

ORGANIZED BY



GENERAL INFORMATION

Vinality China Roadshow

#Vinalitychina #Vinality vfi@veronafiere.it

Is the organizer of Vinality
International Wine and Spirits Exhibition



SHENZHEN, CHANGSHA, WUHAN
11th - 14th JUNE 2018

IN COOPERATION WITH



POWERED BY



深圳百高文化传播有限公司
Shenzhen PACCO Cultural Communication Co., Ltd.



When

11th - 14th June 2018



Where

Shenzhen, Changsha, Wuhan



Sector

Italian Wine



Deadline

30th April 2018

Why Vinality China Roadshow

WHEN

The first edition of Vinality China Roadshow 2018 will take place from 11th to 14th of June in 3 different cities:

Shenzhen Monday 11th June

Changsha Wednesday 13th June

Wuhan Thursday 14th June

WHAT

Vinality China Roadshow is the first road show B2B event dedicated exclusively to Italian wine organized by Vinality, the leading trade fair in the sector.

The event will offer a rich program of activities aimed at promoting the direct contacts between wine industry professionals and improving the knowledge of Italian wine abroad. Among these, the event includes the walk around tasting formula, together with guided tastings, during which producers and importers will be able to present their wines to the invited public as well as the opportunity to access the Executive Wine Tasting "I love Italian wines" organized by ITA (Italian Trade Agency).

The event (by invitation) addresses to an audience of professionals (HORECA, agents, distributors).



WHY

The south-eastern part of China is particularly interesting and relatively new for the sector. Roadshow will take place in the 3 of the most important cities: Shenzhen (12.5 million inhabitants) first tier city, followed by Changsha (7.4 million) and Wuhan (10.6 million) two of the most important cities for potential in the wine market. In the last 10 years there has been a sharp increase in sales of Italian wine in China. In 2017, imports grew by 15% for a total value in euro of 2.5 billion. Volumes rose by 18% for a total of 7.5 million hectoliters sold. Italy with a 6% market share of wine imports in China is behind France, Austria, Chile and Spain.



WHO

Participation in the Vinitaly China Roadshow is open to represented and non-represented producers, consortia, group companies, Italian ATIs and Chinese importers of Italian wine who wish to sell, promote or market their products in the Chinese market.



HOW TO PARTICIPATE

The format of the Roadshow provides to the Italian producers or their Chinese distributors tables / desks for each company in a dedicated area for the walkaround tasting; the area will be animated by tastings with the possibility of presenting up to 6 labels for each participant. Roadshows will last one day for each city lasting 4 hours each day (13.30 - 17.30 hrs).

The Roadshow activity is integrated by "I love Italian Wines" courses for Chinese professionals and experts organized by ITA (Italian Trade Agency) as an important support to bring more effectively the product closer to the buyer. A not to be missed opportunity to taste hundred of wines representing the very best in Italian wine production.



SAMPLE SHIPMENT AND PARTICIPANTS ACCOMMODATION

For more information regarding the shipment of wine samples, flight and hotel packages please contact: vinitalytour@qq.com



APPLICATION FORM AND PAYMENTS

The companies who intend to participate at the event must send the application form duly filled in, signed and stamped to Veronafiere (via e-mail: vinitalytour@qq.com) **within 30th April 2018**.

Please enclose also the copy of the payment by Wire transfer or Credit card

Veronafiere S.p.A. (Viale del Lavoro 8 – 37135 Verona, Italia)

BANCO BPM S.p.A. Ag. Cassa Mercato

IBAN: IT37K 05034 11751 000 000 124030

SWIFT/BIC: BAPPIT21011

Reason of payment: Vinitaly China Roadshow + Name of the Company



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