

November 12-14  
2025

Shanghai  
China



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# NAVIGATING TRENDS AND BREAKING THROUGH CONNECTING GLOBAL WINE AND SPIRIT FLAVORS AND EXPLORING NEW HORIZONS IN CHINA'S EXPANDING MARKET

## 寻势破局，联结全球美酒风味 探索中国酒类市场新前景

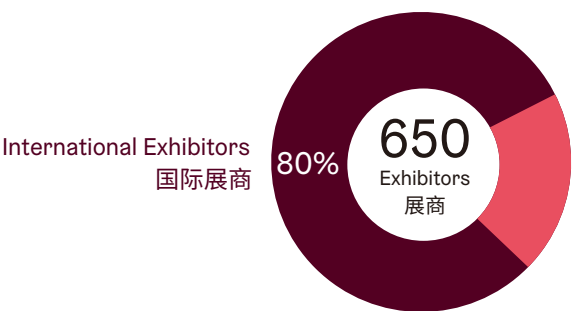
As the premier trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai 2024 took place from November 12 to 14 at the Shanghai New International Expo Center (SNIEC). This year's exhibition welcomed a distinguished roster of global wineries and industry partners, infusing the market with fresh perspectives and momentum. ProWine Shanghai served not only as a robust platform for trade and industry dialogue but also promoted learning and innovation through specialized masterclasses and forums, underscoring its significant role in advancing the industry.

作为中国大陆专业葡萄酒与烈酒行业的贸易展览会，ProWine Shanghai 2024已于11月12日至14日在上海新国际博览中心成功举办。本届展会汇聚了海内外知名企业和行业伙伴，不仅为行业提供了广泛的贸易与交流平台，也为市场注入了新鲜的视角和持续增长的动力，并通过多场专业大师班和研讨会，推动了行业的教育与创新，彰显了ProWine Shanghai在行业中的重要影响力，助推市场的稳健发展。

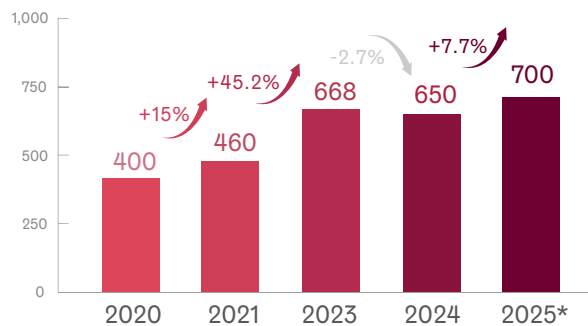
# PROWINE SHANGHAI 2024 HIGHLIGHTS ProWine Shanghai 2024 精彩回顾

**650** exhibitors from **32** countries and regions, with over **80%** being international exhibitors gathering to seize new opportunities.

汇聚来自**32**个国家/地区的**650**家展商，国际展商超过**80%**，共享中国酒类市场新商机。



Exhibitors 参展商 (2020 - 2025)

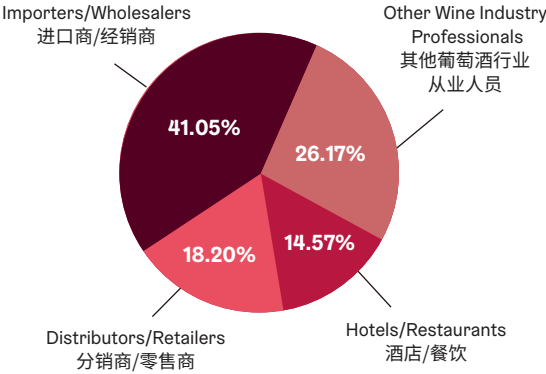


\* Expected growth 预期增长

ProWine Shanghai 2024 attracted **20,860** trade visitors across importers, distributors, and HoReCa sector. In addition to the established presence of importers and distributors, this year saw further growth in buyers from HoReCa, retail chains, and second-and third-tier cities in China, underscoring ProWine Shanghai’s capacity to cater to the diverse needs of the mainland market.

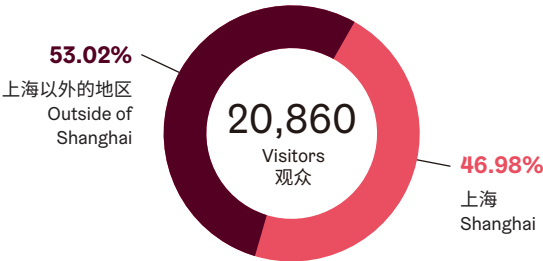
ProWine Shanghai 2024迎来了**20,860**位专业观众，涵盖了从进口商、经销商到酒店、餐饮等多领域的专业买家。在观众构成方面，除原有的进口商和经销商外，今年酒店、餐饮、现代连锁商超及二三线市场买家数量进一步增长，证明了ProWine Shanghai作为专业贸易展会，能够满足中国大陆市场的多元化需求。

Professional Buyers 专业买家



Source/来源: ProWine Shanghai 2024 Visitor Survey

Visitor Breakdown By Area 观众区域分析



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Amid challenges such as the global economic slowdown, oversupply, and climate change, competition in the wine and spirits industry has intensified. This year marks the 11th edition of ProWine Shanghai, and despite the uncertainties that the industry has faced in recent years, the exhibition has maintained its scale comparable to previous years. Since the inception of ProWine Shanghai, national pavilions like France, Germany, Spain, and the United States have consistently participated each year, unwavering their commitment and progress. We are very grateful to all our partners, exhibitors and visitors for their continued support and look forward to another successful ProWine Shanghai.”

Peter Schmitz  
Director ProWein

“面对全球经济放缓、产量过剩及气候变暖等挑战，酒类行业的市场竞争愈加激烈。ProWine Shanghai今年迎来了第11个年头，尽管近年来葡萄酒与烈酒行业经历了多重不确定性，但展会规模依然保持与往年相当。自展会创立以来，法国、德国、西班牙、美国等国家展团每年均持续参展，风雨无阻，共同进步。我由衷感谢我们的合作伙伴、展商和观众一直以来的支持。”

Peter Schmitz 先生  
ProWein 全球总监

”

“

“In the context of a volatile market environment in 2024, we are pleased to report that approximately 15% of new registered attendees have joined us, alongside the active participation of professionals from diverse industries, thereby injecting significant momentum into the market.”

Ian Roberts  
Vice President of Informa Markets Asia Pacific

“在2024年市场环境充满波动的背景下,我们非常高兴地看到超过15%的新注册观众,以及来自不同行业的专业人士积极参与展会,为市场注入了一股强劲动力。”

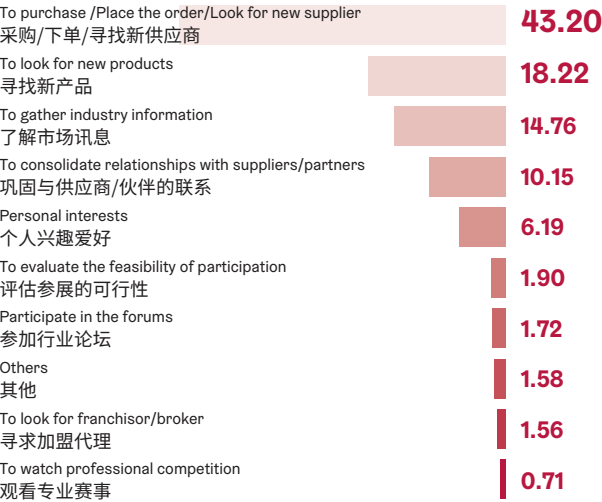
Ian Roberts 先生  
英富曼会展集团亚太区副总裁

”

ProWine Shanghai 2024 had over 20 national pavilions and wine-producing regions in attendance. A total of 19 official national pavilions made a significant appearance, including Argentina, Austria, Australia, New Zealand, Brazil, North Macedonia, Germany, France, Georgia, the United States, South Africa, Portugal, Serbia, Cyprus, Slovenia, Spain, Italy, Romania, China and other countries’ governments and industry organizations providing their fully support.

共计20多个国家展团和葡萄酒产区参加ProWine Shanghai 2024,19个官方国家展团齐亮相: 阿根廷、奥地利、澳大利亚、新西兰、巴西、北马其顿、德国、法国、格鲁吉亚、美国、南非、葡萄牙、塞尔维亚、塞浦路斯、斯洛文尼亚、西班牙、意大利、罗马尼亚、中国等国家的政府和行业组织给予了全力支持。

Purpose of Visit 观众参观目的分析



Source/来源: ProWine Shanghai 2024 Visitor Survey





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“We are excited to be back at ProWine Shanghai with a strong delegation of Australian wine brands. The return for this year marks a new beginning, with Australian wines seeing growth again in China. ProWine Shanghai has been one of our most important partners in the mainland China market since 2013. The exhibition brings together influential importers and professional buyers, providing important support for the development and export of Australian wine brands. There are so many new things to learn about Australian wine, and we hope that Australian wine can continue to win the hearts and minds of more and more Chinese consumers.”

*Paul Turale*

*Wine Australia General Manager, Marketing*

“非常高兴能和澳大利亚葡萄酒品牌一起重返ProWine Shanghai。今年的回归标志着一个全新的开始，期待澳大利亚葡萄酒能在中国市场再次保持增长态势。自2013年以来，ProWine Shanghai是我们在中国大陆市场最重要的合作伙伴之一。展会汇聚了各类进口商和专业买家，为澳大利亚葡萄酒品牌的发展和出口提供了重要支持。澳大利亚葡萄酒有很多新兴的事物和变化等待着大家去发现和了解。我们希望澳大利亚葡萄酒能够再次赢得更多中国消费者的喜爱。”

*Paul Turale 先生*

*澳大利亚葡萄酒管理局市场部总经理*

”



The return of Australian and New Zealand Wines Pavilion enriched the selection of “New World” wines at the event.

澳大利亚和新西兰展团的回归，为“新世界”葡萄酒品类增添了更多选择。



Spanish wines also made a fresh and distinctive impression at this year's ProWine Shanghai, with Spain's sub-appellations in full display. Key exhibits included the PRODECA Pavilion from Catalonia, the La Mancha Pavilion from Castilla, and the Rioja Pavilion, each offering an authentic experience of its unique heritage and flavors. Additionally, the European Quality Wines: Taste The Difference pavilion, along with a European Garnacha/Grenache Quality Wines exhibit, provided visitors with an extensive and diverse wine journey. The refined display of sub-appellations specialties not only underscores the market's professionalism but also reflects the exhibitors' heritage and the depth of expertise.

此外，西班牙葡萄酒在本届展会上全新亮相，进一步精细化了子产区的展示，带来了更为丰富的产区特色，包括加泰罗尼亚的PRODECA展团、卡斯蒂利亚的La Mancha展团、里奥哈展团。除此以外，欧洲歌海娜优质葡萄酒展团、European Quality Wines: Taste The Difference展团，也为观众呈现了一场既具深度又兼具多样性的葡萄酒体验。细分的产区展示不仅彰显了市场的专业度，也体现了展商的深厚底蕴。

# ENHANCED BRAND AWARENESS AND THE POWER OF YOUTH: EXPLORE GROWTH PATHWAYS FOR CHINESE LOCAL WINES

## 品牌化建设与年轻力量 中国本土葡萄酒探索新增长点

This year, **UCW (Up-Chinese Wine)** pavilion made its largest-ever appearance at ProWine Shanghai, collaborating with 25 wineries from Xinjiang, along with the Huailai wine region in China. Notably, the full participation of wineries from Xinjiang wine region offered trade visitors a unique opportunity to explore Chinese wine culture. Showcased the heritage of Chinese wine making culture and high-quality wines, presenting visitors with the deep historical roots and distinctive flavors that characterize Chinese wines.

今年, **UCW (向上中国葡萄酒)** 以史上最大参展面积亮相 ProWine Shanghai, 携手来自中国新疆4+2子产区以及怀来产区, 25家酒庄共同参展。特别值得关注的是, 新疆产区的全面加入, 为专业观众带来了一次探索中国葡萄酒的独特旅程。展区全面展示了中国丰富的酿酒文化和高品质的葡萄酒产品, 向参观者呈现了中国葡萄酒深厚的历史底蕴与独特风味。

Prominent Chinese wineries such as **COFCO Great Wall**, **Yuanshi Vineyard**, and **Shangri-La** participated as independent exhibitors, symbolizing a significant shift in the evolution of Chinese wineries from geographical identification promotion to brand building. As the premier trade fair for the wine and spirits industry in the Chinese mainland, ProWine Shanghai has consistently demonstrated the developments of the wine and spirits industry in China.

中粮长城酒业、志辉源石酒业和香格里拉酒业等酒庄作为独立展商参与本届展会, 标志着中国酒庄从原产地推广逐步迈向品牌建设。作为中国葡萄酒与烈酒行业的长期支持者, 我们对这一积极变化感到由衷的欣喜。



“

“In recent years, the Chinese wine market is getting mature, with consumers becoming more rational. Chinese wineries are placing increasingly emphasis on brand building, particularly in connecting with consumers. By actively engaging both domestically and internationally, and placing product quality at the forefront, these wineries are enhancing their brand building and sales strategies. This dual approach is cultivating a growing base of loyal customers and positioning Chinese wines for greater success on the global stage.”

Guo Minghao  
Veteran in the Field of Wine Marketing

“近年来, 中国葡萄酒市场日渐成熟, 消费者日趋理性, 中国酒庄越来越重视品牌建设, 尤其是和消费者的链接, 不断地请进来、走出去, 以产品品质为基石, 品牌推广和销售拓展两条腿走路, 收获了越来越多的忠实用户。这一趋势不仅推动了行业发展, 也为中国葡萄酒的国际化奠定了基础。”

郭明浩  
资深葡萄酒营销人

”

# SUSTAINING HIGH-QUALITY WINE EDUCATION TO LEAD THE INDUSTRY TOWARDS SUSTAINABLE DEVELOPMENT

## 以“专”为翼，持续高质量葡萄酒教育 引领行业可持续发展

Since the inception in the Chinese market 11 years ago, ProWine Shanghai has grown in step with the wine and spirits industry in China, witnessing and contributing to every major development. Recognizing the strategic importance of education for the industry's growth, this year's ProWine Shanghai featured an impressive lineup of **54** masterclasses and forums led by renowned experts, key opinion leaders, and influential industry organizations and associations. These sessions offered a rich, knowledge-driven experience for trade visitors.

自进入中国市场的11年以来，ProWine Shanghai 始终与中国葡萄酒与烈酒市场协同进步，见证并推动了行业的每一次关键发展变革。在本届展会特别邀请了多位行业知名专家、意见领袖，以及重量级行业组织与协会，共同呈现了**54**场高水准的专业大师班与行业研讨会，为专业观众们带来了一场知识的盛宴。

One of the highlights of this year's forum was ProWine in collaboration with the Institute of Masters of Wine (IMW). Dragon Phoenix Wine Consulting has introduced the “Meet the MWs in ProWine” series from Düsseldorf to Asia, making its debut in Shanghai. The forum brought together esteemed industry professionals, including familiar faces such as Masters of Wine, Master Sommelier, and other seasoned experts, while also welcoming fresh voices. Among these new faces was Patrick Schmitt MW, Editor-in-Chief of The Drinks Business, who captivated attendees with an engaging “The International Fine Wines of La Place Bordeaux” tasting.

本届论坛区的一大亮点是ProWine携手国际葡萄酒大师协会 (Institute of Masters of Wine, IMW) 和龙凤美酒顾问将“Meet the MWs in ProWine”系列活动从德国杜塞尔多夫引入亚洲，并首次在上海亮相。在论坛区现场，不仅汇聚了多位葡萄酒大师、侍酒师大师及行业专家等老朋友，更有新面孔的加入，如《The Drinks Business》主编、葡萄酒大师Patrick Schmitt MW，为与会者带来了一场引人入胜的“波尔多交易体系下的世界名庄酒品鉴”活动。



Bringing together four renowned Masters of Wine: Fongyee Walker MW, Edward Ragg MW, Xing Wei MW, Gus Zhu MW  
赵凤仪、杜慕康、邢威、朱简四位葡萄酒大师齐聚同台

Additional masterclasses were hosted by institutions, national pavilions and wine brands, including the Wine & Spirit Education Trust (WSET), UCW (Up-Chinese Wine), the Development Agency of Serbia, Decanter, Wynn Signature Chinese Wine Awards, D.O.Ca. Rioja, the Bureau National Interprofessionnel du Cognac (BNIC), ASC, and Shangri-La · Sacred Land.

此外，WSET (英国葡萄酒与烈酒教育基金会)、UCW向中国葡萄酒、塞尔维亚发展署、Decanter、永利臻典中国葡萄酒大赛、里奥哈葡萄酒优质原产地、法国国家干邑行业管理局 (BNIC)、ASC以及香格里拉·圣域等知名机构、产区与品牌，悉数呈现了内容丰富的专业大师班。





“

“ProWine Shanghai is more than just a trade platform—it’s a vibrant educational event that inspires growth and empowers the industry,” noted Xing Wei MW, a newly appointed Masters of Wine. “This event is a valuable opportunity to connect with industry peers, explore the vast potential of the wine and spirits market, and advance the continuous development of Chinese wine sector.”

*Xing Wei MW  
Newly Awarded Master of Wine*

“ProWine Shanghai 不仅是一个专业的葡萄酒与烈酒贸易平台，更是一个激发灵感和赋能行业发展的教育盛会。能与业界同仁们深入交流，共同探索葡萄酒市场的无限潜力，并携手推动中国葡萄酒行业的持续进步。”

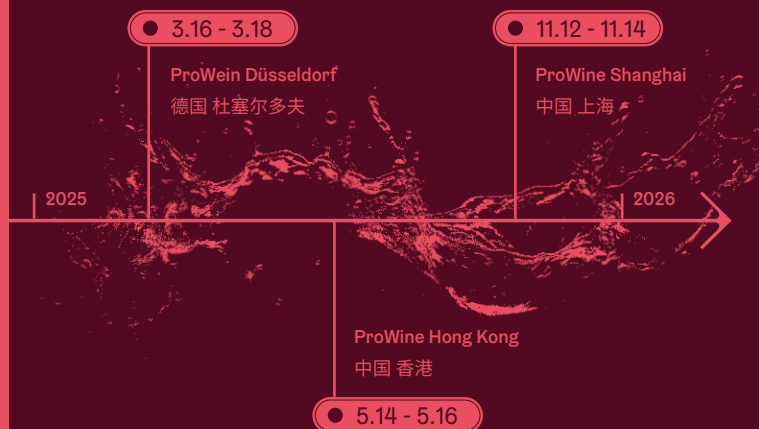
*邢威 MW  
新晋葡萄酒大师*

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**ProWine Shanghai 2025** will return to the Shanghai New International Expo Center from **November 12–14, 2025**. We also invite you to join us at **ProWine Hong Kong 2025**, taking place from **May 14–16, 2025**, at the Hong Kong Convention and Exhibition Centre. We look forward to reconnecting and celebrating the future of wine and spirits together!

**ProWine Shanghai 2025** 将于 **2025年11月12日至14日** 再次回归上海新国际博览中心，续写辉煌篇章。与此同时，**ProWine Hong Kong 2025** 也将于 **2025年5月14日至16日** 在香港会议展览中心盛大举办。期待与您再度相聚，共襄盛举！

## ProWine 2025 时间线



\*Events in Germany and China market in 2025  
2025年德国及中国地区展会

For more information, please visit  
欲了解更多信息，请访问

→ [prowine-shanghai.com](http://prowine-shanghai.com)



# WHAT TO EXPECT FROM PROWINE SHANGHAI

全球葡萄酒行业精英同行，  
尽在ProWine Shanghai 2025

## National Roadshows & City Promotions 全国巡展与城市推广

ProWine Shanghai hosts over **80** city promotions and roadshows across China annually, reaching key cities, and enabling exhibitors to connect with importers, distributors, and buyers in both established and emerging markets.

每年ProWine Shanghai将在中国超过**80**个城市举办推广活动，帮助展商与当地的进口商、分销商以及潜在买家建立联系，覆盖成熟市场与新兴市场。



## Visibility through China's Digital Ecosystem 借助中国数字平台提升品牌曝光

ProWine Shanghai gain enhanced visibility through major Chinese digital platforms like WeChat, Weibo and Douyin (TikTok), effectively reaching China's digital-savvy consumers.

通过微信、微博、抖音等主流数字平台，展商可以高效地接触到中国的数字化消费者，提升品牌在线影响力。



微信公众号  
WeChat



官方微博  
Weibo



抖音官方账号  
TikTok

## German Standards, Trusted Worldwide 德国标准，全球信赖

ProWine Shanghai inherits the trusted organizational standards, professionalism, and global recognition of ProWein Düsseldorf, guaranteeing exhibitors unparalleled credibility and exposure.

ProWine Shanghai延续了德国ProWein Düsseldorf 30余年的专业组织标准和全球影响力，展商可获得强有力的品牌背书和曝光。



## Masterclasses & Forums for Industry Growth 大师班与产业论坛，推动行业发展

ProWine Shanghai offers an extensive lineup of masterclasses and industry forums, providing the latest insights into market trends, innovation, and consumer behavior, helping exhibitors stay ahead of the curve.

ProWine Shanghai为展商提供丰富的行业大师班和论坛，帮助您了解市场动态、创新趋势和消费者行为，助力您把握行业脉搏，领先一步。



# STAND RENTAL

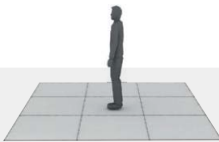
## 展位租赁

### ProWine Shanghai

12–14 November 2025

#### Floor Space Only

#### 光地展位



Minimum sq.m: 9m<sup>2</sup>  
Price: US \$ 450 per m<sup>2</sup>

最小面积：9平方米  
价格：3,070元/平方米

#### Walk-On Stand

#### 标准展位



Minimum sq.m: 9m<sup>2</sup>  
Price: US \$ 545 per m<sup>2</sup>

最小面积：9平方米  
价格：3,730元/平方米

#### Premium Stand

#### 特级展位



Minimum sq.m: 18m<sup>2</sup>  
Price: US \$ 570 per m<sup>2</sup>

最小面积：18平方米  
价格：3,900元/平方米

# GET IN CONTACT WITH US

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16—18 March

2025

Tokyo

15—17 Apr

2025

Hong Kong

14—16 May

2025

São Paulo

30 Sep—2 Oct

2025

Mumbai

31 Oct—1 Nov

2025

Shanghai

12—14 Nov

2025

Singapore

21—24 Apr

2026