



2018中贸集团 葡萄酒系列展

2018 ZHONGMAO GROUP WINE EXHIBITION SERIES

合肥展 | 南京展

Hefei Exhibition

2018. 11. 23-25

安徽国际会展中心

Nanjing Exhibition

2018. 12. 15-17

南京国际展览中心

China Trade Group

China Trade Group is an enterprise group established on the basis of Shandong Zhongmao International Economic and Trade Development Promotion Center (a non-enterprise unit headed by the business department of Shandong Province). China Trade Group has formed a comprehensive group company across industries, and the industry involves the economy. Activities and exhibitions, exhibition hall operations, information industry, and other fields. It owns Shandong Zhongmao International Exhibition Co., Ltd., Anhui Zhongmao Exhibition Co., Ltd., Beijing Haotian Exhibition Co., Ltd., Anhui Huasheng Exhibition Co., Ltd., Shandong Zhongmao Jiangsu International Exhibition Co., Ltd., Qingdao Zhongmao International Exhibition Co., Ltd., Shandong Gao Deng International Culture Media Co., Ltd. and other more than a dozen wholly-owned subsidiaries have offices in Shanghai, Guangzhou, Wuhan, Shenyang, Chengdu and other provinces and cities. China Trade Group has been established as the organizer of China's famous Expo for 17 years. China has established one of the earliest and largest exhibition organizations.

China Trade Group sponsors more than 30 major exhibitions every year across the country. The sugar and wine food exhibitions are held in Shandong, Anhui, Jiangsu, Heilongjiang and other provinces and cities every year. It has become the national regional sugar and wine association tour exhibition. By. China Trade International has more than 60,000 cooperative exhibitors, more than 3 million dealers and buyers data resources, and has great resources and exhibition advantages in holding food exhibitions. China Trade Group will continue to cultivate fine sugar and wine foods. Industry, continuous innovation, build an international platform for enterprises to open up the market, and strive to promote the rapid development of the industry.

In 2018, China Trade Group plans to hold more than ten wine fairs, food exhibitions and food and beverage exhibitions in Jinan, Shandong, Hefei, Anhui, Nanjing, Heilongjiang, Henan, Zhengzhou and other provinces and cities, forming a joint investment, resource interaction and sharing.





2018 3rd China (Hefei) International Wine & Spirits Exhibition

Time: November 23–25, 2018

Address: Anhui International Convention and Exhibition Center

Great Lakes City Innovation Heights! Hefei welcomes you!



Hefei is the capital of Anhui Province. Anhui is one of the largest beverage and beverage consumption markets in China and one of the largest production bases for beverages and beverages! Hefei is located in the central economic development zone and is located in the overlapping zones of North China, East China and Central China. . Hefei has a wide range of links: railway, aviation and cargo capacity are huge. Several high-speed trains run through Hefei, forming a two-hour economic circle. Hefei is one of the largest railway transportation hubs in China. That is to say, wine has great potential for development in the Anhui market. In recent years, the market share of Anhui wine has been greatly improved, such as Gudan Gossman wine, French Lafitte castle dry red, Italian Ruffinoke Chianti high quality dry red, Chilean Santa Rita 120 Sauvignon dry red has entered the Anhui market.

At present, Anhui's overall wine market capacity has exceeded 400 million. Major brands such as the Great Wall, Changyu and Dynasty have shown different development trends. Imported wines have also entered the Anhui market in large quantities. Anhui is close to Zhejiang and Shanghai. Although it belongs to the central cities, it is affected by the consumption trend and the wine consumption market in Anhui. In the rapid development!





On the afternoon of May 13, 2018, the 16th China (Anhui) International Sugar and Liquor Food Fair of the 2nd China (Hefei) International Wine and Spirits Exhibition was successfully concluded. According to statistics, the exhibition will cover an area of 40,000 square meters, including 5,000 square meters of wine exhibition area, with more than 300 wine booths from Italy, France, Spain, Portugal, Germany, Greece, Romania, Australia, Chile, Argentina. Imports of red wines from countries such as South Africa are aimed at promoting the sale of their national wines in China. The exhibition attracted tens of thousands of professional wine distributors in Anhui and surrounding areas. The professional distributors and exhibitors on the spot received more than 90% praise. In order to promote the rapid development of the wine industry, the 2018 3rd China (Hefei) International Wine and Spirits Exhibition will be held at the Anhui International Convention and Exhibition Center from November 23 to 25, 2018. In order to better serve the exhibitors and distributors, China International Trade Exhibition Group has been working hard. The organizing committee of this exhibition is based on cooperation and mutual promotion. The win-win cooperation concept realizes that this fair will break through the previous years regardless of the scale and grade. Welcome manufacturers to visit and visit!



2018 China (Nanjing) International Wine & Spirits Exhibition

Time: December 15-17, 2018

Address: Nanjing International Exhibition Center



The ancient capital of the Six Dynasties welcomes you in Nanjing!



With the rapid development of the economy, wine for domestic consumers, from strange to familiar, has become the spokesperson of urban fashion life and taste, wine consumption has become popular and developed in China. As a strong economic province, Jiangsu has always been a big province for alcohol consumption, so the competition for liquor companies and brands in the Jiangsu market is particularly fierce. Especially in recent years, the Jiangsu wine market has developed strongly, and various companies have also placed the Jiangsu market as a key strategic market. After years of

market cultivation, Jiangsu has gradually demonstrated the great potential of wine consumption.



The 4th China (Nanjing) International Sugar and Liquor Food Fair was held on August 3rd at the Nanjing International Exhibition Center. More than 1,600 well-known domestic and foreign companies from more than 20 provinces and cities including France, Italy, Spain, Chile, Germany, North Korea, Australia, and Jiangsu, Beijing, Sichuan, Guizhou, Shandong, Hebei, Henan, Hunan, and Hubei participated in the exhibition. Such as Maotai, Wuliangye, Sujiu Group (Yanghe • Shuanggou), Luzhou Laojiao, Jinshiyuan, Langjiu, Shuijingfang, Yupai, Tangou, Zhangyu, Shazhou Youhuang, Yuzhen Wine, Qianlong Jiangnan, and Jinjin Pavilion, Mei Lanchun, Jia Jiangnan, COFCO, Panpan, Jinmailang, Wang Laoji, Zhongxiang, and other well-known enterprises.

The conference organizes professional dealers and buyers from provinces and cities such as Beijing, Tianjin, Hebei, Jiangsu, Hebei, Henan, Anhui, Hubei, Anhui, Zhejiang, Shanghai, etc., and uses the bus transfer and hotel reception to attract the meeting. Provide more intimate services to major distributors, buyers, group purchasers, investors, cross-border traders, media and more. The exhibition will be divided into wine and spirits exhibition area, traditional wine exhibition area, beverage and food exhibition area, food condiment and machinery exhibition area, and comprehensive wine exhibition area. Fully meet the exhibitors and buyers in the exhibition hall to achieve accurate docking, efficient trading.

According to statistics, the 4th Nanjing Sugar and Liquor Association, wine and spirits exhibition area and enterprises accounted for 40% and 36% of the exhibition, including COFCO, Changyu, Great Wall, Swanzhuang, Custer, Langfei, Wegner. When the 20-strong companies have a large area and oversized specifications, more than 100 small and medium-sized enterprises will attract investment promotion. Among them, 58% of the professional dealers will be looking for wine products and intentions to enter the wine market. The organizing committee is Better serve customers. On December 14-16, 2018, the China (Nanjing) International Wine and Spirits Exhibition will be held on the basis of the 5th China

(Nanjing) International Sugar and Liquor Trade Fair. You are welcome to visit.



◆ Intensive cultivation:

As the organiser of China's famous exposition, China Trade Group has been established for 17 years and is one of the early exhibition institutions with large scale and strength.

◆ Professional audience:

China Trade Group has attracted more than one million visitors, with a total trade volume of 60 billion yuan and a total of 3,806 bus buses for professional visitors. The professional audience reception area covers 26 provinces and cities in North China, East China, Northeast China and Central China. Hong Kong, Macao and Taiwan And overseas audiences attended the meeting.

◆ Exhibition accumulation:

We have 17 years of mature exhibition experience and exhibition area of more than 1.05 million square meters, the total number of exhibitors reached more than 520,000, attracting more than 1.75 million visitors, and the total trade volume reached 60 billion yuan, so that your effect is guaranteed;

◆ Resource integration:

China Trade Group held more than ten wine fairs, food exhibitions and food and beverage exhibitions in Jinan, Shandong, Hefei, Anhui, Jiangsu, Nanjing, Heilongjiang, Harbin, Henan, Zhengzhou and other provinces and cities.



Exhibition scope:

1. Wine, beer, champagne, spirits, fruit wine, health wine, whiskey, vodka, brandy, cocktails, tequila, other alcoholic drinks, etc.

2, alcohol supplies: wine, wine glasses, wine openers, wine packaging and storage technology, thermostats and so on.



Service is not limited to exhibitions, 360° all-round care, from now on.



Customized exhibition plan

Tailor-made tailor-made solutions for the individual needs of exhibitors.

Recommended by quality buyers

With a complete buyer recommendation and invitation process, exhibitors can grasp the real needs of many target buyers and improve order efficiency.

Exclusive exhibition poster

Provide free exhibition posters in different modes to facilitate the promotion of brands and products.

Exhibitor direct mail recommendation

Regularly summarize the powerful exhibitors and featured exhibits and recommend them to buyers.

Network WeChat promotion

Signed media cooperation with major investment websites in the industry, and updated with the dynamics of the

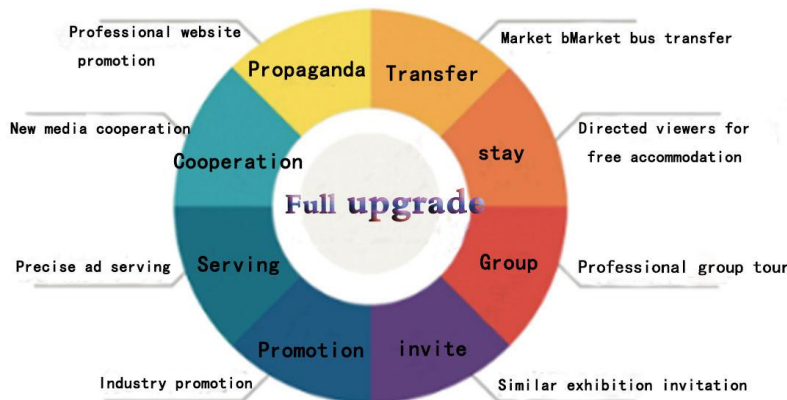
exhibition, completely achieving no dead ends in the industry.

Highlights participation

A variety of activities, participation in exhibitors activities, exhibitors participate in the activities of the organizing committee and other forms of cooperation, to maximize the corporate image in the exhibition activities and publicity.



New model new upgrade wholeheartedly



Market bus transfer

Professional spectator bus shuttle service, truly enhance the real professional audience participation.

Directed viewers for free accommodation

Star-rated hotel accommodation services are provided free of charge to dealers who need to arrange accommodation.

Professional group tour

Organize industry associations and voluntary organizations to visit groups.

Similar exhibition invitation

From the same kind of exhibitions in various provinces and cities across the country, we invited dealers at all levels in similar exhibitions.

Professional website promotion

More than 500 website resources, extensive coverage and promotion of the exhibition.

Industry promotion

Invite distributors in the food and wine industry to hold seminars to understand the needs of the industry.

Precise ad serving

Professional food and beverage market online and offline professional media advertising is accurately placed.

New media cooperation

Actively cooperate with new media with the most attention and traffic at the moment, and update the promotion of the exhibition.

Audience invitation



Charges

1. Booth fee: (double-sided opening booth plus 1,000 yuan corner

Booth category	Class A	Class B	Class C	Special equipment
Booth name	Hardcover booth (Profile construction)	Luxury booth (Profile construction)	Standard booth (3*3/9m²)	Special open space (From 36m²)
				
Domestic enterprises	\$1300/booth	\$1000/booth	\$900/booth	\$100/m²
Foreign company	\$1600/booth	\$1300/booth	\$1200/booth	\$130/m²

fee)

2. Conference advertisement

Layout	Cover	Back cover	Title page	Spread page	Seal two / seal three	Color inner	Black and white inner
Price Dollar	2250\$	1800\$	1200\$	1500\$	900\$	450\$	150\$

3. On-site advertising

Types	Knife banner	Outdoor printing	Arch	Ticket	Tote bag	Exhibitor badge visitor badge
Price Dollar	50\$	80\$/ m ²	750\$	750\$/myriad	750\$/Thousand	4500\$/ALL credentials

China Trade Group

China's famous exhibition organizer - focus on the exhibition for 17 years

2018 3rd China (Hefei) International Wine & Spirits Exhibition
November 23-25, 2018 Anhui International Convention and Exhibition Center

2018 China (Nanjing) International Wine & Spirits Exhibition
December 15-17, 2018 Nanjing International Exhibition Center

Organizing Committee exhibiting contact:

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