

Profile Data ProWine China 2014

VISITORS BREAKDOWN BY REGION

<u>Region</u>	<u>No. of Visitors</u>	<u>Percentage (%)</u>
Shanghai	4,186	51
Outside Shanghai	2,991	36
Outside China	1,020	12
Press	82	1
Total dedicated visitor for ProWine	8,279	100.00
FHC visitors interests in Wine a Spirtis	6,451	
Grand Total:	14,730	

VISITORS BREAKDOWN BY SECTOR

<u>Sector</u>	<u>Percentage (%)</u>
Retail / Supermarket	30.76
Importer / Distributor	25.14
Wholesaler	14.23
Hospitality	10.96
Catering	5.86
Wine Manufacturing	4.53
Consultants / Services	8.51
Total	100.00

VISITORS BREAKDOWN BY JOB TITLE / FUNCTION

<u>Job Title / Function</u>	<u>Percentage (%)</u>
President / CEO / Managing Director / General Manager / Store Manager	29.03
Purchasing Manager / Buyer	25.51
Sales / Marketing / Communication	4.97
Owner / Partner / Proprietor / Store Manager	9.12
Executive Chef / Chef	2.44
Enologist / Sommelier	13.41
Trading Staff	6.87
Food Service / Catering Manager	2.28
Press	0.93
Students from School of Hospitality and Gastronomy	0.96
Others	4.48
Total	100.00

VISITORS BREAKDOWN BY ROLE IN PURCHASING

<u>Sector</u>	<u>Percentage (%)</u>
Decisive	39.39
Crucial	30.74
Advisory	24.61
None	5.26
Total	100.00



The World's Leading International Trade Fair for Wines and Spirits in Shanghai, China.

国际葡萄酒与烈酒展览会

12.-14.11.2014

SNIEC

Shanghai, China

中国上海

www.prowinechina.com



Messe
Düsseldorf
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司
Units 307-308, Tower 1
German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
Pudong, Shanghai 201203, P.R. China
中国上海市浦东新区张江高科技园区科苑路88号
上海德意志工商中心1号楼307-308室
邮编 201203
Tel: +86-21 6169-8300
Fax: +86-21 6169-8301
Email: shanghai@mds.cn
Website: www.mds.cn



China International Exhibitions Ltd
华汉国际会议展览(上海)有限公司
Room A2402, Singular Mansion, No.318-322
Xian Xia Road
Shanghai 200336, P.R. China
中国上海仙霞路318-322号鑫达大厦2402室
邮编 200336
Tel: +86-21 6209-5209
Fax: +86-21 6209-5210
Email: cie@chinaallworld.com
Website: www.chinaallworld.com

VISITORS BREAKDOWN BY PRODUCTS / SERVICES INTEREST*



<u>Products / Services</u>	<u>No. of Indicated Interest</u>
<i>Wine, Spirit</i>	
Still Red Wine	4,524
Still White Wine	2,685
Still Rose Wine	1,853
Sparkling Wine	2,325
Fortified Wine	987
Fruit Wine	1,219
Organic Wine	1,330
Branded Wine	965
Spirits	871
Other Alcoholic Beverage	1,370
Wine-related Equipment & Service	628
Seminars and Wine Education	1,005
Total	15,930

* Visitors may indicate more than one product / service interest.

WHERE DID YOU RECEIVE THIS SHOW INFORMATION FROM

<u>Item</u>	<u>Percentage (%)</u>
Invitation from organiser	22.29
Invitation from Exhibitor	24.23
Invitation from Association or other Institutions	5.36
Newspaper / Magazines / Online News	17.52
Official Website	11.27
On ProWein Trade show in Dusseldorf	1.53
E-newsletter	2.32
Social Media (Weibo, Winchat, Linkedin etc)	2.21
Direct Recommendation from a Business Partner / Acquaintance	12.06
Telephone call from organisers representative	1.21
Total	100.00

WHERE IS YOUR BUSINESS REGION

<u>Sector</u>	<u>Percentage (%)</u>
East China	46.04
South China	16.83
Middle China	10.61
North China	12.16
Others	14.36
Total	100.00

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中国上海市浦东新区张江高科技园区科苑路88号
上海德意志工商中心1号楼307-308室
邮编 201203
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