



The 32th Interwine China Exhibition was successfully concluded on the afternoon of May 25th. With 496 exhibitors, this edition of Interwine attracted a total of 23,661 visitors.





At this important phase in the Chinese wine market~s recovery, Interwine has given a boost to the industry. The atmosphere at the show was

enthusiastic and many exhibitors successfully used the Interwine platform to find new business opportunities and partners.

Let~s take a look back at the highlights of this year~s event!

I Opening Ceremony



The opening ceremony of the 32th Interwine China was organized at 10:00 on May 23. Rita Jia, President of Interwine Group, LI Yang, Director of National Food Management Center of China Light Industry, PENG Hong, President of Guangdong Provincial Alcohol Industry Association, Claudio Quarta, Founder of Claudio Quarta Vignaiolo, Niccolò Del Mastio, Co-Founder of China-Link, Antonio Alves, Founder of Eurovinhos, SHEN Chongwu, Vice President of the Specialized Committee on Alcohol of China Non-staple Food Circulation Association gave speeches in the opening ceremony.

INTERWINE CHINA 2024
第32届中国(广州)国际名酒展览会
中国白酒品牌展

2024.5.23-25

— 广州 —

广交会展馆B区

19.2楼



interwine



worldspirits

第32届中国(广州)国际名酒展览会
INTERWINE CHINA 2024



interwine
China International
Wine Exhibition

At present, the import a
has driven an increase in
year.



interwine



worldspirits

第32届中国(广州)国际名酒展览会
INTERWINE CHINA 2024







Guests speeches





Opening ceremony

| Global Wines & Spirits

As a representative wine and spirits exhibition in China, products from various producing countries and regions around the world gathered at the 32th Interwine. In terms of categories, this edition of Interwine exhibited wine, whisky, Cognac/Armagnac/brandy,

Chinese Baijiu, vodka, gin, tequila, sake, soju, beer, fruit wine, RTD, non-alcoholic liquor and other varieties.



National Pavilions

The exhibits came from more than 30 countries/regions, including leading countries such as France, Chile, Italy, Spain, Germany, etc., as well as countries like Greece, Georgia, Moldova, Slovakia, Slovenia, Cyprus and others

who are looking forward to further develop the Chinese market.



Wines from Greece, Georgia, Moldova, Slovakia, etc.



Winery representatives open up business opportunities in
China through Interwine

I Importers & Brand Operators

Chinese importers and brand operators were active at this exhibition. The colorful booths and comprehensive products all attracted the attention of visitors. The leading domestic wine merchants are looking forward to future market performance and hope to find new opportunities at Interwine.





I Theme Areas

Interwine theme areas reflect the industry's hot trends.

The 90+ Awarded Wine Area has always been the ace section of Interwine, which concentrates premium wines from various countries that have been highly recommended by wine critics and won important awards in international competitions. It creates a new benchmark for the display of fine wines in the industry.



90+ Awarded Wine Area

The WhiskyExpo theme area represents the hot spot in the Chinese alcohol market. With the whisky category gaining momentum and being the star in the market, WhiskyExpo exhibited top whiskies from Scotland, Ireland, Japan, the United States and even France and Germany, presenting the charm of this popular category for visitors.



WhiskyExpo theme area

Interwine Trendy Drink Area focused on popular products such as RTD, fruit wines, sodas, craft beers and liqueurs, reflecting the new generation of Chinese consumers~ pursuit of diversified tastes.



Trendy Drink Area

Concurrent Activities

During the 3-day exhibition, industry forums and over 30 masterclasses were organized.

The concurrent masterclasses were given by many senior experts and lecturers, with a wide variety of topics covering Italian , Chilean , Argentine , Spanish , Greek , Chinese and American wines as well as spirits such as whiskey, pisco and Baijiu. All the masterclasses were full and well received.







Thank you for your participation.
We will meet you at

The 33rd Interwine Guangzhou

October 31-November 2

A purple poster for the 33rd Interwine Guangzhou event. The background is a deep purple with a large, stylized, light pink wine glass shape in the center. Inside and around the glass are numerous colorful spheres in shades of red, pink, white, and green, some with a sparkling effect. In the top left, a pink banner reads 'EXPLORE WINE BUSINESS'. Below it, the text 'INTERWINE CHINA 2024' is written in large, bold, white letters. To the right of this, 'Celebrating 20 YEARS' is written in a cursive pink font. Below the main title, the dates '23-25 MAY. 2024' and 'GUANGZHOU CITY' are displayed in pink and white. Further down, smaller text reads '32nd Edition of Interwine China Guangzhou Spring 2024', 'WINE-SPIRITS-FOOD-BEVERAGE-FRANCHISE', and 'Guangzhou, China May 23 | 24 | 25 Canton Import & Export Fair Complex, Area D, Hall 20.2'. In the bottom right corner, the 'interwine' logo is shown, featuring three stylized wine bottles and the text 'China International Wine Exhibition'.

Participate in,
to explore the potential of Chinese market.

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