



2009

Shanghai International
Wine & Spirits
Bonded Exhibition



Nov 19-21, 2009
China International Commodity Center
No. 471, Fute No.1 Rd.(W.),
Waigaoqiao Free Trade Zone
Shanghai, P. R. China



INVITATION





Shanghai International Wine & Spirits Bonded Exhibition 2009

Nov 19–21, 2009

China International Commodity Center
Waigaoqiao Free Trade Zone Shanghai



Supported

China Alcoholic Drinks Industry Association
Shanghai Liquor Monopoly Authority
Shanghai Waigaoqiao (Group) Co., Ltd.

Approver

Shanghai Municipal Commission of Commerce

Sponsors

Shanghai Drinks Association
Shanghai sugar cigarette drink tea Association

Organizers

Shanghai Golden Commercial Exhibition Co.,Ltd
Shanghai Waigaoqiao Modern Service Trade Development CO., Ltd

Build-up

VIEWSHOP Exhibits & Display (Shanghai)

Delivery

Shanghai WaiGaoQiao Logistics Union Co.,Ltd

Market Scope: International

Event Cycle: Once a year

Estimated Scale: Show area of 8,800 sq. m

Show Catalogue: Wine Now.

Show website URL: www.winefair.com.cn



www.winefair.com.cn

About Show

Golden Commercial: Shanghai Wine & Spirits Bonded Expo is held every year on November 19, 2009, in the China International Commodity Center in Waigaoqiao Free Trade Zone Shanghai, China. It is also a trade platform of the industry with the principle of "outside Customs, while within the territory show and sale". Use this platform to help foreign wines and spirits supplier to develop the China market to provide green channel.



Advantages for our Exhibitors:

The Shanghai International Wine & Spirits Bonded Exhibition will take place in the Shanghai Waigaoqiao Free Trade Zone (WFTZ) China International Commodity Center, which integrates multiple functions of bonded exhibition, international trade, processing, bonded storage and logistics. As the foremost and largest free trade zone in China, our clients of the WFTZ enjoys the privilege as "outside Customs, while within the territory".

I. We will offer a trade platform for our exhibitors to show diverse wines and spirits products with a bonded status in Shanghai, to realize a favourable cost-saving of customs duties upon the imported goods for exhibition and promotion.

The Chinese current tax rate of the imported wine (Calculated in RMB Yuan)

- Customs Tariff 14% : (CIF : Cost, Insurance and Freight \times 14%) ;
- Excise Tax 10% : $[(\text{CIF} + \text{customs tariff}) / (1 - 10\%)] \times 10\%$;
- VAT (Value Added Tax) 17% : $(\text{CIF} + \text{customs tariff} + \text{Excise Tax}) \times 17\%$.

II. After the Wine & Spirits Bonded Exhibition, we will also offer a free sales center, warehouse and a professional sales team for the remainder wine of our exhibitors in the Shanghai Waigaoqiao Free Trade Zone.

Exhibitor Background



In recent years, with the improvement of living standard, the consumption of alcoholic drink has been increased sharply. The Chinese national demands on the variety and culture of the alcoholic drink are ascending unceasingly. Relevant data shows that global alcoholic drink retail volume will have increased 19.59 billion between the years of 2000 and 2010. It is estimated that the consumption of China's wine will increase 35.91% by the year of 2010. Meanwhile, China is one of the main spirits consumers in the world. It is estimated that in 2010, China's spirits consumption will account for 55% of the world's spirits total consumption.

Shanghai has won great favors and focus from international imported wine groups for its international city status and culture background. Up to now, Shanghai has become the largest consumption market for wines and imported wines in China. At present, there are more than 360 wine brands in Shanghai market, accounting for 80% of wine consumption amount. In 2006, Shanghai port imported 732million wines from abroad and the main imported wines are spirits made from distillation wine, such as Whisky and Brandy. The import amount of the two kinds spirits have increased 50% and 8% respectively, accounting for more than 80% of the amount of imported wines. Meanwhile, vodka is emerging as a new force with its import amount increasing 52% compared with last year.

With the fully opening for foreign investment of China's retail trade, a lot of foreign high-class luxury goods, including world famous brand spirits, will focus on China in the next round. Especially, Shanghai will be a crucial market for luxury goods. In the strong pull of economic development, Shanghai's wine and spirits market are active unconventionally. There are more than 900 wine wholesalers and 38,000 retailers. Some famous shopping malls and super-chain stores such as Metro, Auchan, RT-Mart, Century Lianhua, Carrefour, Lianhua, Hualian, etc. can be seen everywhere. More than 20,000 restaurants provide high-end place for the sale of wines. With the holding of World Expo Shanghai 2010, more and more business opportunities will be brought to China's wine and spirits market.



Trade Platform

In order to build up a promotion, display and cooperation platform for the international and domestic wine enterprises and provide a better approach of marketing and sales, Golden Commercial and alcoholic drinks authorities are scheduled to hold "Shanghai International Wine & Spirits Bonded Exhibition 2009" on November 19-21, 2009 at China Commodities Center in Shanghai, China. It is hoped by the organizers that this Expo will bring favorable social benefits and economic benefits to the international and domestic wine enterprises by virtue of the influence and popularity towards the international wine and drink industry markets. Meanwhile, some activities such as brand forum, channel forum, culture exchange, etc. will be held currently during the Expo.

Major Exhibits

- Domestic Wine Show Area: domestic spirits, grape wines, beers, yellow rice wines, fruit wines, health care wines, etc.
- Imported Wine Show Area: imported wine products, wine and beverage foods, service suppliers/organizations, etc.
- Wine-tasting Area: renowned wines provided by famous exhibitors for professionals to taste;
- Wine Service: website, culture, advertisement, gifts, logistics, recruitment, technology.

Participation Fees

🍷 International Standard Booths: USD 3,200.00/Expo; 3m × 3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 aluminum-alloy negotiation table, 2 folding chairs, fully-floored carpet, booth lighting, 1 220V/5A power socket and 1 wastebasket.

🍷 Indoor Raw Space: USD 320.00 / Sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding stand frames, show equipment, carpet and power supply, etc.



Target Audience

- Wine traders and retailers: importers, wholesalers, sales representatives, professional retailers, professional super-chain stores ect.
- General Merchandise Stores and Ordinary Supermarkets: GMS and ordinary supermarket purchasing centers, drink purchasing managers, wine sales managers, GMS and ordinary supermarket managers.
- Cafe, Hotel and Restaurants: all kinds of hotels, night clubs and restaurants, chain restaurants and chain hotels ect.
- Duty free operation lines: duty free operators, ship tools merchants, duty free shops, airline companies with purchasing centers, Cruise and ferry companies with purchasing centers.
- E-Business lines: wine and spirits website designers and buyers.

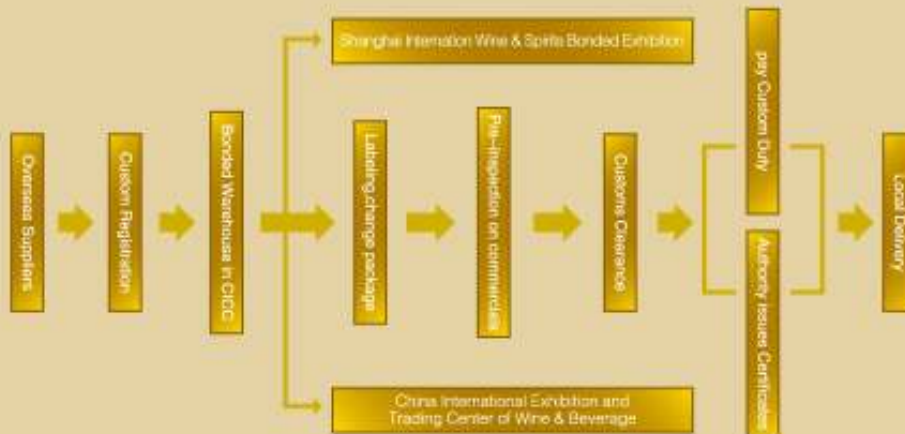


The Introduction of China International Exhibition and Trading Center of Wine & Beverage

China International Exhibition and trading Center of Wine & Beverage, jointly established by the government of Shanghai Waigaoqiao Free Trade Zone and Shanghai Waigaoqiao Modern Service Trade Development Co.,Ltd, is located in CICC. It is devoted to build up a platform featuring promotion, trading, services and culture exchanges of wine.



Complete Service Chain of Wine & Beverage Importation and Logistics



The Traffic Map of China International Exhibition and trading Center Shanghai Waigaoqiao Free Trade Zone





For more information, Please contact:



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