

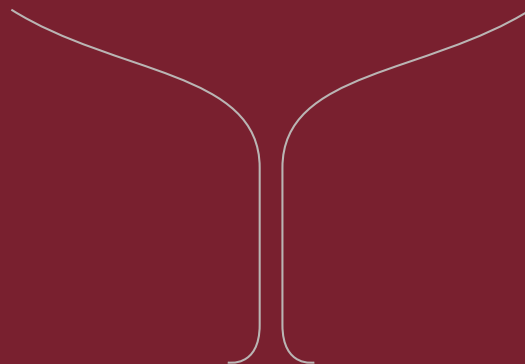


2021 第22届 上海国际葡萄酒及烈酒展览会

The 22nd Shanghai International Wine & Spirits Exhibition 2021

“3天+365天” 线上线下一站式展示服务平台
"3 days + 365 days" online and offline one stop display service platform

2021年05月20日-22日 | 国家会展中心-上海·虹桥
MAY 20-22, 2021 | NECC-Hongqiao·Shanghai



联合主办 | Co-organized by

上海高登商业展览有限公司
Shanghai Golden Commercial Exhibition Co.,Ltd.
上海自贸区红酒交易中心股份有限公司
Wine Exchange Shanghai





■ 关于Superwine

上海国际葡萄酒及烈酒展览会（SUPERWINE）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。

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 Sprints Circulation, Shanghai Drinks Association, Shanghai Import Food Enterprise Association, IFSP, Comité 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.



■ 关于WINEXSH

上海自贸区红酒交易中心（简称：WINEXSH）是由中国（上海）自由贸易试验区、上海市商务委员会、上海市金融工作局和上海市市场监督管理局联席批准设立的酒类现货交易中心，致力于打造亚太地区集仓储物流、国际贸易、信息展示、文化培训一体化的国际酒品流通市场。上酒中心酒企专用B2B信息发布平台是一个新信息时代的新销售平台，旨在助力广大酒类企业实时掌握全球酒品供需动态，突破地域人脉的限制，实现销售增长、扩大品牌效益。加入上酒中心酒企专用B2B信息发布平台可于线上发布、展示酒品信息，增加企业及酒品曝光度；定期获取上酒中心发布的酒品行情、市场动态等相关信息；优先享有源头酒商、酒庄庄主见面会、品鉴会资格及上酒中心提供的其他增值服务等。

Wine Exchange Shanghai (WINEXSH) is jointly approved by China (Shanghai) Pilot Free Trade Zone, Shanghai Municipal Commission of Commerce, Shanghai Financial Work Bureau and Shanghai Municipal Market Supervision Administration. The establishment of the wine spot trading center is dedicated to building an international wine circulation market integrating warehousing and logistics, international trade, information display and cultural training in the Asia-Pacific region. Wine Exchange Shanghai B to B information publishing platform exclusively to wine and spirit enterprises is a new sales platform in the information era. It aims to help the wine companies to grasp the global supply and demand dynamics of wine, break through the restrictions of region, achieve sales growth. If you are a member of WINEX B to B information publishing platform, you could release your wine information online, increase the exposure of you and your wine, regularly obtain information about the wine market, market trends and other information, be privileged to have access to wine tasting and other activities and enjoy other services provided by WINEX.

SUPER WINE 2021

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■ 强强联合 | Win-win Co-operation

本次展会，上海高登商业展览有限公司运营的“2021第22届上海国际葡萄酒及烈酒展览会”（简称：SUPERWINE）与上海自贸区红酒交易中心股份有限公司运营的“酒企专用B2B信息发布平台”合作，共同为酒类企业打造“3天+365天”线上线下一站式展示服务平台，为更多的酒类企业拓展中国市场提供全方位、多模式、多渠道服务。同时，希望通过双方优势互补，整合线上线下资源，帮助更多的酒类企业树立品牌，实现信息对接、扩大酒饮消费市场规模。

At this exhibition, "The 22nd Shanghai International Wine & Spirits Exhibition 2021" (SUPERWINE) operated by Shanghai Golden Commercial Exhibition Co., LTD and "B2B Information Publishing Platform for Wine Enterprises" operated by Wine Exchange Shanghai cooperate together to create a "3 days +365 days" online and offline one-stop display trading platform. It will expand the Chinese market to provide all-round, multi-mode, multi-channel services for more wine enterprises. At the same time, we hope to integrate online and offline resources by complementing each other's advantages in order to help more wine enterprises establish brands, realize information connection and expand the scale of wine consumption market.

■ 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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■ 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、折椅二把、地毯满铺、展位照明、220V/1电源插座一个、废纸篓一个。）

• 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 wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs,

fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

• 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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MAY 20-22, 2021
Shanghai, CHINA

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■ 目标观众 | Target Audience

- **上海区域与外埠城市的酒类生产商、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
- **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



- **The wine producers, importers, agents, and distributors and wine lovers in Shanghai region and the region out of town**: More than 300 thousand liquor wholesalers, distributors and importers, nearly 4,000 retail outlets; nearly 10 thousand four-star hotels、 high-end restaurant and retail outlets, duty-free shops, night market, high-end clubs, etc.
- **Wine traders and retailers**: Importers, Dealer, wholesalers, sales representatives, professional retailers, professional super-chain stores, etc.
- **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 (Catering manager, sommelier), chain restaurants and chain hotels, etc.
- **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, etc.

SUPERWINE

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WINEXSH

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