



WINE⁺
葡 萄 雅 葡 萄 酒 中 心

中国·上海 国际美酒美食博览会 Shanghai TopWine and Food Fair

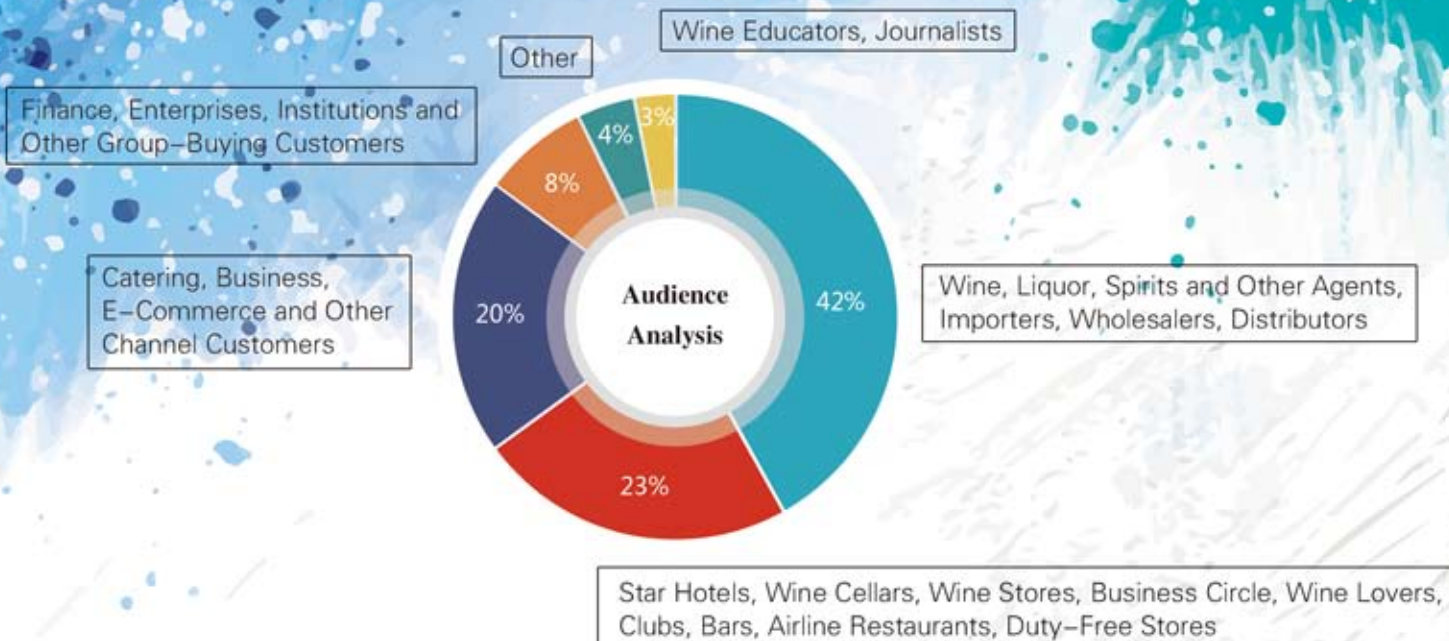
展会规模 11500m²
Show Scale

展会时间 9月4日-6日 (2018) Sep 4-6
Show Date

展会地点 上海新国际博览中心N5馆 (浦东龙阳路2345号)
Show Venue

LongYang Road Pudong Shanghai, Shanghai New Int' Expo Center N5

The Shanghai TopWine and Food Fair is organized by TopWine China, the most influential international wine exhibition in China, strongly promoted by BV International Industrial Promotions International (I.P.I). This show is defined as TopWine China sister show but combines with high-end importing food products and wine complimentary snack or leisure food as well as fancy Michelin restaurants, it is the first show breaks the tradition and presents theme of wine and food pairing without categorical floor plan. It makes this combination comes into reality, first spark into being and turn history without this combination to the end. This strategy of differentiation creates the best show experience and the perfect matching style between wine and food stimulates audiences to carry on active participation also triggering the intentions of more exhibitors to join this fair. This unique alliance offers a cure-all solution to wine and food showing separately in the past, so that wine and food can both benefit from diverse markets and channels.



1 Location Advantage

"Magic" capital Shanghai is identified as petty bourgeoisie world and exotic paradise. Unprecedented wine and high-end food show, an unique opportunity can not be refused.

2 Michelin Restaurants

Dozens of Michelin and High-End restaurants are present. Star chefs, grand cur class wineries, wine merchants, importers and distributors are intimately connected to each other. It is a super party of wine and gourmet industry as well as an unparalleled business social opportunity.

3 Show Effect Guaranteed by Vast Traders Data

Nearly 300,000 pieces of customers data have been well accumulated from TopWine shows in the past 10 years and road shows hosted in more than 100 cities, all these leads are divided according to product categories and business requests, it could not only lay a solid foundation for the show effects, but also a great achievement of high quality.



Annual Ultimate Wine Show in Shanghai

Meet a super feast of wine and gourmets in the magic city of Shanghai at the end of this summer.

Continuing the legend of TopWine Exhibition; Step into multi-channels promoted by Michelin restaurants.

4 Celebrities of Wine and Gourmet

Global leading master of wine TIM HANNI is responsible for the execution of high-end restaurant tasting. More than a dozen of rich events, salon of wineries owners and MW tasting courses will be launched in the meantime, and early birds will earn the opportunity to bring a type of wine and make exposure in the MW course.

6 Comprehensive Marketing Promotions

Marketing promotion initiates from the exhibitor's registration, following up with dozens of wine industry media report reaching more than 200,000 high-quality core buyers. Products promotion will be covered by blind advertising even invitation poster design will be offered before the show. Publicity printed materials directly sent to more than 10,000 wine traders and fully covered international and domestic social medias.

5 Package Attraction to Buyers, Channels and Professional Visitors

Integrate multiple channels of food and high-end restaurants to expand the absolute influence of the whole wine-related industry chain. Professional visitors are introduced from double channels, more activities such as professional buyers lottery, booth red envelopes scanning, exhibitors visa stamps and buyers passport, what is more, the opportunity to obtain free hotel and cash back of on-site order.....



7 More Supports from Relative Channels and Diverse Organizations

Diverse industrial associations and institutions such as franchise, catering, importers, distributors, wholesalers, e-commerce, etc are connected and organized by form of delegation of purchasers to visit the show and establish long-term collaborations with exhibitors.

8 Internationalized Exhibition Services

The perfect exhibition and exhibition service system provides one-stop services from logistics, hotel tickets, business networking, booth facilities and on-site services.

10 highlights do not allow you to miss

9 High Quality Buyers

400 Five-Star Restaurant GMs
Catering Group Executives/Purchasing Managers/Catering Service Companies
Sole Dealers/Distributors/Retail Owners/Product Agents
High-End Consumers/Wine Lovers /Cheifs/Sommeliers
Wine Club Owner/Private Cellar Owner
E-Commerce Giants/Supermarkets /Malls/Wine HNW

10 A Stable All In One Business Service

The organization committee of Shanghai TopWine and Food will provide a sustainable post-exhibition service after the show so that all those common imbalanced service problem can be tackled. Organizers have a strong and lasting post-docking business, not only to promote the wine and food business products to further, but also to establish long-term and constant contact with the quality of the ultimate buyers, as well as setting up the bond between B2B , B2C, C2C, O2O, M2C, enriching buyers resources and channels.



THE PROCEDURE OF STAND APPLICATION

01

Ask for Application Form

02

Fill Application Form with
Details Signature & Stamp

03

Select & Allocate Stand

04

Sign the Contract

06

Pay the Stand Fee

08

On-site Registration
& Stands Build-up

05

Receive the
Exhibitor Manual

07

Fill Exhibitor Forms

Products for Exhibition

Wine: Red, White Wine, Rose Wine, Liqueur, Ice Wine, Champagne, Sparkling Wine, Etc ;

Spirits: Whiskey, Brandy, Vodka, Gin, Rum, Tequila, Other High-Concentration Alcohol;

Wine Services: Wine Culture, Wine Education, Training, Wine Packaging, Magazines ;

Wine Supplies: Wine Rack, Wine Cabinet, Wine Glass, Wine Cellar, Etc;

High-End Restaurant: Michelin Restaurants, Other High-End Restaurants;

Food: Wine Affiliate Food, Imported Food, Snack Food, Etc.

Stand Package

Empty Space RMB 1,780/Sqm (36 Sqm Minimum)

9 Sqm Shell Stand RMB 17,800 (9 Sqm Minimum)

09

Product Display
& Business Negotiation

10

Stands Break-down



BV international Industrial Promotions International (I.P.I) TopWine China
Beijing Partnerworld International Exhibition Co., Ltd
Shenzhen Kaisi International Exhibition Co., Ltd

WINE Wine*



Federazione Italiana Cuochi



Shanghai Pudong International Exhibition Corp.

Venue

SNIEC, the only Sino-german joint venue with western management is the leading international exhibition venue in the heart of Shanghai, a metropolis with 25 million people. It is the commercial hub and gateway of China, connecting the rest of our country with Asia and the world. Most of the country's production and distribution centres are located near Shanghai. 17 exhibition halls totaling 200,000sqm of column-free, ground-level space and outdoor exhibit space of more than 100,000sqm. A world-renowned, international venue and a purpose-built exhibition facility, SNIEC is a one-stop exhibition hub for every reason.



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🌐 www.topwinechina.com www.topwinechina.cn www.topwine-shanghai.com