



**Show principle:**

*100% dedicated trade and bargain of China imported wine industry*

**Show Objective:**

*Establishing brand image, leading rivals, maintaining sales channels, and striving for maximum exposure.*

**GOLDEN SHANGHAI GOLDEN COMMERCIAL EXHIBITION CO.,LTD.**

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Approved  
Shanghai Municipal Commission of Commerce  
Supported  
Shanghai Liquor Monopoly Administration  
Sponsor  
Shanghai Drinks Association  
Shanghai Import Food Enterprise Association  
Organizer  
Shanghai Golden Commercial Exhibition Co., Ltd.  
Co-organizer  
First Wine Market Co. Ltd.



**2012**

**The 9th  
International  
Wine & Spirits  
Shanghai Exhibition**



**GOLDEN  
COMMERCIAL**

**November 28-30, 2012**

**INTEX Shanghai -China**

No.77 Xingyi Road/No.88 Loushanguan Road, Shanghai P. R. China

**Invitation Ticket**



### Exhibition Review

Golden Commercial: Wine and Spirits Exhibition has been successfully held few times with an exhibition area of more than 30,000 sq m. In this process, we have accumulated resources of 0.1 million domestic and overseas excellence suppliers and buyers. The fair attracted a total of nearly thousands of top excellent suppliers from more than 40 countries around the world came to exhibit with thousands of wines and spirits. Including: IFSP, FRANCE 1855 ASSOCIATION, DIAGEO, PERNOD RICARD, UNITED SPIRITS, C & D, DONGZHEN TRADING, POLY TECH, MIROS, TN WINE, CARON INTERNATIONAL, PUKLAVEC & FRIENDS WINE, WOLLEMI WINE, JUNKAILONG WINE, MELCHERS LTD, YINGXIONG WINE, WINE TASTING ZONE, FRENCH TOUCH INT' LTD, ROSSOVINO WINE, E.C.A. TRADE, RUBY RED FINE WINE, KELIT ITALIAN WINE, DELSON TRADING, HONGJIE TRADING, YIJIA TRADING, CENTURY LOUIS, GREAT SUCCESS TRADING, KEPENG INTERNATIONAL, EUROBACO TRADING, SL, TIKVES WINERY, UNION DUTY-FREE LTD etc famous enterprises. 2011 Exhibition scale and number of spectators have larger ascension on year-on-year basis, the number of exhibitors a comparative growth rate of 80%, professional audience quantity growth rate of 220%. The exhibition has become to be one of the most professional purchasing fair in Chinese drinks industry. In the international wine industry, it holds extremely important status.

### Trade Platform

In order to build up a promotion, display and cooperation platform and provide a better approach of marketing and sales for wine enterprises from home and abroad, Golden Commercial and alcoholic drink authorities are scheduled to hold "The 9th Shanghai International Wine & Spirits Exhibition 2012" on Nov 28-30, 2012 at INTEX Shanghai in Shanghai, China. This exhibition will become a must-come event of China imported wine. The aim is to help overseas wine and liquor enterprise to enter the Chinese market with the green channel and cooperation platform. Meanwhile, it is a good opportunity for domestic and foreign alcohol drink industry enterprises to set up their brand image during the Shanghai Wine Exhibition, achieve corporate sales objectives and expand China's wine market's scale.



### Value-added services

For overseas wine merchants participating in the exhibition, if they haven't reached cooperation agreement with domestic importers or distributors during the exhibition period, they can hand over wine samples to our company for trial promotion and sales in China. The business scope of Shanghai Golden Commercial Exhibition Company Limited covers import trade, custom clearance services, logistics distribution, bonded warehouse storage, business invitation services and sales promotion services, providing green paths for overseas wine merchants to successfully enter the Chinese market.



## The 9th Shanghai International Wine Trade Fair 2012

November 28-30, 2012/ INTEX Shanghai -China  
No.77 XingYi Road/No.88 Loushanguan Road, Shanghai, P.R.China

### Major exhibits

- **Imported Wine Show Area:** Imported wine goods (including: wine, brandy, whiskey, vodka, rum, gin, sake, tequila, etc), wine and beverage foods, service suppliers/ organizations, etc.
- **Wine-tasting Area:** Renowned wines provided by famous exhibitors for professionals to taste;
- **Wine Service:** Website, culture, advertisement, gifts, logistics, recruitment, technology, etc.

### Participation Fees

- ★ **International Standard Booths:**  
Overseas enterprises: USD 4,800.00/Expo; 3m × 3m  
Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, boothlighting, 1 220V/5A power socket and 1 wastebasket.
- ★ **Indoor Raw Space:**  
Overseas enterprises: USD 480.00/Sq.m.  
Note: The raw space (minimum 36 sq.m ) only supplies a showspace excluding stand frames, show equipment, carpet and power supply, etc.

### Exhibition value-added services:

- Import services:** providing customs clearance, tax clearance services and dealing with related certificate;
- Bonded warehousing:** providing bonded warehousing, logistics transport and supporting the value-added services;
- Sales agent:** providing recruiting and management for domestic regional dealers;
- Marketing Promotion:** covers trade promotion, network promotion and related marketing activities;
- Marketing analysis:** supplying imported wine relevant data and marketing analysis report;
- Peripheral products:** supplying design production and purchase about imported wine peripheral products, etc.

### Target audiences

- **China region nearly tens of thousands of wine importers, distributors and Shanghai regional target audience** (Including: Shanghai regional 2800 liquor wholesalers, distributors and importers, nearly 57,000 retail outlets; nearly 500 four-star hotels; nearly 3800 high-end restaurant and retail outlets, duty-free shops, night market, high-end clubs, etc.)
- **Wine traders and retailers:** Importers, Dealer, wholesalers, sales representatives, professional retailers, professional super-chain stores, etc.
- **General Merchandise Stores and Ordinary Supermarkets:** GMS and ordinary supermarket purchasing centers, drink purchasing managers, wine sales managers, GMS and ordinary supermarket managers.
- **Cafe, Hotel and Restaurants:** All kinds of hotels, night clubs and restaurants (Catering manager, sommelier), chain restaurants and chain hotels, etc.
- **Duty free operation lines:** duty free operators, ship tools merchants, duty free shops, airline companies with purchasing centers, Cruise and ferry companies with purchasing centers.
- **E-Business lines:** Wine and spirits website designers and buyers, etc.

### Conference Forum

During the fair, we will organize buyers' meeting and several activities such as Chinese liquor economic forum, wine industry sodality of East China's six provinces and one city and so on.

### Reserve booth space

To reserve your booth space, or for more information, please visit [www.winefair.com.cn](http://www.winefair.com.cn) or e-mail: [info@winefair.com.cn](mailto:info@winefair.com.cn) for booth booking and consultation. Reserve your booth space as soon as possible to gain maximum exposure, exceed opponent and expand business potential.

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