

SIAL WINE WORLD 2015 Preview & Visitor Profile

🍷 SIAL WINE WORLD 2015 Preview:

- **350 Exhibitors**
- **8,000 sqm Hall W5**
- **15,000 Professional Visitors**
- **4 Dedicated Events**

🍷 Testimonials

“ **Good exposure for our brand**
Good amount of wine importers
Ideal place to benchmark our wine against other countries
Opportunity to network and meet industry players in China
Very well organised, good audience, good seminar and wine innovation programmes ”

🍷 Our Media Partners


















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- EXPOVINIS BRAZIL/ SÃO PAULO
The Latin American Food Marketplace
22-24 April 2015
www.expovinis.com.br
- SIAL CANADA /TORONTO
The North American Food Marketplace
28-30 April 2015
www.sialcanada.com
- SIAL CHINA /SHANGHAI
The Asian Food Marketplace
6-8 May 2015
www.sialchina.com
- SIAL BRAZIL/ SÃO PAULO
The Latin American Food Marketplace
9-11 June 2015
www.sialbrazil.com
- SIAL ASEAN / MANILA
The South East Asian Food Marketplace
17-19 June 2015
www.sialasean.com
- GOURMET SELECTION / PARIS
27-28 September 2015
www.salon-gourmet-selection.com
- SIAL INTERFOOD / JAKARTA
The South East Asian Food Marketplace
11-14 November 2015
www.sial-group.com
- SIAL MIDDLE EAST/ ABU DHABI
The Middle Eastern Food Exhibition
22-24 November 2015
www.sialme.com
- SIAL CANADA / MONTREAL
The North American Food Marketplace
13-15 April 2016
www.sialcanada.com
- SIAL / PARIS, France
The Global Food Marketplace
16-20 October 2016
www.sialparis.com





Connecting Asian Wine World with Energy 充沛亚洲美酒世界

May 6th - 8th 2015
Shanghai New International Expo Centre
www.sialwineworld.com
5th Edition
co-location with SIAL CHINA 2015
Hall W5



SIAL, a subsidiary of Comexposium Group



www.sial-group.com

SIAL WINE WORLD
China's Premium & Qualified
Wine Platform for Professional Buyers

China Wine Market Figures and Projections

- China is the first importer and consumer in Asia in value and 2nd in volume
- China is the 4th wine consuming country in value and will reach 2nd position by 2016
- Chinese wine consumption is expected to grow by 40% from 2012 to 2016 in volume
- By 2016, imported wines will account for 20% of market volume share and 40% of market value
- Per capita consumption will reach 2.1 liter by 2016 (vs. 1.6 liter in 2012)
- In few words a market with further potentials!

* Resource by: China Daily & China Bureau of Statistics

SIAL WINE WORLD 2014 Figures



2014 Business Partners



www.sialwineworld.com



Discover Wine Events @

4 Dedicated Special Events



SIAL - Best Buy China Competition

In partnership with WINE100. To introduce your Wine and be awarded for the best value for money wine!

2014 juries included:
 Tim Wildman MW, Fongyee Walker, Dorian Tang, Jerry Liao, Marcus Ford, Rachel Wang, Jean Marie Pratt, Stephen Li

Wine Innovation Forum

Highlight and display your wines in this educational area about wine culture.

Explore high level dedicated conferences delivered by wine experts!

2014 keynote speaker: James Suckling

Master Classes

Organize your own tasting in a dedicated room. To showcase your wine in a professional setting.



After SIAL Party (by invitation only)

Premium networking party at a prestigious place. Meet the top wine buyers from China! It's the opportunity to taste our sponsors' wine.



SIAL WINE WORLD 2014
Top Buyers & Visitors

Examples of SIAL WINE WORLD 2014 Top Buyers

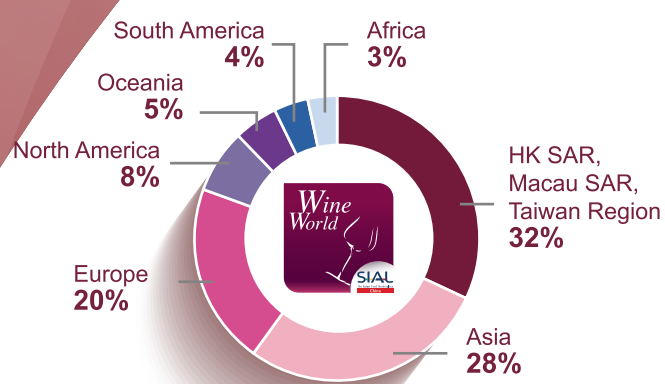
Visitors with SIAL WINE WORLD badges can visit SIAL CHINA.

Visitors with SIAL CHINA badges will not be admitted to visit SIAL WINE WORLD.

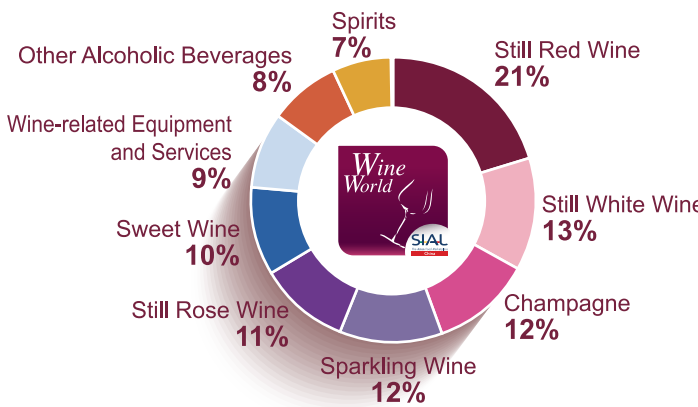


Visitors Profile*

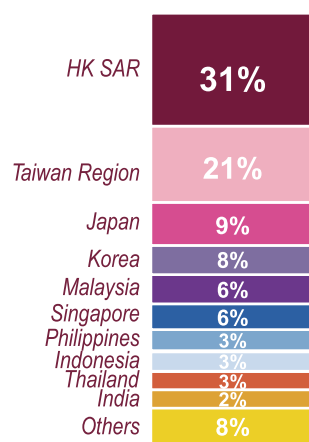
International Visitors per Continent



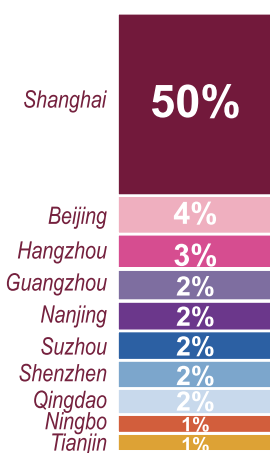
Visitors Profile by Business



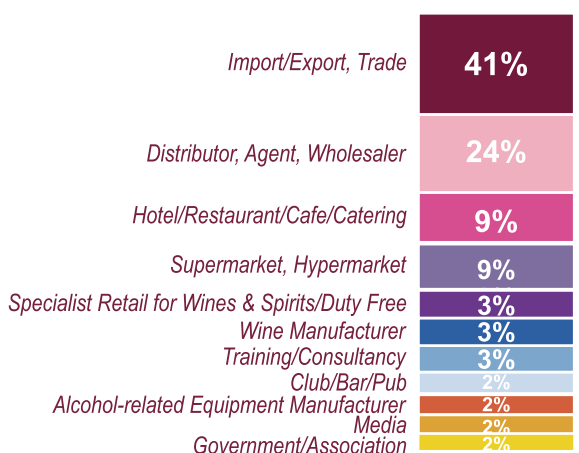
Asian Visitors per Country/Region - Top 10



Domestic Visitors per City - Top 10



Visitors interest of products



* 2014 figures