

## 2022 ProWine China in Shanghai

产品名称	2022 ProWine China in Shanghai
公司名称	聚星会展服务-专注展会咨询
价格	.00/个
规格参数	
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### 产品详情

As the leading wine and spirits trade fair in Chinese mainland, ProWine Shanghai 2021 came to a successful conclusion on November 11, 2021. Given the current COVID-19 pandemic situation, it is undoubtedly inspiring that ProWine Shanghai 2021, the industry trendsetter, took place as scheduled. With strict safeguard procedures, the organizer's strict hygiene and safety rules, and the care and support from the industry, ProWine Shanghai 2021 attracted a total of more than 450 exhibitors from 19 countries and regions. Boutique wineries and premium wine producers from all over the world were present at the trade fair to get in contact with local importers, distributors and on trade customers.

A total of 15,058 trade visitors attended the 3-day event over the previous edition. In addition to visitors from Shanghai, many also came from Hainan, Guangdong, Fujian, Hubei, and Tianjin provinces.

Highlights and exciting programs make the industry event worthy of its name

Overseas exhibitors remain confident with greater participation

California Wine Institute pavilion organized the largest in nine years, and nearly 20% larger than in 2020. Besides 19 wineries and vintners with on-site present, 45 boutique wines from 10 wineries were on display with tasting sessions. Mr. Christopher Beros, Asia Pacific Director of Wine Institute of California, explained: "California Wine Institute has always attached great importance to the market on the Chinese mainland. This year, we organized a much larger pavilion at ProWine Shanghai than ever before. The wineries brought along many new quality products, and had productive exchanges with many potential importers and distributors, making the event a significant success for all participants. "

It is worth noting that ProWine multi-dimensional perception of the market, in the catering and hotel industry has also been in-depth. Arneis Wu, wine director of Sheng Yong Xing Group, said in an interview on the second day of

ProWine, "Due to the epidemic prevention requirements, ProWine Shanghai 2021 has a slight decrease in the number of visitors, but the quality of visitors is really excellent. The visitors come to the exhibition with a clear trade purpose. As a member of the high-end catering industry, I obviously feel the strong momentum of the development of the wine industry in China, especially the rise of Chinese wine. In the future, the wine list of the high-end catering industry will also quietly change and progress, promoting the diversified development of wine in the catering industry."

ProWine Shanghai 2022 will return to Shanghai New International Expo Center (SNIEC) from November 8 - 10, 2022. As the 10th edition of ProWine Shanghai since its debut in Chinese mainland, it will not only continue its glorious chapter, but will also bring more promotional activities to create a first-class event for the industry.