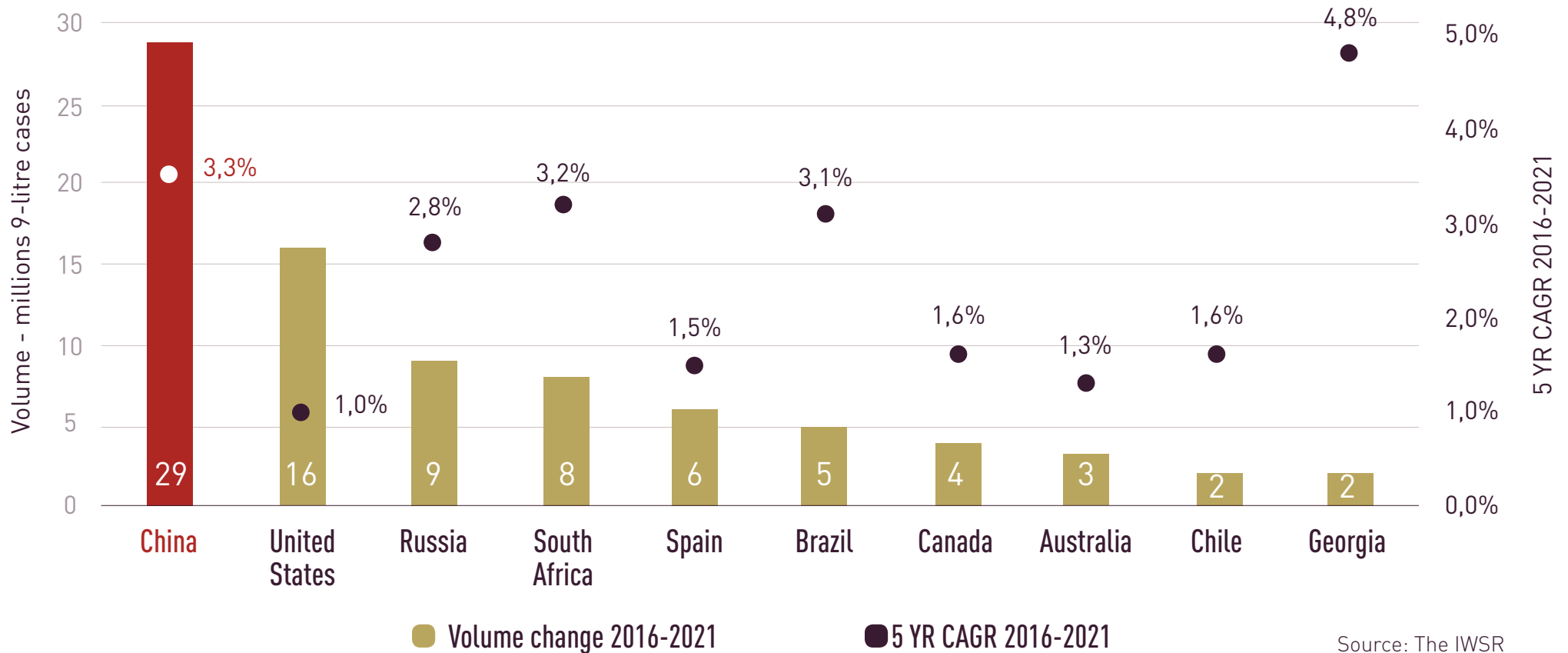


# STILL WINE IMPORTED GROWTH

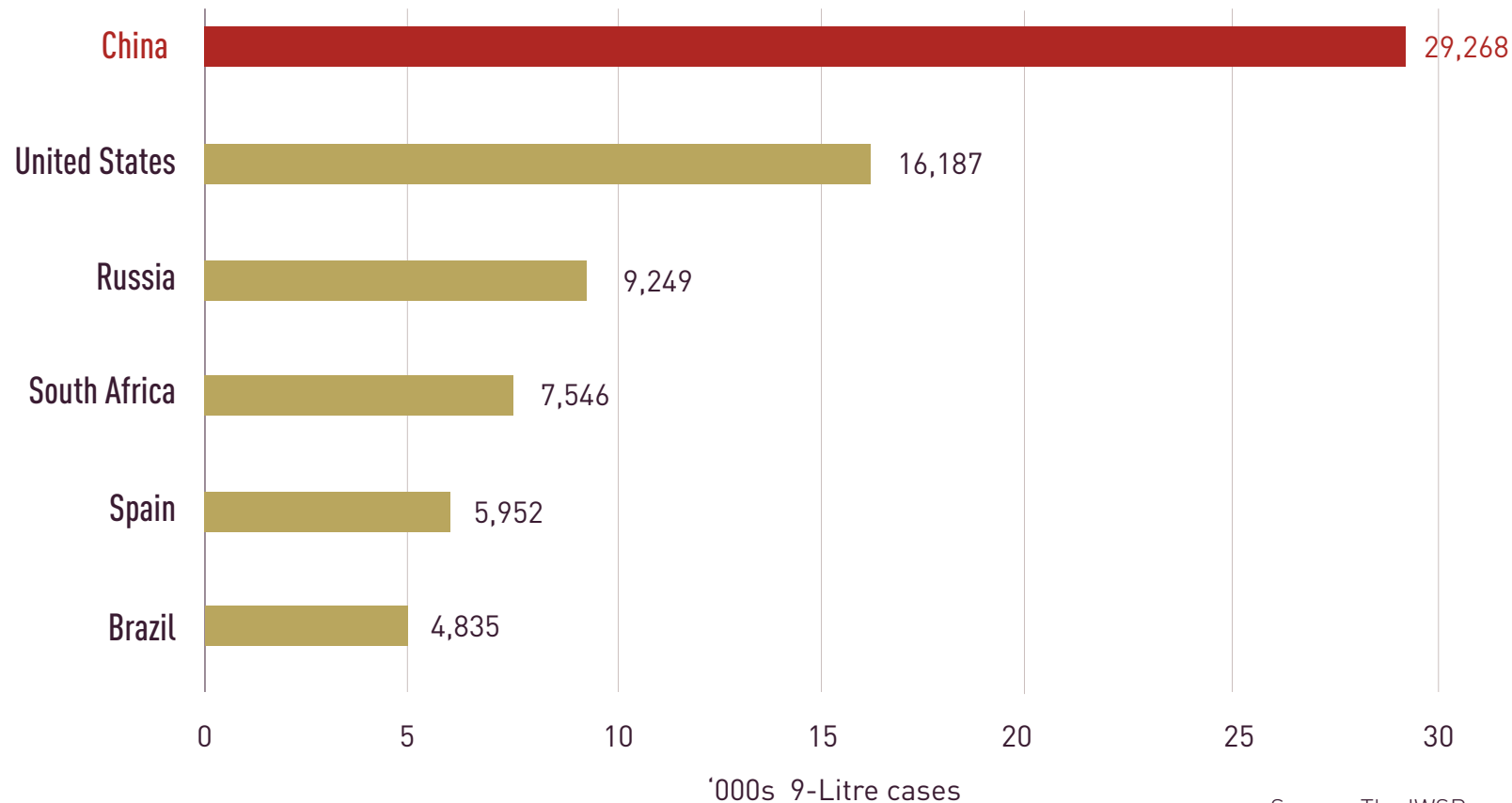
## CHINA TO DRIVE GROWTH TO 2021



**China's** massive expansion will lead to it leapfrogging above the US and France as **the world's third-largest importer of still wines by 2021.**

# STILL WINE CONSUMPTION: FASTEST GROWTH MARKETS / 2016-2021

## CHINA TO LEAD GROWTH



In volume the Chinese wine consumption will rise from 162 million cases (12 bottles, so 9 litres) to 192 million **(+18,5%)**.

Source: The IWSR

# WHO WILL VISIT?

**5,000 TO 7,000  
TRADE VISITORS  
EXPECTED**

**WITH OVER  
400 EXHIBITORS**

## KEY DECISION MAKERS

- IMPORTERS
- DISTRIBUTORS
- WHOLESALERS
- RETAILERS
- HYPERMARKETS
- SUPERMARKETS
- E-COMMERCE
- HOTELS & RESTAURANTS
- SPECIALISED SHOPS

## MAIN CHINA MAINLAND CITIES TARGETED

