



vinality
INTERNATIONAL

VINITALY CHINA 2018

Shangri-La Hotel, Chengdu
18th-21st March 2018

#VinalityChina | #Chengdu | china@vinalitytour.com

WHEN

From the 18th to the 21st of March 2018, Vinality International returns to Chengdu for the fourth consecutive year and will be held for the second time at the Shangri-La Hotel on the occasion of the International Wine and Spirits Show, the off-site showcase of “China Food and Drinks Fair for Wine and Spirits” and one of the most important B2B events in the Chinese wine sector, now at its 98th edition.

Vinality China – Chengdu will offer a rich and engaging program that will be hosting the very first off-site showcase dedicated to fine wines in the history of Chengdu’s trade fair with the goal of attracting qualified and professional buyers.

This year's program will also include Masterclasses and the Vinality International Academy Executive Wine Seminars presented in collaboration with the most important Chinese importers of Italian Wine.

WHY CHENGDU

Chengdu is among the cities with the highest growth rate in China and according to the Chinese government it will have a key role within the “One Belt and One Road” project becoming the main logistic hub for South-West China. Thanks to its strategic position, Chengdu has become one of the most relevant business centers in Mainland China and one of the metropolis the central Government is investing on the most. To invest in Chengdu means to enter the Chinese business channel directly, both in the Sichuan province and in China’s

largest metropolis, Chongqing, thus avoiding the more crowded and saturated markets of Beijing, Shenzhen, and Guangzhou.

WHY THE OFF-SITE SHOWCASE?

Offsite showcases allow a more accurate control of the accesses: through a careful selection of importers, distributors, retailers, journalists, sommeliers and all other key players of the wine industry, it will be possible to guarantee the B2B nature of the event.

SAMPLE SHIPMENT AND EXHIBITOR ACCOMMODATION

For more information regarding the shipment of wine samples and flight and hotel packages please contact: china@vitaly.com.