

品世界佳釀
享醇酒之香



2020 WINEXPO
2020 QINGDAO

2020青岛国际 进口葡萄酒精品展

China (Qingdao) International
Imported Wine Exhibition 2020

2020.12.18-20

中国·青岛世界博览城
China Qingdao Cosmopolitan Exposition

中国(青岛)国际进口消费品博览会主导项目
China (Qingdao) International Import Consumer Goods Fair 2020 Main Project



JUNSHENG

200
家参展商
Exhibitors

100%
境外品牌占比
All Foreign Brands

10,000
专业观众
Professional
Buyers

2020 WINEXPO
QINGDAO
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快速增长、多元化发展的中国葡萄酒市场

The diversified and fast-growing wine market of China

中国是目前全球葡萄酒消费增长较快的市场之一，在过去五年里，中国的葡萄酒进口量就一直呈现增长趋势。中国经济的腾飞催生出一个具备中高端葡萄酒消费力的消费群体，葡萄酒契合了中高端消费者健康消费的理念，而作为一种商务交流媒介，葡萄酒也更显得高端与国际化，促进更多的大众消费者选购葡萄酒。

China is one of the world's fastest-growing markets for wines consumption, and its wine imports have been growing for the last five years. With the extraordinary growth of China, a consumer group who can afford the middle and high-end wines has formed while the wine is exactly in line with their ideas of healthy consumption. As a medium for business communication, wine features high grade and internationalization, which makes mass-market consumers choose and purchase wines.

不容错过的中国进口酒采购盛会

Grand event for imported wines that should not be missed

帮助国外葡萄酒和烈酒企业进入中国市场提供绿色通道与合作平台。同时，帮助国内外酒饮企业在展会期间树立企业品牌形象，实现企业的销售目标和扩大中国的酒饮消费市场的规模。众多海外行业品牌借助青岛这一展示窗口与交易平台，将更多更好的优质葡萄酒与烈酒商品引入中国，以争取中国庞大的市场份额和满足巨大的消费需求。

The fair provides a green channel and cooperation platform for foreign wines and spirits enterprises to enter the Chinese market. At the same time, it helps domestic and foreign wine enterprises to build their brand images, achieve their sales goals and expand the scale of China's wine consumption market. Many overseas industry brands taking advantages of this trading platform in Qingdao, more wines and spirits brands with high quality will be introduced to China, so as to gain the huge market share and meet the large consumption demand.

目标观众

Target audience

- 华北地区及周边地区酒类代理商、经销商等目标观众；
- 酒行业贸易及商零售：进口商、批发商、销售代表、专业零售商、专业连锁零售店等；
- 大型商超：大型商超采购中心、饮料采购经理、葡萄酒行业经理、经理等；
- 酒吧、星级酒店和餐厅：各大星级酒店、KTV、会所、酒吧及餐厅、连锁餐厅和连锁酒店等娱乐场所；
- 电子商务行业：葡萄酒及烈酒类网商、葡萄酒和烈酒买家等；
- 业内葡萄酒爱好者，高端消费买家；
- Target visitors like wine agents, distributors from Northern China and surrounding areas;
- Traders and retailers in the wine industry: importers, wholesalers, sales representatives, specialty retailers, specialty chain retail stores etc;
- Large-scale supermarkets and malls: purchasing center of large supermarkets, managers for beverage purchasing, managers in the wine industry;
- Entertainment venues like bars, star hotels and restaurants: large star hotels, KTV, recreation clubs, bars and restaurants, chain restaurants and hotels etc;
- E-commerce sector: website designer for wines and spirits, wine buyers etc;
- Wine enthusiasts within the industry, high-end consumers

展品范围

PRODUCT CATEGORIES

葡萄酒 Wine

红葡萄酒、 Red Wine,
白葡萄酒、 White Wine,
桃红葡萄酒、 Pink Wine,
起泡酒、 Sparkling Wine,
加强型葡萄酒等 Fortified Wine, etc.

烈酒 Spirits

威士忌、 Whiskey,
白兰地、 Brandy,
伏特加、 Vodka,
朗姆酒、 Rum,
杜松子酒、 Gin,
清酒、 Sake,
龙舌兰等 Tequila, etc.

时尚酒饮 Fashionable Liquor Drinks

啤酒、 Beers,
精酿啤酒、 Craft Beers,
鸡尾酒、 Cocktails Wine,
果露酒等 Fruit Wine

为何要参加青岛国际葡萄酒精品展

Reasons to participate in the Winexpo Qingdao 2020

着眼全球最具潜力市场—中国, 坐拥开放发展城市—青岛
Qingdao is a open and fast-growing city and China is the most promising market in the world

青岛作为国内名列前茅的葡萄酒消费市场, 居民消费潜力强, 影响辐射面广。

Winexpo Qingdao 立足青岛具有得天独厚的优势, 能帮助更多葡萄酒品牌快速打开中国北方市场。

As a leading wine consumption market in China, Qingdao has the large consumption potential and the widespread influence.

Based on the unique advantages of Qingdao, Winexpo Qingdao 2020 would be a good platform for wine brands to quickly open the market of Northern China

全渠道营销, 挖掘国内高质量/高潜质的买家
Omni-channel marketing to find domestic buyers with high quality and potential

深度挖掘优质买家, 多渠道多形式展会推广, 专业买家招商精英团队一对一邀约国内酒类经销商、代理商、批发商、星级酒店、商超、餐饮、团购、会所及品酒爱好者等业内人士到会。

Through delving deeper to the quality buyers, various channels and forms of exhibition publicity, the elite team makes one-to-one invitations for professional buyers in the industry like domestic wines distributors, agents, wholesalers, starred hotels, supermarkets and shopping malls, catering enterprises, group purchasing, recreation clubs, wine lovers and so on.

全方位立体宣传推广, 旨在缔造行业最具效果专业盛会
All-round publicity and promotion to build the most effective grand event

联合国内外知名权威专业媒体, 携手进行全方位的宣传报道。邀请十余家国内外专业媒体到场并进行专题报道, 时刻让全国专业买家第一时间得到展会最新动态。

Work together with the well-known and authoritative media home and abroad, the fair will provide exhibitors with publicity and report in every respect. More than a dozen professional media at home and abroad will give special reports on site, so as to keep the national buyers up to date on the fair.

有料、有深度的各项活动 Various and meaningful activities

聚焦行业前沿的高端研讨会、务实高效的专业买家商贸对接会、现场多个主题大师班论坛、红酒品鉴交流会、最新产品展示等贯穿展会, 精彩纷呈。

The Winexpo Qingdao 2020 will hold colorful activities such as the high-end seminars focusing on the forefront of the industry, the practical and efficient trade matching meetings, several on-site forums and master classes, wine tastings, the display for latest products and so on.

个性化增值服务、星级品质 High-quality customized value-added services

-为展商定制个性化的电子邀请函、微信新闻推广

-展前为买家精准推送相关展商或产品信息

-“一对一”高品质商务洽谈预约服务

-组织百人优质买家团

-the E-invitation and WeChat news promotion will be customized for exhibitors

-targeted buyers will receive the push notifications about related exhibitors and products

-be entitled to make reservations in advance for the one-to-one high-quality business negotiations

-to enjoy the high quality purchasing group with 100 people

国际化的参展服务 Internationalized exhibition services

国际级别展览会运营服务体系, 包含从展品物流、酒店机票、商务人员、展台设施、现场服务、安全保障的一站式参展商服务。

The system for exhibition operation is at the international level, which includes the one-stop service from the exhibits logistics, hotel and flight booking, business personnel, booth facilities, on-site services, to the exhibition security.

创新消费新趋势 Create new models for consumption

社群集采——覆盖全青岛, 创造新需求、顺应消费新趋势, 利用社群力量, 促进并提高展会成交。

线上直播带货——线上展会、直播观展、网上商贸等一系列新模式, 将竭尽全力为展商买家服务, 建立高效贸易平台, 打破空间限制, 创新消费新潮流, 为双方创造价值。

Group purchasing of communities

Following the new trend of consumption, this model will create new demand with the full coverage in Qingdao to make exhibitors receive more orders with the strength of communities.

Online livestreaming with goods selling

Through a series of new models like online exhibition, live exhibition visiting, online trading, we will make every effort to provide good services for exhibitors and buyers and establish an efficient trade platform that breaks the limit of space, so as to bring forth new trends for consumption and create the value for both parties.



主办单位:

中国国际商会山东商会
中国食品工业协会营养指导工作委员会

承办单位:

山东省贸促会贸易投资服务中心
青岛骏晟国际会展有限公司

HOSTS:

Shandong Branch of China Chamber of International Commerce
Advisory Committee on Nutrition Guidance of China National Food Industry Association

ORGANIZERS:

Trade And Investment Service Center of Shandong Council For The Promotion
of International Trade
Qingdao Junsheng International Exhibition Co., Ltd.



开放合作、共享经济

JUNSHENG

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