



# INTERWINE

C O N S U L T A N T

# 2019

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INTERWINE CONSULTANT and INTERWINE are fusioned companies with significant experience in China. By partnering together, they offer a unique proposition for wineries interested entering and growing in the Chinese market.



Interwine Consultant Co.,Ltd is part of the Canton Universal Fair Group Ltd.( INTERWINE), which was founded in 2004. For the past 14 years, Canton Universal Fair Group Ltd. has established friendly and cooperative relationships with governments, associations and thousands of wineries from all over the world. Interwine consultant **conduct professional and effective business match activities in China.**



Pioneer in the development of wine fairs and roadshows in all China mainland. Helped shape the offline distribution of wine by creating an ecosystem of promotional activities and network to match wineries, importers and distributors.

# INTERWINE CONSULTANT & PARTNERS



Interwine Consultant Co., Ltd fa parte del Canton Universal Fair Group Ltd., che è stato fondato nel 2004. Negli ultimi 14 anni, Canton Universal Fair Group Ltd. ha stabilito relazioni amichevoli e collaborative con governi, associazioni e migliaia di aziende vinicole di tutto il mondo. Interwine organizza la più grande e antica esposizione professionale di vini e liquori nella Cina continentale.



L'associazione enogastronomica italiana è un'azienda con una forte rete in Italia che è dedicato all'aiuto Produttori enogastronomici italiani con le migliori soluzioni come penetrare ed entrare nel mercato cinese. Grazie dell'esperienza nel mercato e numerose partnership ci rendono una delle migliori piattaforme che accompagni i produttori nel processo di esportazione.



FABCO ha aiutato le aziende straniere a identificare il loro mercato di riferimento, a sviluppare la loro strategia e ad attuarla con successo attraverso la promozione online e offline e le soluzioni di vendita. Gestiamo i tuoi canali di social media, forniamo tecnologie innovative (E-Commerce, VR, Livestreaming) per portare il tuo marchio a un livello completamente nuovo.



INTERWINE CONSULTANT, which is a trading and consulting platform under INTERWINE group, take steps to support in long term domaine Fournier Pere & Fils for different B2B effective activities in China such as Wine tasting ,wine dinner ,matchmaking,promotion, follow-up.

## Wine dinner



## Matchmaking



## Wine tasting



## Roadshow





# INTERWINE

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**MORE**

**Interwine database exploited every day**  
**B2B events such as wine tasting, wine dinner**  
**Online promotion articles and online matching**  
**WeChat buyers group sells and promotion**  
**Professional bilingual sales staff**  
**Sales representative well versed in the Chinese market**  
**Account manager conduct effective sales call**  
**Follow up team dedicated to transform the deal into business**

# INTERWINE

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**Social media & online communication, sales and marketing tools.**  
**Wine tasting & Masterclass with livestreaming**  
**VR technology to interact with your clients**  
**Trademark registration & customer clearance**  
**Marketing in China ,SEO and online business development**





### INTERWINE Guangzhou tradeshow key facts:

- 15 years experience in organizing exhibitions
- 50,000 sqm Area
- 1,265 Exhibitors
- 48,372 Visitors (85% are decision makers)
- 36 Countries represented



### INTERWINE roadshows key facts:

- 9 years experience in organizing roadshows
- 64 cities across China
- 600 visitors min / day / roadshow
- Targets importers and distributors exclusively
- 60+ exhibitors in each cities



# Part II - One stop solution



## OUR ONE-STOP SOLUTION:

-  Access to the database of 48,000 + wine buyers, importers and distributors
-  Wine & Spirit INTERWINE® tradeshow.
-  Social media & online communication, sales and marketing tools.
-  Up-to-date China market data, brand analysis report and strategy.
-  Wine tasting & Masterclass
-  A dedicated team of 37 sales staff actively promoting your wines to prospects.
-  Professional INTERWINE® roadshows in 64 cities across China
-  Sales control and maintenance
-  Sales & distribution operations
-  China import & domestic logistics

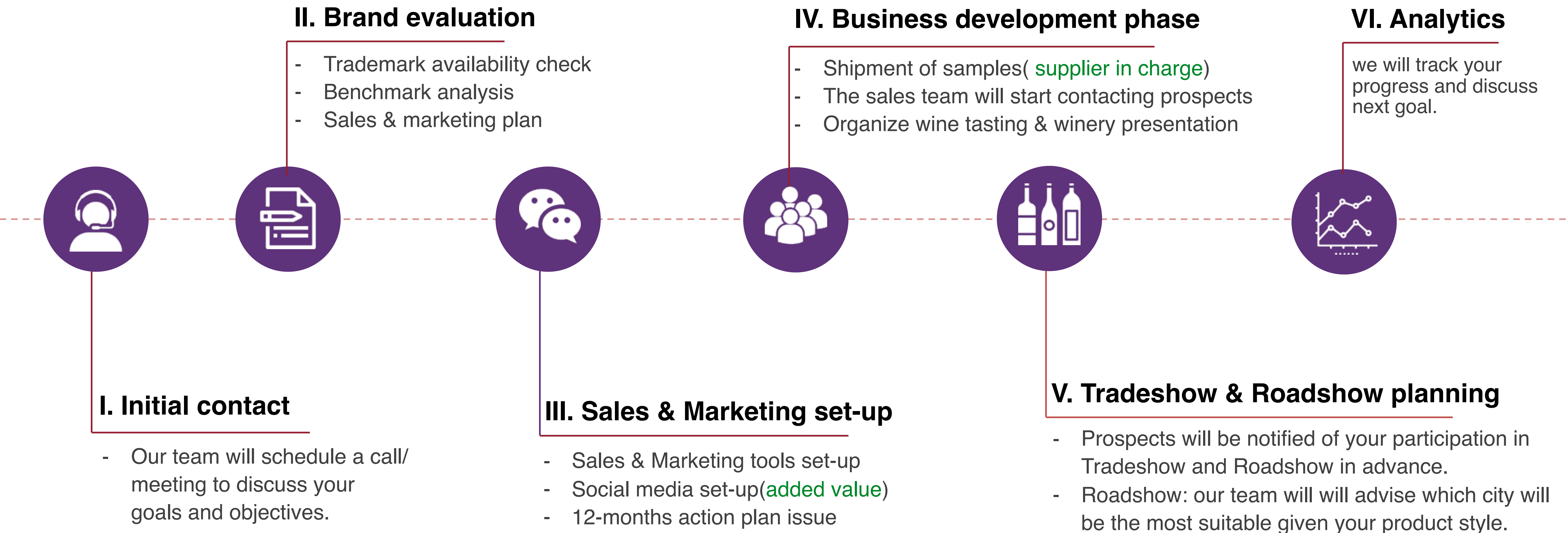


# SALES PROCESS



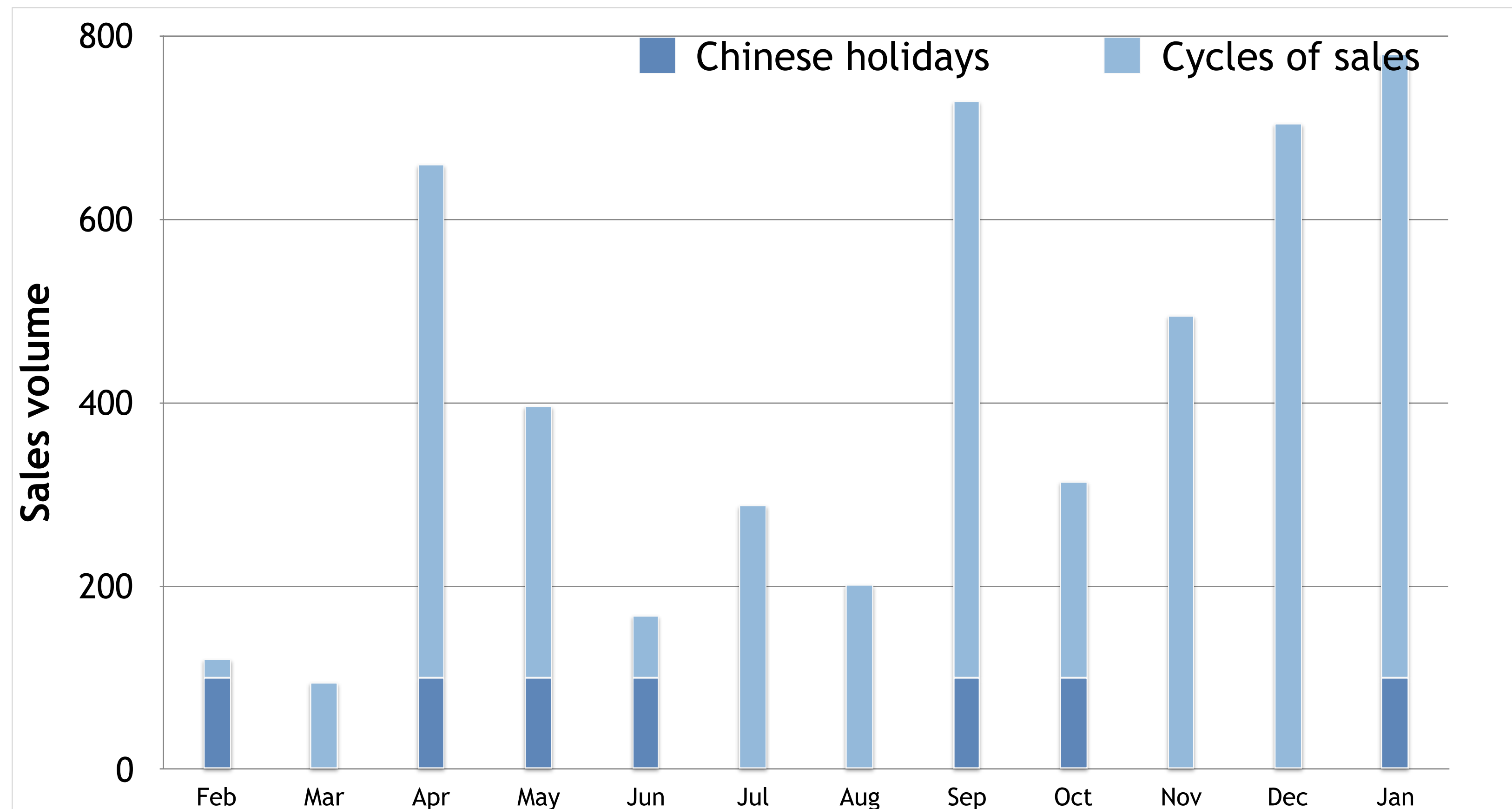


# China imported wine market : step-by-step China market entry





## Cercle of wine selling China



The cercle of sells depend from different periods such as national holidays and new year:

**January:** Foreigner new year  
**February:** Chinese new year  
**April:** Death peoples festival  
**May:** Working holidays  
**June:** Dragon Boat festival  
**September:** Mid-Autumn festival  
**Octobre:** National holidays



# Prices by units

- **Follow-up & sales representative in China**

4800/year

- **Wine dinner at five-star venue ,invite importer and food included**

164 euro/person

- **Matchmaking with 10 importers organized by us**

1500 euro/service

- **Wine tasting organized with 30 key importers**

1500 euro/tasting

- **Exhibition participation both of consultant**

1000 euro

- **Online promotion in Wine media and business wine groups**

2400 euro/year

- **Commission of 10% will be charged for every lead transformed in deal**



BEST VALUE ★

BEST MARKET PUSH ➔

## SILVER PACKAGE

## GOLDEN PACKAGE

### Silver Package

- INTERWINE tradeshow participation through Interwine consultant pavilion ,
- 2-3 items tasted during any given wine tasting events
- Sales representative will follow up clients (1 year in your disposition)
- Wine tasting dedicated to your company(every 2 month/40importers)
- Account manager will make effective sales call ,new prospect(100/month)
- Monthly report from the follow up buyers
- Free promotion articles in the database ,monthly.(4800 wine merchants)
- Estimated number of buyers taste your product over 500.
- Support for custom clearance ,sales maintenance

6,900 euro

### Silver Package

- INTERWINE tradeshow participation 2 session / 9sqm ,
- Roadshow participation by interwine consultant team in 4 different cities
- Sales representative will follow up clients (1 year in your disposition)
- Wine tasting dedicated to your company(every 2 month/40importers)
- Account manager will make effective sales call 100/Month
- Monthly report from the follow up buyers
- Free promotion articles in the database ,monthly.(4800 wine merchants)
- Estimated number of buyers taste your product over 500.
- Support for custom clearance ,sales maintenance

11,900 euro





**Silvester BEJKO**

*CEO of INTERWINE Consultant*

Wine consulting | Event organizer | B2B Matchmaker | Experienced entrepreneur

Our understanding of the wine industry has proven a successful track record of my approach to managing sales:

- We function as a solutions provider, establishing client-focused partnerships, linking our efforts to the success of our customers.
- We use our relationship management skills and knowledge of the market to function in a consultative role, investing in our client's success.
- We are an effective coach and mentor with a history of building high performance teams.
- we use data collection and analysis to take a proactive approach versus a reactive response to problems and opportunities.







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