

Come to CWE
Choose A Good Wine with Peace of Mind

CWE Brand Manual

One-Stop Liquor Industry Chain Procurement Platform
More High-End | More Professional | More Efficient

Organizing Unit | **Jiuyeja Exhibition** Supporting Unit | **China Food Association**

»» Values of CWE



Establish a blacklist system

CWE has established a blacklist system for exhibitors, **strictly forbidding counterfeit or suspected counterfeit enterprises/brands/products to participate in the exhibition.**



Global Alliance Against Counterfeiting in the Liquor Industry

CWE has zero tolerance for counterfeit, edge balls and infringing products, and has established a "Global Alliance Against Counterfeiting in the Liquor Industry" in conjunction with the wine enterprises, associations, and organizations which has rejected hundreds of non-compliant enterprises to participate in the exhibition.



Fake of one results in penalty of million fine

In October 2020, the Organizing Committee of CWE officially announced a big upgrade of Anti-Counterfeit Measures, increasing the reward amount from 100,000 yuan to 1 million yuan, and intensifying the crackdown on counterfeit products.

中酒展参展企业黑名单制度通知书

凡新客户公司名、品牌名、产品名,带“摘”“拉”“奔”“茅”“钓”“金沙”“飞天王子”等,或瓶身有大数字的光瓶酒(“光良”酒瓶风格),或企业名与国外知名公司雷同(“贝马格雷”等),需经公司严格审核,有擦边嫌疑的,一律不允许合作。



»» Development History of CWE

10 Exhibitions
have been organized
for the past 7 years

Growing at an 8-
fold scale

From 2017 to 2023, CWE has been successfully held in Jinan, Qingdao and Guangzhou. Even because of the epidemic, the steps of CWE never stopped while the major wine exhibitions in China pressed the "Pause Button". In the second year of the epidemic, CWE entered Guangzhou to open up South China CWE, opening a new pattern of double exhibitions in one year.

CWE has grown from 10,000 square meters to **80,000 square meters**, from 100+ exhibitors to **800+ exhibitors**, from 12,000 professional liquor merchants to **42,600 professional liquor merchants**. With the development of the liquor industry, CWE is also constantly developing, evolving, and upgrading, growing into a leader in China high-end wine exhibition.



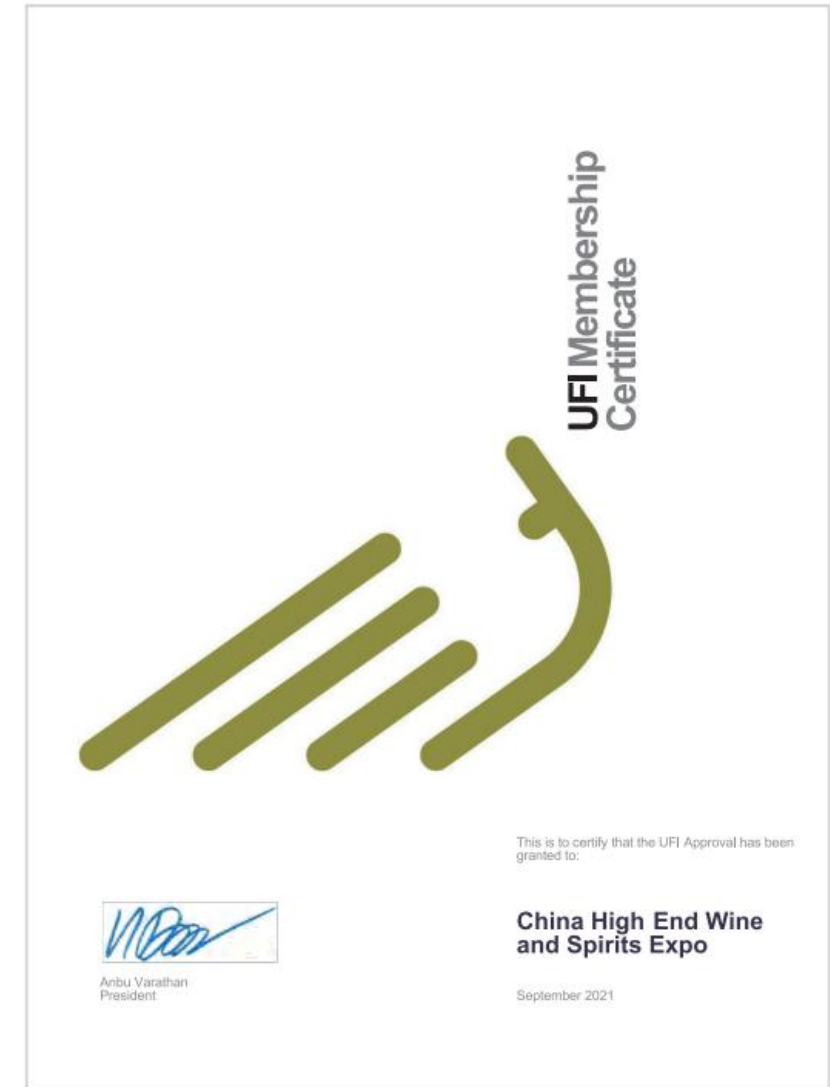
»» Milestones of CWE

In 2021, CWE was certified by the UFI

In 2022, CWE became one of the two major
professional exhibitions in the industry

In September 2021, CWE was certified by the **UFI** which is the most important international organization in the world's exhibition industry. Thus CWE became a UFI certified exhibition, which represents the highest recognition and affirmation of an exhibition. An exhibition certified by UFI is a symbol of high-quality trade exhibitions.

On May 25, 2022, China Convention/Exhibition/Event Society released the *Statistical Report of China Exhibition Data in 2021*, and China High-End Wine Exhibition (hereinafter referred to as CWE) was rated as the third in Sugar, Tea, Wine and Drinks Exhibitions. The top two were owned by the same organizer, which meant that CWE ranked second in the Sugar, Tea, Wine and Drinks Exhibitions with the total organizers, and successfully **ranked among the two major exhibitions in the industry**.



▲ UFI Certification

Confirmed to be held in Jinan

Lock in the main sales of Chinese liquor industry

June 13-15, 2024 Shandong International Convention and Exhibition Center
(2km away from Jinan West Railway Station)

- Based in Jinan, radiating to 6 provinces and 3 cities including Beijing, Tianjin, Hebei, Shandong, Henan, Anhui, Jiangsu, Zhejiang, and Shanghai
- Advancing China's wine consumption provinces and population provinces with CWE

110,000m² | 12+categories | 1,600+exhibitors | 50,000+professional distributors

Organizing Unit | Jiuyejia Exhibition

Supporting Unit | China Food Association



Booth Reservation
Manager Huang

189 7167 6107



Lock in the main sales of Chinese liquor industry

The 2024 (8th) CWE will be held in Jinan, providing a favorable competitive advantage for global wine companies to develop themselves in Jinan, radiate themselves to Beijing, Tianjin, Hebei, Lu Yu, Anhui, Jiangsu, Zhejiang, and Shanghai, and expand their national markets. This exhibition will open up the upstream and downstream industrial chain of liquor, realize the comprehensive coverage of upstream (packaging, design, machinery, equipment, etc.), midstream (liquor enterprises) and downstream (liquor chain, etc.), and create a one-stop procurement docking platform.

Jinan is located in the hinterland of Shandong Province and a transportation fortress. The 2-hour high-speed rail circle formed with Jinan as the center covers 6 provinces and 3 cities including Shandong, Jiangsu, Henan, Anhui, Beijing, Tianjin, Hebei, Zhejiang and Shanghai. These areas are provinces of large population, economy and wine consumption.

Population Size

547 million

In 2022, the total population of Beijing, Tianjin, Hebei, Lu Yu, Anhui, Jiangsu, Zhejiang and Shanghai reached 547 million.

Economic Scale

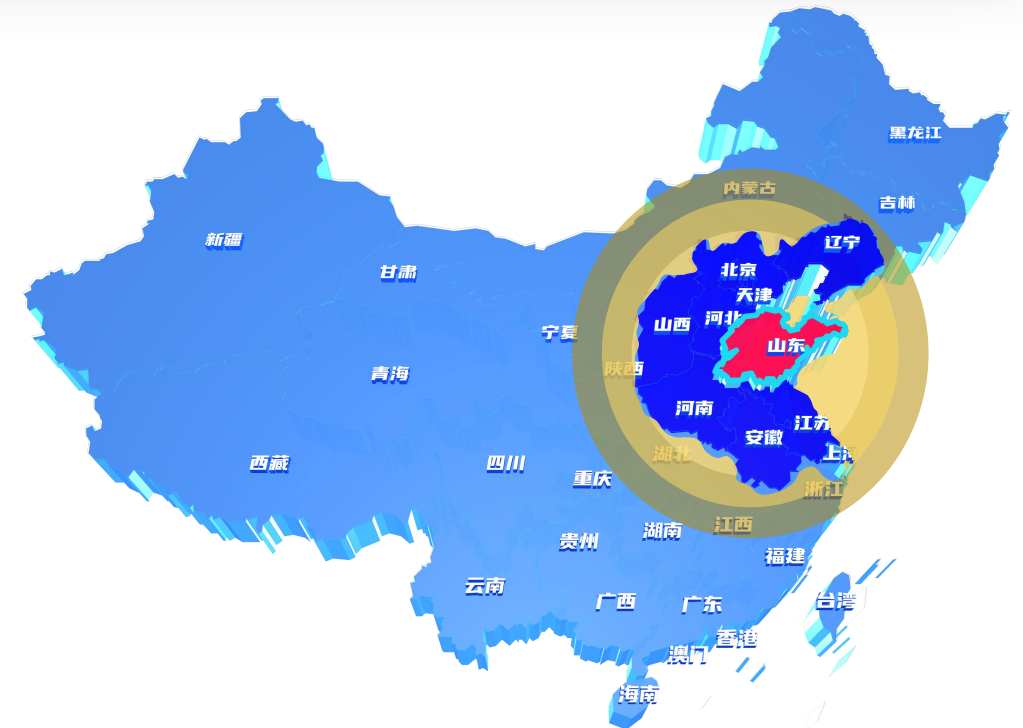
**53.9 trillion
yuan**

In 2022, the total GDP of Beijing, Tianjin, Hebei, Lu Yu, Anhui, Jiangsu, Zhejiang and Shanghai reached 53.93 trillion yuan.

Beverage Scale

**120 billion
yuan**

According to the statistics of Jiuyeja, the liquor consumption scale in Beijing, Tianjin, Shandong, and Henan will reach 120 billion.



Winning the big market in South China starts from the booth reservation

March 2 - March 4, 2024 | Guangzhou PWTC Expo

Exhibition hall with 40,000m²
10+ categories

400+ exhibitors
20,000+ professional distributors



Organizing Unit | Jiuyejia Exhibition

Supporting Unit | China Food Association

Booth Reservation | Manager Huang 189 7167 6107



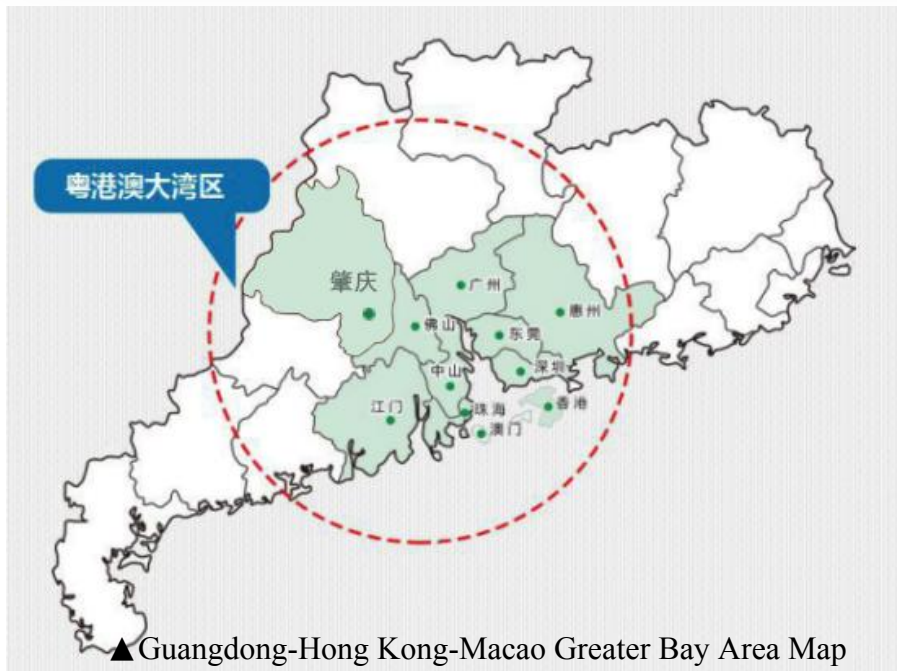
Come to CWE to Choose a Good Wine with Peace of Mind



Scan Applet Code
Book A CWE Expo Booth

Layout of Big Market in South China (Greater Bay Area)

- From 2017 to 2023, CWE has gone through seven years of glory, boosting China's alcohol industry to experience an unprecedented prosperity.
- In 2021, CWE will enter Guangzhou for the first time, dig deep into the high-end alcohol consumption market in South China, especially in cities of "Guangdong-Hong Kong-Macao Greater Bay Area", and strive to build the second CWE, help enterprises to lay out and create incremental markets, so as to promote the development of alcohol market in South China and enhance the brand influence of exhibitors.
- On March 2-4, 2024, the 4th South China CWE will continue to be held in Guangzhou PWTC Expo Hall.



"Guangdong-Hong Kong-Macao Greater Bay Area" consists of 9 cities including Guangzhou, Foshan, Zhaoqing, Shenzhen, Dongguan, Huizhou, Zhuhai, Zhongshan and Jiangmen and 2 special administrative regions including Hong Kong and Macao. With a total area of 56,000 square kilometers, it is one of the regions with the highest degree of openness and the strongest economic vitality in China.

Economic Scale

**4.6 trillion
dollars**

It is expected to reach \$4.6 trillion by 2030, becoming a world-class Bay Area Economy.

Consumption Scale of Drinks

50 billion yuan

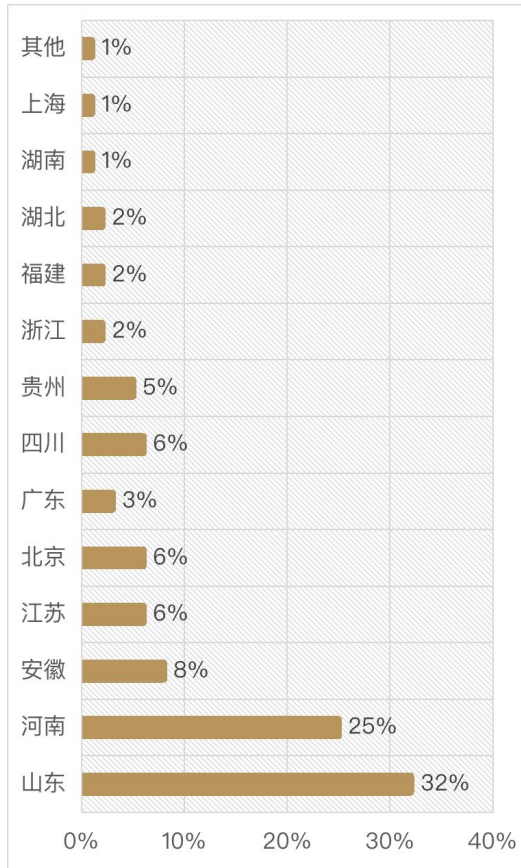
According to the statistics of Jiuyejia, the consumption scale of drinks in Greater Bay Area, Beijing, Tianjin, Hebei, Shandong, and Henan will reach 50+ billion.

Population Size

100 million

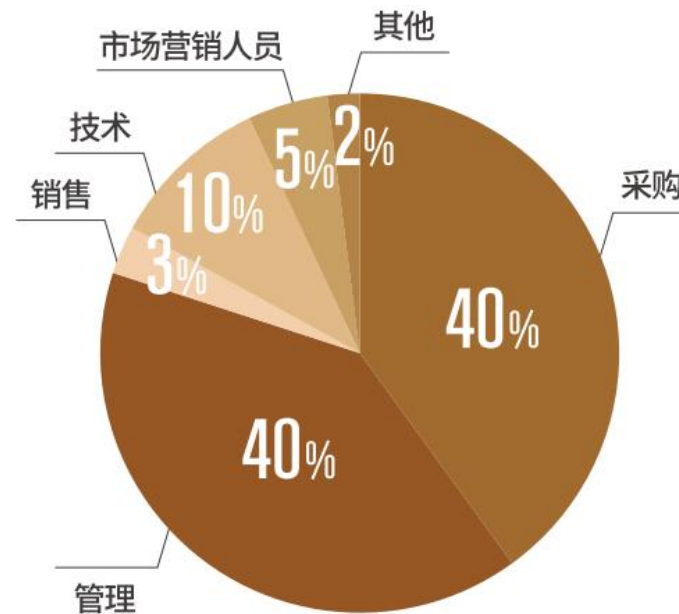
It is expected that the population of the Greater Bay Area will exceed 100 million by 2030 (approximately 75 million in 2020).

» CWE - Portraits of Professional Wine Buyers&Audiences

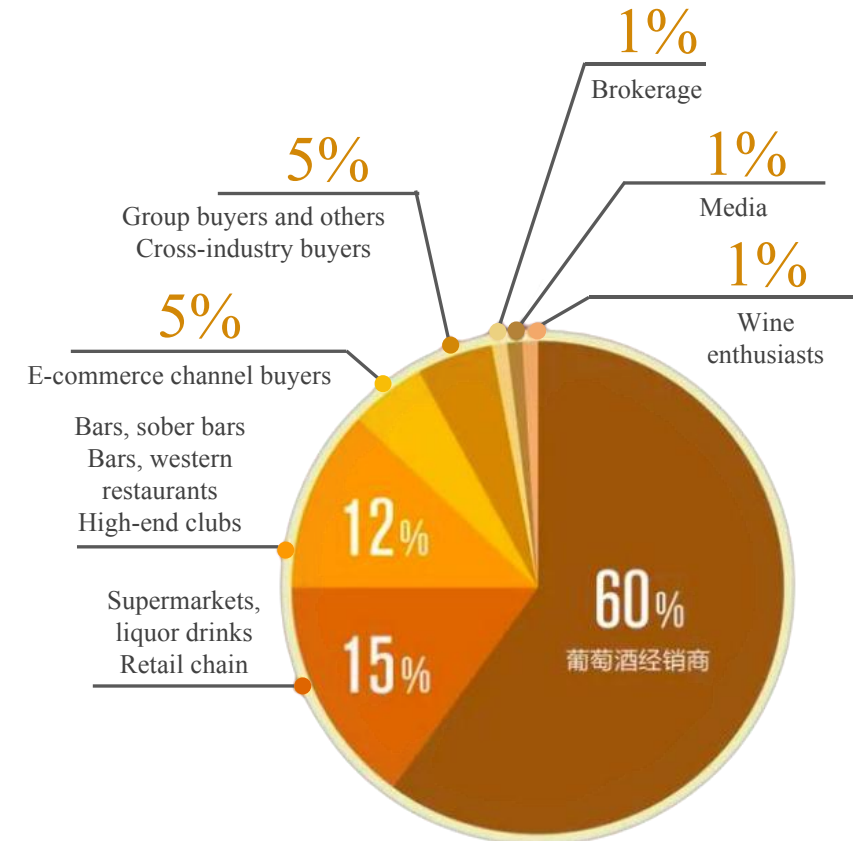


▲ Audience Regional Distribution

Audience has decision-making power or influence on enterprise procurement



▲ Audience Rank Analysis



▲ Statistical Chart of Previous Audience Types of Global High-End Wine Exhibition

- Wine distributors accounted for 60%
- Supermarkets, liquor retail chains and e-commerce channel buyers accounted for 20%
- Bars, sober bars, hotels, western restaurants and high-end clubs accounted for 12%
- Group buyers and other cross-industry buyers accounted for 5%

Big Buyer

Invite National Supermarkets One by One

CWE is a feast for wine industry people to choose products every year, and it is also an unprecedented industry exchange event. Every year, supermarkets from all over the country gather together with the help of the platform to exchange the latest market conditions, find new opportunities and grasp the development trend of alcohol industry.

Leading Figures in China's Wine Industry
Circulation in 2023

							
陈连茂 南源酒庄 董事长	池金清 金辉云酒货仓 董事长	蔡立斌 河南酒便利商业股份 有限公司董事长	陈明辉 名品世家(北京)酒业 连锁股份有限公司董事长	陈国锁 江苏苏糖糖酒食品 有限公司总经理	丁振明 临沂振明酒业 有限公司董事长	董春佳 哈尔滨小酒啤供应链管理 有限公司总经理	简建华 东莞市嘉美醇糖酒 有限公司董事长
							
江月忠 乾坤福商贸易有限公司 董事长	焦振 河南茅五剑贸易 有限公司董事长	林建能 福建吉马集团 有限公司副总裁	林挺 上海博酒汇电子商务 有限公司董事长	李士伟 宝酝集团创始人 董事长兼总裁 天露酒庄联席董事长	潘晓峰 夏商集团分销事业部 总经理夏商酒业执行董事	沈京喜 湖北国酒贸易 有限公司董事长	宋宁 湖北人人大经贸 有限公司董事长
							
仝伟 云飞酒业有限公司 董事长	谈红 苏州苏糖名酒销售 有限公司董事长	王海龙 河北海龙酒业董事长	王东 陕西金福得商贸 有限公司总经理	许涛 武汉永隆酒业董事长	徐锋 中酿品致(北京) 文化发展公司总裁	张俊 酒悦优品 联合创始人、总经理	张秉庆 兰州义顺工贸 有限责任公司董事长
							
杨乔山 相合酒库 创始人、董事长	郑小新 卡特维拉国际贸易 有限公司董事长	左泽寿 安徽徽记云仓供应链管理 有限公司董事长	周方谱 武汉市康美副食品 有限公司董事长	赵川 北京奥比安贸易 有限公司董事长	朱平 江西东方盛礼酒业 有限公司总经理	张秀云 江苏春意商贸 有限公司董事长	郑玉君 青岛大有泰合酒业 有限公司董事长

Big Buyer

安徽徽记云仓供应链管理有限公司
百川名品供应链股份有限公司
宝酝集团
北京奥比安贸易有限公司
北京九润源电子商务有限公司
北京太和金樽文化有限公司
东莞市嘉美醇糖酒有限公司
福建吉马集团有限公司
哈尔滨小酒喔供应链管理有限公司
乾坤福商贸有限公司
河北海龙酒业
河南酒便利商业股份有限公司
河南省茅五剑贸易有限公司
湖北国酒贸易有限公司
湖北人人大经贸有限公司
江苏春意商贸有限公司
江苏苏糖糖酒食品有限公司
江西东方盛礼酒业有限公司
金辉云酒货仓
酒悦优品
卡特维拉国际贸易有限公司
兰州义顺工贸有限责任公司

临沂振明酒业有限公司
名品世家(北京)酒业连锁股份有限公司
南源酒庄
青岛大有泰合酒业有限公司
山东德诚宝真酒业有限公司
陕西金福樽商贸有限公司
上海博酒汇电子商务有限公司
苏州苏糖名酒销售有限公司
武汉市康美副食品有限公司
武汉永隆酒业
夏商酒业
相合酒库
新源华泽集团
云飞酒业有限公司
浙江德道食品有限公司
中酿品致（北京）文化发展有限公司
安徽共创远景商贸有限公司
安徽吉创名品供应链管理有限公司
安徽省豪宸商贸有限公司
安徽省黄海商贸有限公司
安徽省友谊贸易有限公司
安徽天韵商贸有限公司

北京京糖酒业有限公司
北京琳林长明商贸有限公司
北京万酒网电子商务有限公司
福建大新酒业集团有限公司
德州大来商贸有限公司
东营市源泉酒水有限责任公司
福建丰联贸易有限公司
伟达奢侈名酒
福建燕嘉酒业有限公司
阜阳市百川百维商贸有限公司
广州光华酒业有限公司
贵州君天下电子商务有限公司
杭州耀本贸易有限公司
合肥百维食品饮料有限责任公司
合肥瑞民商贸有限公司
河南三睿酒业商贸有限公司
江海集团武汉永兴公司
江西玖全惠商贸有限公司
江西酒快马网络科技有限公司
江西酒旗供应链管理有限公司
江西人人典藏经贸有限公司
江西裕宽酒文化传播有限公司

江西中迎深供应链有限公司
久爱致和
酒易代网络科技（北京）有限公司
六安市亮剑工贸有限公司
莆田永盛酒业有限公司
融酒名品
厦门丰德进出口公司
厦门象屿酒业有限公司
厦门禹道实业集团有限公司
山东奔富国际贸易有限公司
山东名家匠心商贸有限公司淄博公司
陕西共通酒业有限责任公司
商源集团有限公司
上海巨信企业发展有限公司
深圳国洋供应链
深圳市佑恩实业有限公司
同城酒库电子商务有限公司
温州瑾瑜酒业股份有限公司
芜湖市繁荣盛世商贸有限公司
武汉华康酒业有限公司
浙江柒泉工贸有限公司
浙江易元宏雷供应链管理有限公司

》 Professional Wine Buyers

As an indispensable role in the wine industry, China's high-end wine distributors link brands, deepen channels, face consumers directly, supporting half of the wine industry. In order to find benchmarks, create industry indicators, and **empower wine companies**, the organizing committee of the CWE has launched the "**China High-End Wine Distributors**" selection every year since 2017, **with thousands of wine distributors** actively participating and jointly building the development of the wine industry!



▲ Top 20 High-End Wine Distributors in 2022



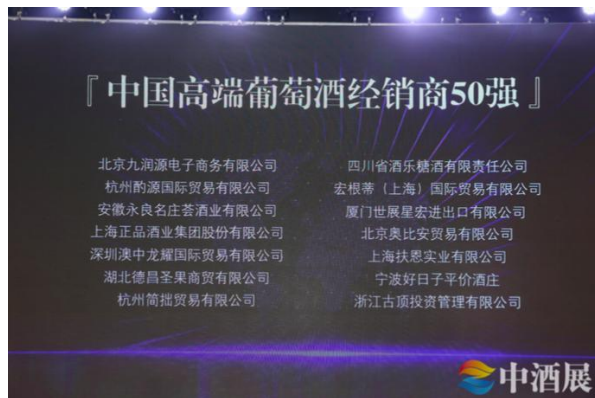
▲ Top 50 High-End Wine Distributors in 2021



▲ Top 50 High-End Wine Distributors in 2020



▲ Top 50 High-End Wine Distributors in 2020



▲ Top 50 High-End Wine Distributors in 2020



▲ Top 50 High-End Wine Distributors in 2020



▲ Top 50 High-End Wine Distributors in 2019



▲ Top 50 High-End Wine Distributors in 2018

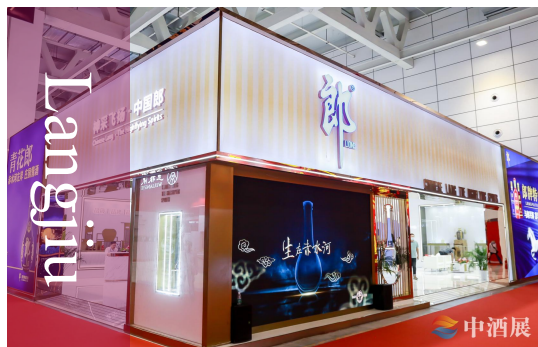
» Professional purchasing group

The Organizing Committee of C W E cooperated with provincial alcohol distribution associations such as Henan, Hunan, Jiangxi, Guangdong, Guangxi and Fujian to organize professional procurement groups to visit the exhibition site and select products.



»» Top-brand exhibitors

Maotai, Wuliangye, Yanghe, Luzhou Laojiao, Fenjiu, Jingpai, Gujing...
Chinese top brands in alcohol industry have all participated in the exhibition



Wine brand exhibitors



Great platform & great opportunity Remarkable investment attraction effect!
The repurchase rate of booth is over 90%!

»» Wine brand exhibitors



◀ Global wine giants, domestic top wine brands and high-quality producing areas all choose CWE

»» Feedback from Wine Exhibitors



Liu Hong: Deputy Secretary-General of Wuzhong Municipal Government of Ningxia

Quality determines brand, and brand determines values. I believe this CWE will play a positive role in promoting the progress, recovery and development of China's wine, and will further enhance the influence of the eastern foot of Helan Mountain in Ningxia, achieve greater development and create new glory.



Bi Duwei: President of Asia Pacific for Castel

In the spring of 2021, the exhibition effect of CWE far exceeded expectations, and Castel hoped to have more opportunities for in-depth cooperation with CWE.



A Wine Enterprise Participating in the Exhibition for the First Time

CWE is the exhibition with the best services and professionalism that we have ever participated in. The strength of audience distributors is very strong. For now, red wine is in a big involution. CWE is a new platform for wine to beat the gun.



Song Ping: China Manager of Domaines Barons de Rothschild Lafite

I wish the CWE better and better!



Tom King: North Asia Managing Director of Treasury Wine Estates

CWE is an excellent event for wine and spirits companies to promote industry exchanges. As a representative wine company in Australia, Treasury Wine Estates owns iconic global wine brands such as Penfolds, Wolf Blass and BV. It is very happy to attend such industry gatherings and share insights with industry friends. I sincerely hope that Jiuyeja can develop better and better, and CWE can become stronger and stronger!



A Wine Enterprise

I'd like to give a LIKE to the organizer Jiuyeja. There were so many high-quality audiences that we have only the last sample left from over 500 samples throughout the Expo.

»» Tasting/Master Class



Golden Honor Award

China Alcohol Golden Honor Award aims to explore the power of the current example of the wine industry and strive to create the most influential award list of the wine industry in the year.

Several awards covering wine enterprises and vintners such as **"Influential Wine Enterprises in 2023"**, **"Products (Wine) with the Most Agency Value in 2022"**, and **"China Top 20 High-End Wine Distributors in 2022"** have won recognition from many professionals of the wine industry.



▲ Golden Honor Award Ceremony



▲ Influential Wine Enterprises in 2023



▲ Products with the Most Agency Value in 2022

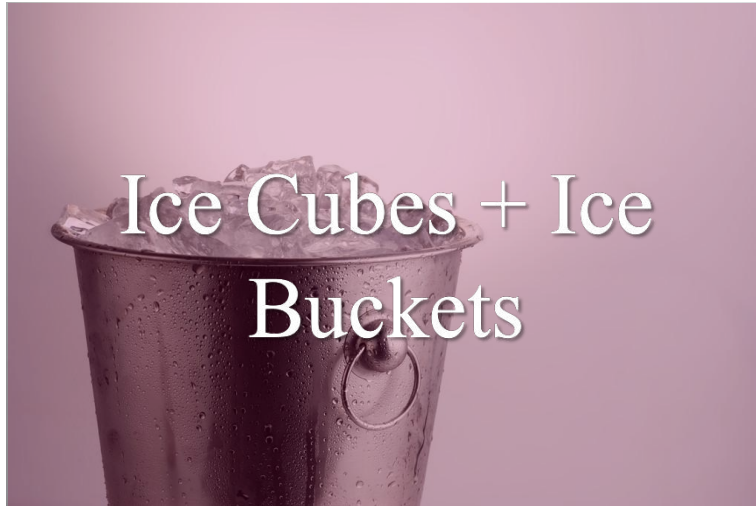


▲ China Top 20 High-End Wine Distributors in 2022



▲ On-Site Photos

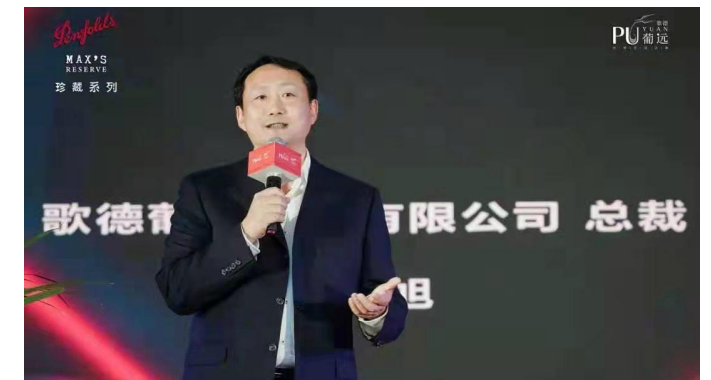
»» Professional Services



» Interview Report

Constant spread by professional media continues the online popularity.

The professional reporter team of "Jiuyeja" and the media matrix focused on the dialogue interview/in-depth report for wine, spirits and other categories of enterprises, won a good opportunity for enterprises to enhance their brand influence, and also won more new opportunities!





中酒展官方服务号

Business cooperation

Manager Huang 189 7167 6107 (Same as WeChat)

Follow CWE and obtain the latest information!

