



Xiamen International Wines and Spirits Fair

May 24-26, 2013

The Chinese Market / Xiamen

During the recent years, the wine and spirits market has been growing very fast in China. According to statistics, in 2004, the whole amount of wine production reached 367.3 thousand kiloliters. This wine production is growing at a rate of 15% per year.

In 2003, the wine production in the world reached about 27 million tons, while it was just 300 thousand tons in China. In the world, the average wine consumption was 7.5 liters per capita. But in China, it was only 0.5 liter, which is far below the average level in the world. Undoubtedly, the China wine market is growing at an amazing speed, and has the highest growth potential of any one market in the world. With its entry into WTO, China now completely fulfils its promises to decrease its customs tariff sharply (from 65% to 14%). Foreign wines have now a fantastic opportunity to enter and exploit the Chinese market. China currently imports wines mostly from Chile, Argentina, Spain and France.

According to the National Bureau of Statistics of China and General Administration of Customs, quoted by China Wine Online, China mainland has imported 286,059,700 liters of wine last year, an increase of 67.06 percent over 2009. Mainland wine imports revenue increased dramatically by 80 % over 2009. In 2011, wine consumption in China is expected to top 828 million liters. In other words, the Chinese people will consume more than 1.1 billion bottles of wine annually.

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Today, more and more overseas traders have an optimistic attitude about Xiamen wines market. Imported wine market in Xiamen has seen a considerable growth in 2010, the total value of imported wine, whiskey, brandy, vodka and other import wines are still growing, and the total value and its total imports increased by 20% or more every year.

According to statistics, the ratio of sales of the imported wine and domestic wine in Xiamen market is about 1:3. At present, Xiamen has more than 40 national(China) dis-



tributor of imported wines, hundreds of imported wines general distributors are located in Fujian Province. Xiamen is now one of the major distribution centers of the imported wines in China, and Xiamen also has become one of the largest consumption places of the foreign wines in China.

According to customs statistics, in the first 7 months of 2010, 6.725 million liters of wine had been imported in Fujian Province, increased by 45.8% over last year, while the first 5 months in 2006 accounted for less than 300,000 liters of imports, an increase of 16 times within 4 years .

Fujian imports wines mainly from France, Canada, Australia, Germany, Spain, Austria, both types of dry red, white and other traditional varieties, including ice wines, sparkling wines and other special varieties. In this context, this professional trade show provides now the professionals with a true market tool where they can meet, exchange and buy. This is the purpose of the ***Xiamen International Wines and Spirits Fair***.



An Ideal Venue

Xiamen is located on the southeastern coast of China, West of the Taiwan Strait.

Dubbed “China’s coziest city”, Xiamen has a pleasant climate, picturesque views and clean and tidy environment. In 2002, Xiamen received the Gold Medal at the “International Nations in Bloom” competition in Stuttgart, Germany. Domestic awards have included “National Sanitary City”, “National Garden City”, “National Model City for Environmental Protection”, “National Excellence in Tourism” and “National Top 10 Most Livable Cities”.



Xiamen was one of the first four special economic zones (SEZ) in China and is now one of the few municipalities enjoying independent status in state economic planning, Xiamen enjoys provincial level autonomy and local legislative power in economic administration. Xiamen is one of the most competitive cities in China. It ranks the fifth on the “List of the Most Competitive Cities in China”. Xiamen has become one of the most important ports in China for international trade and cross-Straits trade. Its growth had enjoyed a pace of about 18% in the past few years.

Xiamen port is one of the top 10 ports of China and offers 80 berths of various sizes. There are navigation routes from Xiamen to over 60 ports in more than 40 countries and regions. With 62 international and domestic air routes opened, Xiamen Gaoqi International Airport is a main hub in East China. The well-developed system of railway and highway transportation links conveniently the city with the rest of China. Several nationwide promotion events are annually held in Xiamen, among them the “China International Fair for Investment and Trade”, the “China Xiamen Machinery and Electronics Exhibition” and the “China Xiamen International Food Procurement Fair”.

In the recent years, Xiamen has also been a hot destination for foreign investment, and hosts many global foreign companies, including Kodak, ABB, Metro,... Many foreigners live in Xiamen, making the domestic market one of the most active in China, especially for wines and spirits, of which more than 40% of the foreign wines imported come through the port of Xiamen.

For its irresistible beauty, Xiamen is described as the “Garden on the Sea” whose attractiveness is comparable to Hawaii. It is also called Egret Island because of the many white egrets that live here. Xiamen has numerous parks, hills, waters, temples and gardens that comprise this beautiful picture. Its unique folk customs, worldwide celebrities and the many historical sites attract visitors.

In addition its excellent transportation, accommodation and entertainment facilities make Xiamen an ideal town to organize a wines and spirits show.

The Xiamen International Conference & Exhibition Center (XICEC) has been approved by UFI (the Global Association of the Exhibition Industry). It is a large state-of-art intelligent exhibition

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center incorporating exhibition, conference, fair, IT, trade and large events. Its complete supporting services range from business services, advertisement, warehouse, hotel, catering to entertainment.

XICEC occupies an area of 470,000 square meters and a total construction area of 150,000 square meters, composed of the main building and wing buildings. Being 432m in length and 42.6m in height, the main building contains 5 floors. The height of the exhibition hall varies from 7.6m to 10m and 15m. Its total surface of 33,000 square meters can



accommodate 2000 standard booth. At two sides of the exhibition hall, there are two pillar-free exhibition units with an area of 6,560 square meters, a height of 15m and a 81 by 81 meters span grid system. The crescent-shaped ballroom on top of the main building is the most creative feature of the whole building. The International Conference Hall is equipped with simultaneous interpreting system of 6 languages. The wing building is a star-class hotel boasting 250 guest rooms.

A Commercial Event

In order to better sell wines and spirits, one must taste them and the Xiamen International Wines and Spirits Fair offers a great opportunity to host clients and prospects in ideal buying conditions. Together with this great tasting experience, these professionals can discuss with the actual makers, owners and cellar masters, sharing their passion and doing business at the same time, deciding which bottles to select and buy, defining how to prescribe and to present them to their customers. All of them want to be able to offer the best to their customers and this show is the ideal place to find the items which will make the difference in the high end gastronomy business.

It is a true professional market place, a dedicated trade show, where buyers and producers can meet, exchange, compare, buy and discuss their commercial strategies. The Xiamen International Wines and Spirits Fair is held in conjunction with the China Xiamen International Food Procurement Fair. This professional Food procurement show will be held for the 9th time this year and is now a major event in the Chinese food Industry.

Xiamen International Wines and Spirits Fair

An Audience of Professionals & Passionate Amateurs:

The visitors invited to the show are selected clients and prospects for the exhibitors :

- Importers,
- National & provincial Distributors,
- Gastronomy Professionals:
 - o Sommeliers
 - o Bartenders
 - o Restaurant Managers
 - o Chefs, Restaurant and Delicatessen Owners
 - o Wine Bars & Bistros Owners



- o Liquor Stores Owners
- o Traders, Wholesalers, Importers & Agents

The Xiamen Municipal Trade Development Bureau is managing the project and is in contact with related government departments and associations to organize professional buyers and visitors to attend the show.

The main professional organizations in China are supporting us to make this Xiamen International Wines and Spirits Trade Show a great success



An Ideal Date:

The Show is held this year on **May 24 - 26**.

This period is traditionally good there to organize a trade show, as the region enjoys a pleasant climate and the visitors like to come and attend.

Besides, the period ideal to develop fruitful contacts, generate orders and deliver products for the end of the year festivities and the Chinese New Year, traditionally peak season for wine and spirits consumption in China.

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High Levels Amenities:

The exhibitors enjoy high quality amenities :

- A fully equipped 18 sq. m Booth to welcome their guests
- 1 full page in the Xiamen International Wines and Spirits Fair Press Kit
- Customizable Invitation Cards for their guests
- Company presentation in the Xiamen International Wines and Spirits Fair tasting guide given away to the visitors
- 1 Hostess Interpreter



An Event for the Press – Gala Dinner

The main journalists associations from the gastronomy and professional press in China and abroad support this show and their members will come and participate to the Xiamen International Wines and Spirits Fair. During the show, our long time tradition is to share a gala dinner with the press in a warm and friendly atmosphere. This is always the occasion to socialize and to share experiences between producers and journalists.

Strong Promotion:

The Xiamen International Wines and Spirits Fair will benefit of a strong promotion to publicize the show.

Participation:

Xiamen International Wines and Spirits Fair.

Cost for 1 extra person: 1,500 €

Contacts:

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The 11th China Xiamen International Food Procurement Fair & 2013 Xiamen International Wines & Spirits Fair

(The largest wines & spirits fair on the west side of the Taiwan Straits)

DATE: May 24-May26 ,2013

VENUE: Xiamen International Conference & Exhibition Center

SPONSOR: Xiamen Municipal Bureau of Commerce

CO-SPONSOR: Xiamen Wines & Spirits Monopoly Bureau Economic and trade departments, alcohol management station in various districts of Xiamen

ORGANIZER: Wines & Spirits Industry Association of Xiamen Chamber of Commerce /Xiamen Phoenix Conference & Exhibition Co., Ltd Xiamen Food Industry Association

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The ***Xiamen Special Economic Zone***, is located on the west side of the Taiwan Strait, the central city of the economic zone on the west side of the Straits. It has many hardware and software advantages such as a fine port, convenient land, sea and air transport, excellent service , advanced liquor management philosophy, and it has become one of the most important ports for Chinese and foreign famous wine to enter into and open the market of southeast coast of China. There are about 100 national liquor agents in Xiamen , transaction liquor including over 2000 models of imported wines from France, Italy, Spain and other countries, it is also one of the largest distribution center of imported wine of China .

The exhibition area of ***2013 Xiamen International Wines & Spirits Fair*** on the west side of the Taiwan Straits reached 6000 square meters ,and attracted a total of nearly 300 booths, thousands of wineries and 110 exhibitors from 25 countries and regions including the United States, Australia, Italy, and France. The cooperation intention agreement reached 85 million yuan, the on-site sales of nearly one million yuan, it has become an international wine exhibition with largest scale on the west side of the Taiwan Straits, the most extensive wines and spirits products and the highest professional standard. We will continue to enhance the level of specialization, scale and internationalization of the exhibition. Experience our efforts to build the Hercynian top alcoholic event, to build the trading platform of Chinese and foreign top name brands of wine, wine merchants at home and abroad, exert all our strength to build the first exhibition on the west side of the Straits Wine to surpass all records .

Booth Expense:

TYPE	BOOTH TYPE	BOOTH FEE	NOTICE
Overseas Exhibitor	Standard Booth	USD \$2250.00 3m x 3m	One desk, two/three chairs, three exhibition boards, two spotlights, one power socket (220V/5A).
	Bare Stand	USD \$150/ □ 36 □	With no facilities.
Domestic Exhibitor	Standard Booth	RMB6500/3m x 3m	One desk, two/three chairs, three exhibition boards, two spotlights, one power socket (220V/5A).
	Bare Stand	RMB650/ □ 36 □	With no facilities.

Print Advertising Rates:

VARIOUS TYPES OF CREDENTIALS AND TICKETS							
Item	Specification	Unit Price	Quantity	Item	Specification	Unit Price	Quantity
Handbag	28x38x9 cm	¥30000	5000	Visitors Vouchers	11.5x21cm	¥5000	10000
Booth Decoration on Card	9.5x13cm	¥10000	8000	Booth Card	9.5x13cm	¥10000	8000
DIRECTORY							
Item	Front Cover	Inside Front Cover	The First Color	Inside Back Cover	Back Cover	Col 1P	Black and White
Directory	¥20000	¥12000	¥10000	¥8000	¥15000	¥6000	¥3500

Booth Events:

1. Chinese Liquor Forum
2. China Yellow Wine Forum
3. China Sommelier Competition
4. China Bartenders Exhibition Game
5. International Import & Export Wine Businessmen Forum,
6. National Wine Culture Promotion Day
7. Regional Wine Policy Lecture
8. Famous Brand Wine Tasting
9. New Products Release Conference
10. Welcome Party & Awards Dinner,

The scope of investment:

- Wine traders and retailers: importers, wholesalers, special retailers, specialized chain stores and so on.
- Group purchasing group: large supermarkets and ordinary supermarkets, airlines, cruise, power, communications, finance, foreign enterprises and institutions, bars, clubs, e-commerce industry.

Investment Form:

- Set up propaganda merchant department, send invitation to the professional buyers at home and abroad by mail, fax, e-mail.
- Establish partnership with many media, associations, use the resources to make the promotion.
- From August 2012 to the opening of the fair , the organizing committee will go to Xiamen, Shenzhen, Guangzhou, Shanghai, Ningbo, Wuhan, Beijing, Chengdu, Qingdao, Yantai etc key wine producing and sales areas to make recommendation.
- We will carry out the investment well, the organizing committee will provide free accommodation for those important buyers to attract dealers to visit, organize and recommend dealers to participate in the business investment meeting , will compile investment manual for exhibitors, send out to the dealers free.