or winemakers) can explain the specificities of their wines. A video equipment is available to support this **wine education session**. The event is limited to 40 seats.

For both events, specific invitations are sent to potential visitors that can plan their visit to the exhibition at this particular moment.

There are ideal events for **regional wine promotion bodies** that want to showcase their regions as a whole and can bring several exhibitors in the same room to show the diversity of taste and winemaking of their regions.

For both events, it is recommended for visitors to confirm their participation before the event takes place.

Gala Wine Dinner

On the **2nd day** of the exhibition (**March 10, 2010**), a **Gala Wine Dinner** is organized for the exhibitors. It is an opportunity to **invite potential customers, distributors and importers** that have been met during the exhibition. In a relax atmosphere, **relationships** can be built and improved between all wine **business partners**.

The organizer invite a limited number of **wine specialists and media** and a special part is reserved for the **results of the Wine Competition**.

Updated information will be published when Gala Wine Dinner menu and location will be decided.

International Wine Competition

Professional wine critics from abroad and from China are invited to **taste and grade wines** provided by the exhibitors. Several categories will be defined according to the exhibitors profile and wine presented. The winners are being **advertised by China media** and on our website. Each exhibitor can present a maximum of 2 wines in each category. Past events have focused on rewarding the best 3 wines for each grape variety or definite blends. Categories have been created according to theoretical public prices in China. More details on the events will be published on our website step by step. Download and fill in the **International wine Competition Registration Form** when you are ready for this competition.

U.S. – China Wine Conference

U.S. – China Wine Conference

November 9-10, 2009

Everbright Hotel & Convention Center, Shanghai, China

- First United States wine industry focused professional conference in China
- One of the largest business to business U.S.-China wine industry symposiums
- Exclusive sessions with Chinese distributors and wine executives
- Comprehensive marketing solutions and regulation updates

Organized by

U.S. – China Business & Culture International

China (Shanghai) International Wine Exhibition (World Expo Group)

In partnership with



U.S. Consulate General Shanghai Commercial Office

Department of Commerce Sacramento Export Assistance Center

P.R. China Consulate General San Francisco

【8 good reasons to exhibit】

Exhibit in Shanghai, the crossroad for China business

Shanghai is recognized as THE Trading Center in China. The main China wine professionals are based in Shanghai or have a representation locally. Exhibiting in Shanghai is a guarantee to meet the right people.

Understand the regulatory environment

The Chinese wine industry is ruled by various laws and regulations that are constantly changing. Make sure you have the latest update, learn how to adapt quickly and be the first to know the future trend and directions.

Master the Chinese Wine market

The Chinese wine market is complex. Spending a few days in a professional environment will allow you to understand the situation and take the right steps for developing your business.

Present your wines or related products

Exhibiting is the best way to present your products and forward your message to the industry.

Find and select importers and distributors

5 years experience and local organizers are the guarantee that you will meet the Chinese partners you are looking for.

Meet the Chinese media

Meet the journalists and wine critics that are shaping the consumer taste of the fastest growing market in the world.

Highlight your products at dedicated events

During special events, mark your difference and gain brand recognition.

Invite your customers, maintain and improve your relationships

In China relationship is THE key to business. Make sure your partners appreciate not only your products but also yourself; this is the best insurance for regular and sustainable business.



Contact:

World-Expo Group

Shanghai International Trade Promotion Co.,Ltd.

Contact Person: Jeff Yao

Telephone: 86-21-63539977-1148

Fax: 86-21-33030028

Direct line: 86-21-33035048

Cell Phone: +86 13585834519

website: www.itpc.com.cn

E-mail: Jeff.yao@itpc.com.cn

Address: 11th -13thF,511 West Tian Mu Road,Shanghai,China



Application Form

Company Name: _____ Contact Person: _____
 Address: _____ Post Code: _____
 Telephone: _____ Fax: _____
 Email: _____ Website: _____

Please Tick And Fill In The Blanks Where Appropriate:

Option	Unit(s)/sq.m. Required XUnit Price = Total Cost		
Package Stand:9sq.M./Unit	EUR: <u>1980 /unit</u>	___ Unit(s)	total EUR: _____
More than 36m2 (raw space)	EUR: <u>190/m2</u>	___ M2	total EUR: _____

- 1.Please fill in the form and pay 40% as the reservation fee the rest of the money shall be paid off before **Dec 30th 2009**,when transfer money by bank account please note "wine-expo"
- 2.Once we receive filled application form and attending fee we'll send your company confirmation letter and begin our service when we have the confirmation.
- 3.Once we have the confirmation,we have the right not to give back the money that has been used during the service.(in case company cancel the arrangement)

Stamp:

Signature:

Date:

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Cell Phone: +86 13585834519

website: www.itpc.com.cn

E-mail: Jeff.yao@itpc.com.cn

Address: 11th -13thF,511 West Tian Mu Road,Shanghai,China

For Oversea Company:

Company Name: ITPC International Trade Promotion Co.,Ltd.

Account Number: 044036-8001-00708808093001

Bank: Bank of China Shanghai Branch