

23RD INTERWINE CHINA *—SHOW REPORT*



Time : 9-11 November 2019

Venue : China Import and Export Fair Complex, Area B

Organizer : Ketong International Exhibition (Guangzhou) Co., Ltd.





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INTERWINE
FAIR PLAN
2020

INTERWINE REVIEW



OPENING CEREMONY



REPRESENTATIVES FROM GOVERNMENTS



VISITORS' IN A LINE

AREA
40,000m²

COUNTRIES
26

AREAS
53

EXHIBITORS
920

VISITORS
37612

INTERWINE REVIEW



Masterclasses, forums, new product launches, interviews, 60+ events to share new trends and build business



INTERWINE REVIEW



AWARDING WINE AREA

1000sqm, the most popular and visited area in the fair.

EAST EUROPE PAVILION

Moldova, Romania, Macedonia, East-Europe well represented at the 23rd Interwine.



INTERWINE REVIEW



France



Australia



Portugal-Tejo



Spain



Italy



Chile



South-Africa



Czech Rep.

EXHIBITORS' SEGMENTATION

TOTAL 920 EXHIBITORS

338

foreign
wineries

515

Chinese
importers

47

Chinese
wineries

EXHIBITORS' SEGMENTATION



EXHIBITS

80.16% imported wines

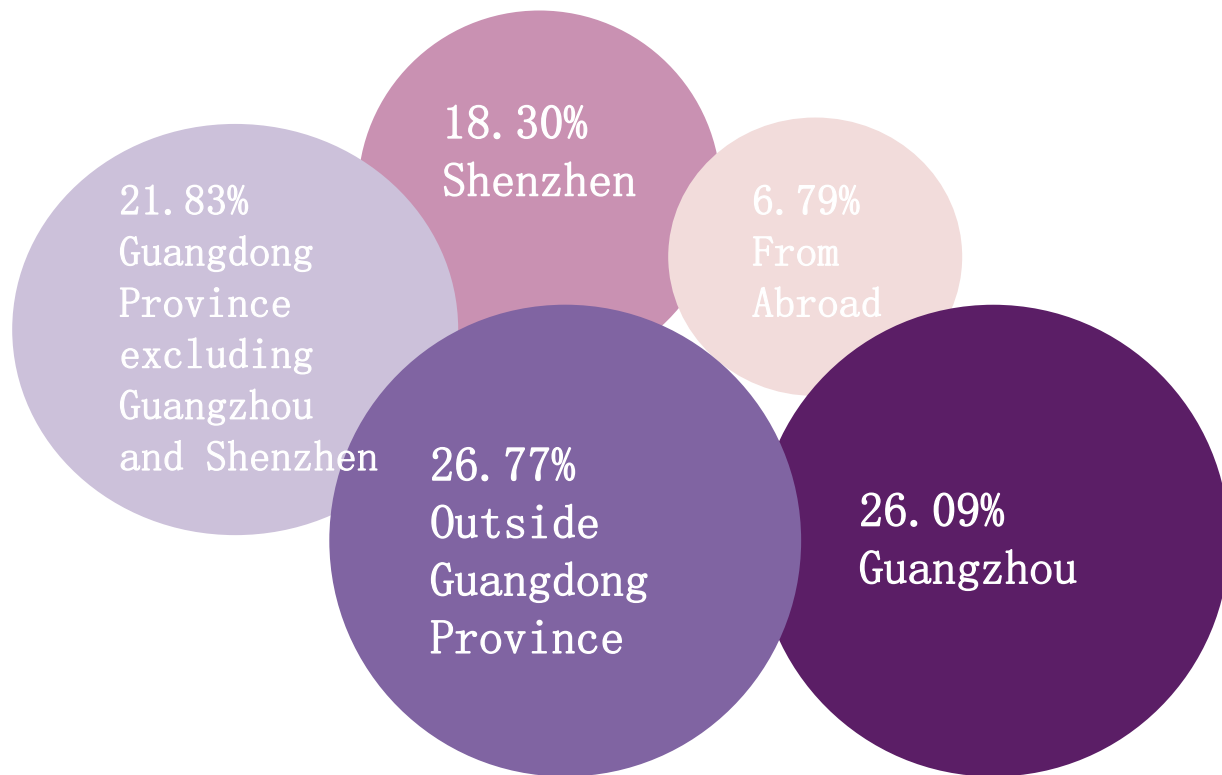
6.73% 90+ awarded wines

5.58% wine accessories

4.42% spirits

3.11% Chinese wines

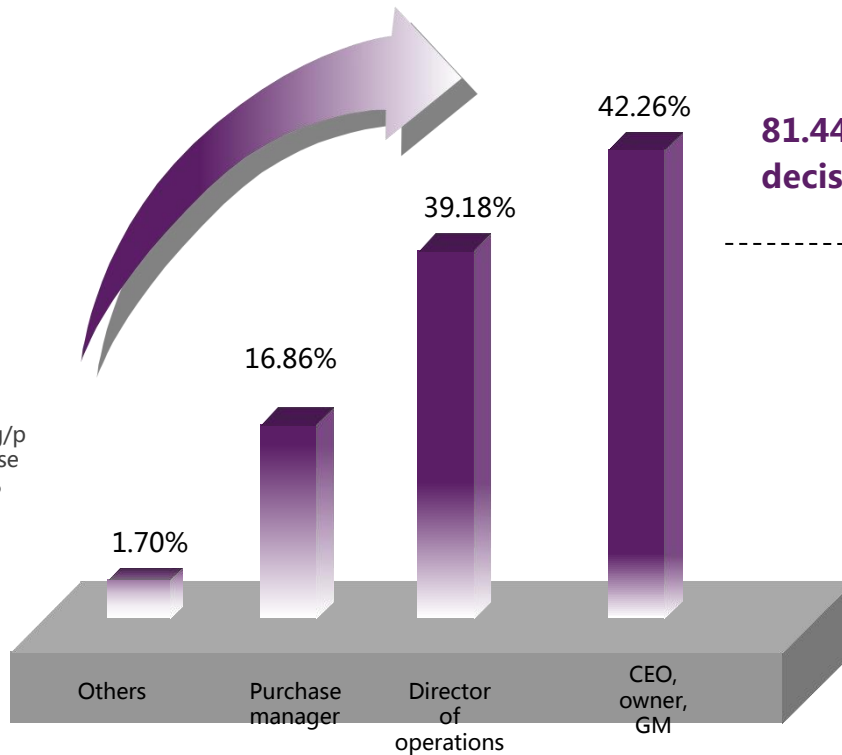
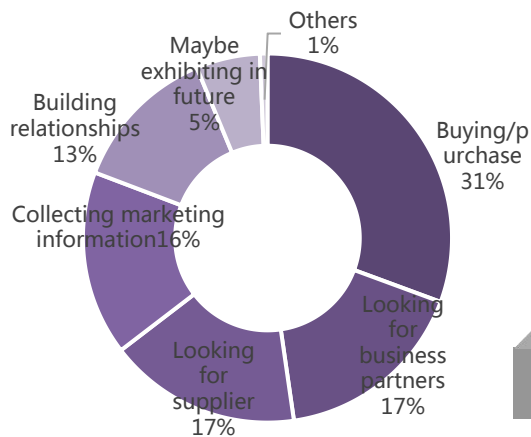
VISITORS' SEGMENTATION



Visitors'
provenance

VISITORS' SEGMENTATION

PURPOSE OF THE VISIT



81.44% of the visitors are decision makers!



THANKS!!!