

2019

The 3rd Interwine Beijing Review

Interwine Beijing Premium Wine & World Awarding Wine Fair
第三届科通（北京）国际葡萄酒烈酒精品展暨全球获奖酒专题展

Date: 28-29 May 2019

Venue : Beijing Wanda Vista Hotel

Organizer: Ketong International Exhibition (Guangzhou) Co., Ltd.



Overview

Exhibition Introduction and Positioning

China will become the world's second largest wine market in 2022, with fine wines as the main growth driver " China is currently the fifth largest wine importing country in the world, and by 2022, China is expected to overtake France and become the world's second largest wine market."

Economic development, consumption upgrades, and Chinese consumers' awareness of wine drive the demand for fine wines.

In the pursuit of product cost performance, more emphasis on experience, value and wine production areas, brands, culture and other aspects of the demand for the development of fine wines bring greater opportunities. "

Therefore, for those wineries and wine operators who want to enhance the brand's influence in China and seize the opportunities in China's fine wine market, the strategic importance of Chinese wine is self-evident, and Beijing, as the economic and cultural center of China, is undoubtedly the first choice for entering the Chinese fine wine market.

Exhibition Overview



Exhibition size: **4,000**m²

Standard booth: **107**

Raw space: **1557**m²

Exhibiting Companies: **146**

Visitors: **12,026**

Exhibition Overview



Concurrent events: 16



Exhibiting Wines: 24 wine regions



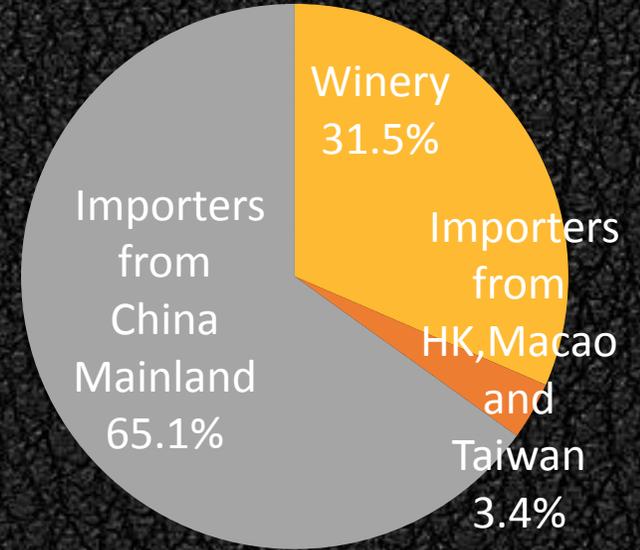
No. of Media: 80

Exhibiting Countries: 28

Exhibitor Analysis



Exhibitors



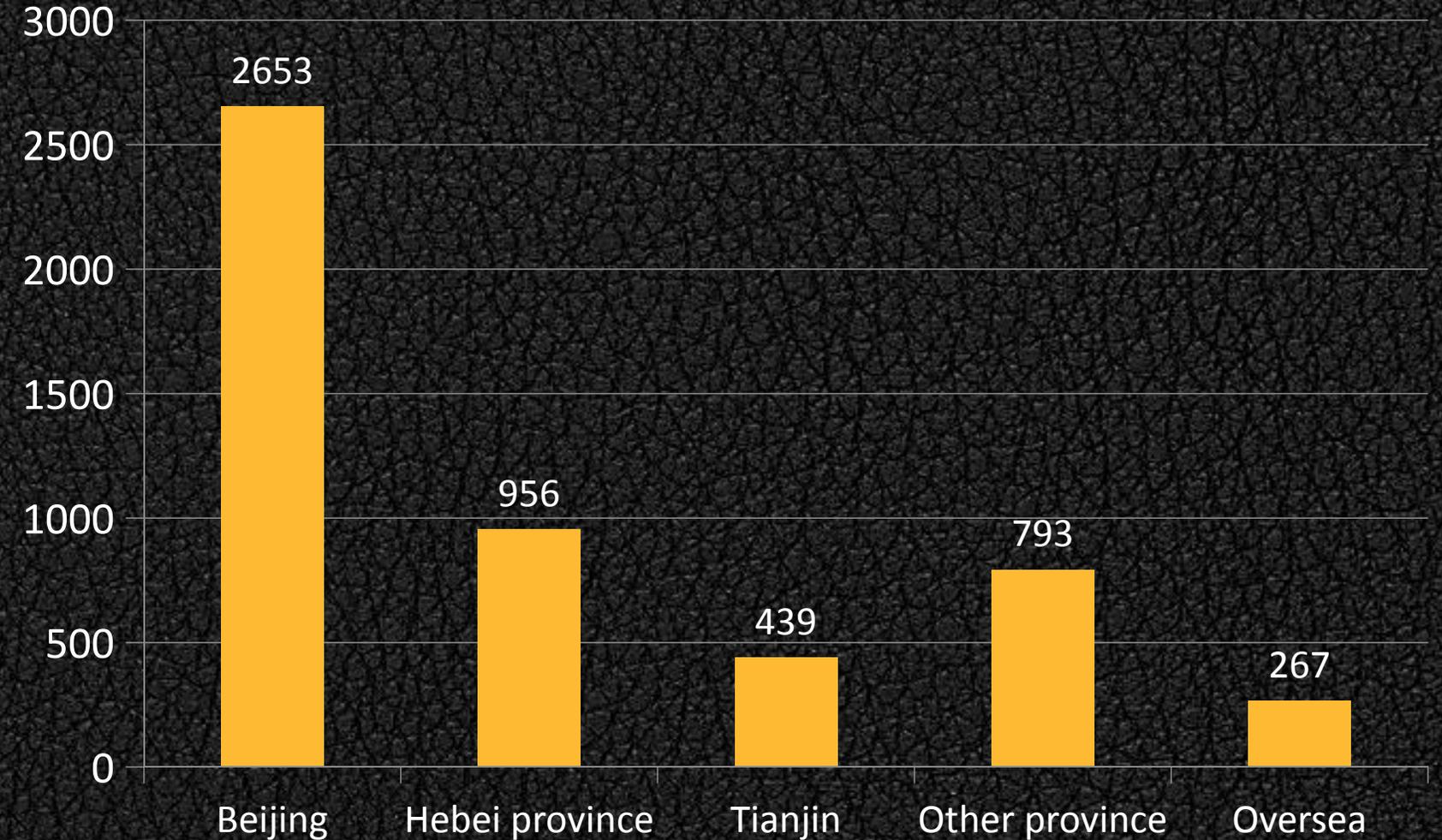
146 Exhibitors		
Region	Numbers	Proportion
Winery from other countries	46	31.5%
Importers from HK, Macao, Taiwan	5	3.4%
Importers from China Mainland	95	65.1%

Visitor Analysis



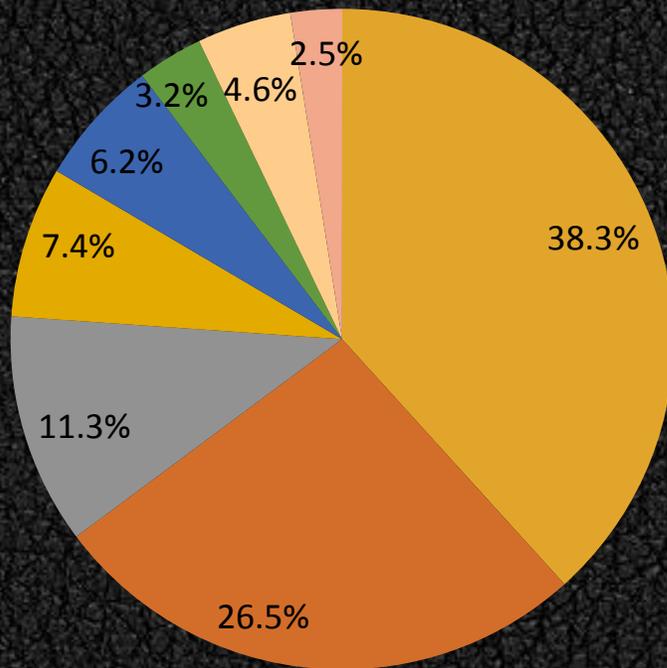
Visitor Analysis

Visitors



Visitor Analysis

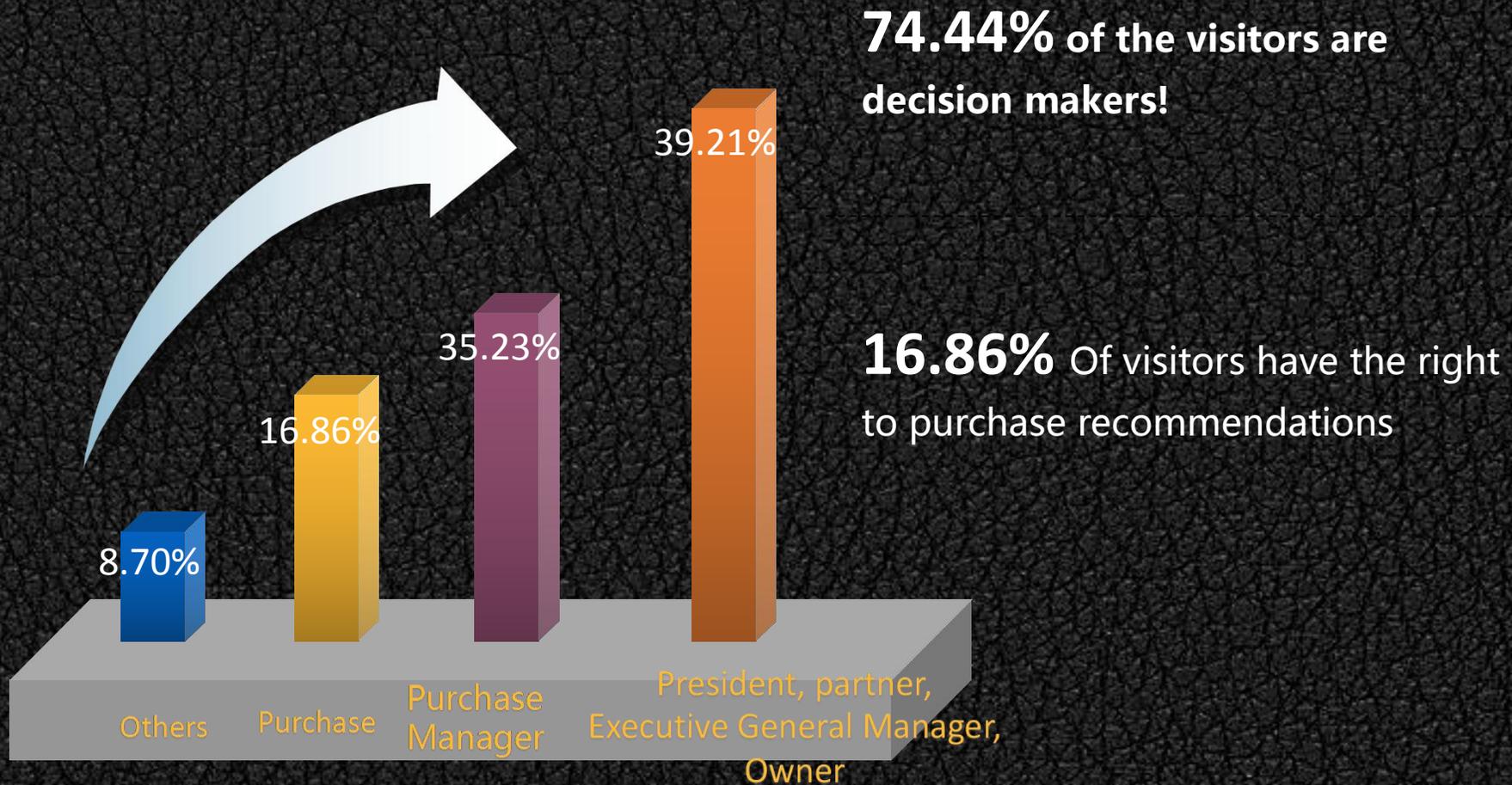
Visit Career Analysis



- A. Distributor
- B. Importer
- C. Winery
- D. Wine Wholesaler / Group Buyer
- E. Night show / KTV / club
- F. Hotel
- G. Media



Analysis of Visiting Business Titles



Coming Soon

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The 4th Interwine Beijing Premium
Wine & World Awarding Wine Fair.

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THANK YOU