

SUPERWINE

2023 第9届 上海国际葡萄酒及烈酒展览会

The 9th Shanghai International Wine & Spirits Exhibition 2023

2023年06月05日-07日 | 国家会展中心-上海·虹桥

June 05-07, 2023 | NECC-Hongqiao·Shanghai

批准单位: Approved by

上海市商务委员会
Shanghai Municipal Commission of Commerce

承办单位 | Organized by

上海高登商业展览有限公司
Shanghai Golden Commercial Exhibition Co., Ltd.

主办单位: Hosted by

上海市食品协会
Shanghai Food Association

上海市酿酒专业协会
Shanghai Drinks Association

上海糖烟酒茶商业行业协会
Shanghai Sugar Cigarette Drink Tea Commercial Association





■ 展会背景 | Exhibition Background

上海国际葡萄酒及烈酒展览会作为中国进出口酒类行业最专业的采购交易会之一，目前已在上海成功举办过数十届，累计展出面积已超过十五万平方米，积累了数十万家国内外优秀供应商及买家资源。展会共吸引来自全球四十多个国家和地区累计数千家顶级优秀供应商携带数万类酒类商品前来参展参会。该展会在运营过程中分别得到上海市酒类专卖管理局、上海市酒类流通行业协会、上海市酿酒专业协会、上海市进口食品企业协会、国际洋酒协会、法国香槟协会、法国干邑协会、墨西哥龙舌兰酒业协会、香港葡萄酒商会及各国使馆、领馆等国内外政府部门与相关行业组织的大力支持和参与；同时，也引起法国、德国、意大利、西班牙、智利、南非、美国、阿根廷、葡萄牙与澳大利亚等海外组织的关注，纷纷组团参与该展会。众多海外行业组织希望能借助上海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。为能更好给国内外酒饮企业搭建一个宣传、展示与合作的平台和好的市场营销途径。高登商业与酒类主管部门等单位将于2023年06月05日-07日在国家会展中心（上海）举办“2023第九届上海国际葡萄酒及烈酒展览会”。此次展会将是中国进口酒不容错过的采购盛会，主要是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，能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。

As one of the most professional purchasing fairs in Chinese import wine industry, Super Wine has been successfully held tens of editions in Shanghai with an exhibition area of more than 150,000 sq m, which has accumulated hundreds of thousands of first-rank wine suppliers and professional buyers. The previous events have attracted thousands of first-rank wine suppliers and tens of thousands of professional wine buyers from more than 40 countries and regions around the world coming to exhibit thousands of wines and spirits. In this process, the fair has respectively received strongly support and active participation from Shanghai Wine Monopoly Bureau, Shanghai Association For Liquor and Sprits Circulation, Shanghai Drinks Association, Shanghai Import Food Enterprise Association, IFSP, Comite Champagne(CVIC), COGNAC, Mexico Tequila Association, Hong Kong Wine Merchants' Chamber of Commerce as well as numerous Embassies and Consulates, etc. domestic and overseas GOVs and related industry organizations. Meanwhile, the fair also attracted the attention from international organizations of France, Germany, Italy, Spain, Chile, South Africa, United States, Argentina, Portugal and Australia to participate in by National pavilions. More and more international industry associations expect to bring more high quality wine & spirits to China market with the help of this display window and trade platform of Shanghai in order to strive for larger market shares and meet huge consumer's demands. In order to build up a promotion, display and cooperation platform and provide a better approach of marketing and sales for wine enterprises at home and abroad, Golden Commercial and alcoholic drink authorities are scheduled to hold "The 9th Shanghai International Wine & Spirits Exhibition 2023" on June 05-07, 2023 in National Exhibition and Convention Center (Shanghai). Aiming to provide a green channel and cooperation platform to help overseas wine and liquor enterprises to enter Chinese market, this event will become a must-come event of China imported wine, as well as a good opportunity for domestic and foreign alcohol drink industry enterprises to set up their brand images during the Super Wine 2023 to achieve its corporate sales objectives and expand China's wine market share.

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■ 展出大类 | Major Exhibits

- 葡萄酒：红葡萄酒、白葡萄酒、桃红葡萄酒、干葡萄酒、静态酒、甜型酒、加强酒、烈性葡萄酒及其服务商（组织）等；
 - 洋酒与烈酒：香槟、雪莉酒、冰酒、白兰地、威士忌、伏特加、朗姆酒、杜松子酒、清酒、起泡酒、龙舌兰、保健酒、酒饮食品等；
 - 传统与时尚酒饮：白酒、黄酒、保健酒等；酒精类饮品，包括啤酒、鸡尾酒、果露酒等；
 - 酒类服务：酒类配件及器具、酒类教育及培训、酒类服务商（酒类投资机构、物流运输服务商、酒类存储服务商等）等；
 - 酒类宣传及组织：奖章、证书、葡萄酒书籍、杂志、网站、文化、广告、礼品、教育培训机构和服务机构等。
- Wine: red wine, white wine, rose wine, dry wine, static wine, sweet wine, reinforced wine, strong wine and its service provider (organization), etc.
- Wine and spirits: champagne, sherry, ice wine, brandy, whiskey, vodka, rum, gin, sake, sparkling wine, agave, health wine, food and drink, etc.
- Traditional and fashionable drinks: white wine, yellow wine, health wine, alcoholic drinks, including beer, cocktails, fruit wine, etc.;
- Alcohol services: alcohol accessories and equipment, alcohol education and training, alcohol service providers (alcohol investment institutions, logistics and transportation service providers, alcohol storage service providers, etc.
- Wine promotion and organization: medals, certificates, wine books, magazines, websites, culture, advertising, gifts, educational institutions and service agencies, etc.



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Shanghai, CHINA
9th SUPERWINE
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■ 参展费用 | Participation Fees

· 国际标准展位:

A: 国内企业: 16800.00/展期 (RMB) 3m×3m B: 国外企业: 4800.00/展期 (USD) 3m×3m

注: 标准展位 (包括: 三面白色壁板、中 (英) 文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。另将免费提供冰桶、冰块、酒杯及保洁服务等。)

· 室内光地:

A: 国内企业: 1500.00 (RMB) /平方米/展期

B: 国外企业: 480.00 (USD) /平方米/展期

注: (最少36平方米起租) “光地”只提供参展空间, 不包括展架、展具、地毯、电源等。

· International Standard Booths:

For overseas enterprises: USD 4800.00/Expo;3m×3m

Each standard booth consists of 3-sided white partitions, bilingual fascia board, 1 information counter, 2 folding chairs, fully-floored carpet, 2 arm spotlights, 1 220V/5A power socket and 1 wastebasket. And wine glasses, ice cubes, a ice bucket and cleaning service are free.

· Indoor Raw Space: For overseas enterprises: USD 480.00/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.



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■ 目标观众 | Target Audience

- **酒类生产商、进口商、代理商、运营商、经销商以及葡萄酒爱好者:** 超过 30 万家批发商、经销商及零售商 近千家四星级以上的酒店; 近十万家高档西餐厅及大卖场、免税店、夜场、高档会所等;
- **酒行业贸易及零售商:** 进口商、批发商、销售代表、专业零售商、专业连锁零售店等;
- **电商新渠道:** 网红直播、新零售、电商、微商、社交电商、社群团购、社区团购等
- **大型超市和普通超市:** 大型超市和普通超市采购中心、饮料采购经理、葡萄酒行业经理、大型超市和普通超市经理等;
- **咖啡厅、酒店和餐厅:** 各大酒店及夜总会及餐厅 (餐饮经理、侍酒师)、连锁餐厅和连锁酒店等;
- **免税经营行业:** 免税经营者、船具商、免税店、具有采购部门的航空公司、具有采购部门的邮轮和渡轮公司等;
- **电子商务行业:** 葡萄酒及烈酒类网站设计师、此类网站的葡萄酒和烈酒买家等。



- **Wine producers, importers, agents, distributors and wine lovers:** More than 300 thousand liquor wholesalers, distributors and retailers, nearly 4,000 four-star hotels, nearly one thousand four-star and above hotels, and nearly 100,000 western restaurants, hypermarkets, duty-free shops, night markets, high-end clubs, etc.
- **Wine traders and retailers:** Importers, dealer, wholesalers, sales representatives, professional retailers, professional super-chain stores, etc.
- **New e-commerce channels:** Internet celebrity live broadcast, new retail, e-commerce, micro-commerce, social e-commerce, community group buying , etc.
- **General merchandise stores and ordinary supermarkets:** Purchasing centers for GMS and ordinary supermarket, drink purchasing managers, wine sales managers, GMS and ordinary supermarket managers.
- **Cafe, hotel and restaurants:** Hotels, night clubs and restaurants (catering manager and sommelier), chain restaurants and chain hotels, etc.
- **Duty free operation industry:** duty free operators, ship tools merchants, duty free shops, airline companies with purchasing centers, cruise and ferry companies with purchasing centers.
- **E-Business:** Website designers and buyers for wine and spirits, etc.

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国家会展中心 (上海)

National Exhibition & Convention Center (Shanghai)

- 目前全世界最大的独立展览馆
The largest independent complex in the world
- 147万平米建筑面积
A total area of 1.47 million square meters
- 40万平米的室内展览空间以及10万平米的室外展览空间
A total indoor exhibiting space of 400,000 square meters, an outdoor space of 100,000 square meters
- 50万平米的周边支持设施
500,000 square meters of surrounding supporting facilities



如欲订“SUPERWINE 2023”和了解更多信息, 请通过以下联络方式:

To reserve the booth of “SUPERWINE 2023” or learn more information, please contact:

地址: 中国上海市浦东新区金高路1296弄151号4028-4029室 (201206)

Add: Room 4028-4029, No.151, Lane 1296, Jingao Road, Pudong New District, 201206, Shanghai, PRC

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