



Foreign Agricultural Service

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# **China, Peoples Republic of**

## **Wine**

### **Export Guide**

### **2003**

Approved by:

**Scott S. Sindelar**

**US Consulate General, Shanghai**

Prepared by:

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#### **Report Highlights:**

**The decline of import duties and corresponding growth of the Chinese wine market have created new opportunities for American producers. GAIN report CH3802 describes recent developments in China's wine market. This report outlines relevant major trade shows, importing companies, and additional sources of information for marketing wine in and around Shanghai.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Shanghai ATO [CH2], CH

## I. Key Trade Shows

### SIAL China 2003

Date: April 9-11, 2003

Venue: Shanghai New International Expo Centre of Pudong, Shanghai

After a successful debut in Beijing in April 2000 and two sequels in Shanghai in April 2001 and 2002, the international organizers of SIAL-- Exposium, are returning once again in 2003. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to HRI and retail sectors. While SIAL has an excellent reputation in Europe and South America, the China show is perhaps less widely known because it competes with the more firmly established Food & Hotel China. However, the show organizers have succeeded in attracting China's leading retailers, including the country's top foreign retailer: Carrefour of France. In forging a relationship with Carrefour, Exposium has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the otherwise unapproachable retail chain. In an effort to ensure high-quality visitors, SIAL 2003 will be held in the expansive new Shanghai International Expo Centre in Pudong. ATO Shanghai will provide support services to U.S. exhibitors including an on-site booth within the U.S. Pavilion, a market briefing, and a trade reception.

Contact: Mr. François Gros, IMEX Management, Inc. (U.S. Representatives for Exposium), 505 East Boulevard, Suite 200, Charlotte, NC 28203; Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: [exposium@imexmgt.com](mailto:exposium@imexmgt.com), Ms. Natacha Grisard, SIAL China Sales Manager, 586 Fanyu Rd., Shanghai, 200052, China; Phone: (86 21) 6281 7782; Fax: (86 21) 6281 3611; Email: [ngislard@exposium.fr](mailto:ngislard@exposium.fr); or Ms. Anne Capdevielle, Exposium, 1, rue du Parc, 92593 Levallois-Perret Cedex, France; Phone: (33-1) 49 68 54 22, (33-1) 49 68 54 11, E-mail: [acapdevielle@exposium.fr](mailto:acapdevielle@exposium.fr), Internet: [www.sial.fr](http://www.sial.fr), [www.exposium.com](http://www.exposium.com).

### Nanjing International Wine Exhibition

Date: April 25-27, 2003

Venue: Nanjing International Exhibition Center

Contact: Mr. Chen Ada

phone: +(8621) 6353-0318

fax: +(8621) 6354-5080

email: [2003@forwardltd.com](mailto:2003@forwardltd.com)

The trade show is sponsored by the Nanjing Municipal Government, Bureau of Foreign Trade and Economic Cooperation, and the Sino-Norway Friendship Association.

### ChinaWine 2003

Date: August 27-29, 2003

Venue: Intex Shanghai, 88 Lou Shan Guan Rd.

Contact: Ms. Rebecca Wu

phone: +(8621) 5289-6776

fax: +(8621) 5289-6090

email: [chinafood@keylong.com](mailto:chinafood@keylong.com)

Organized by Royal Dutch Jaarbeurs & Keylong Exhibitions Service Co., Ltd.

**FHC 2003**

Date: September 16 - 19, 2003

Venue: Intex Convention Center, Shanghai

This large international show has experienced sustained growth over the past two years, to the satisfaction of American and European exhibitors alike. ATO Shanghai will provide support for U.S. companies that participate in this show.

Contact: Mr. Brendan O’C Jennings, General Manager, Montgomery Network, Room A803, Singular Mansion, 318-322 Xian Xia Rd., Shanghai 200336, China;

Phone: (86 21) 6209 5209

Fax: (86 21) 6209 5210

Email: [tmnchina@public6.sta.net.cn](mailto:tmnchina@public6.sta.net.cn).

In the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102;

Phone: (415) 433-3072

Fax: (415) 433-2820

E-mail: [Comtours@aol.com](mailto:Comtours@aol.com)

Internet: <http://www.fhcchina.com>

**2003 China International Wine and Technology Exposition**

Date: September 24 - 28, 2003

Venue: Beijing International Convention Center

Contact: Mr. Jiao Tianli

phone: +(8610) 6605-4037

fax: +(8610) 6605-4038

email: [ChinaWineExpo@sohu.com](mailto:ChinaWineExpo@sohu.com)

Organized and approved by China Council for the Promotion of International Trade (CCPIT) and other Chinese government organizations.

Although markets such as Taiwan, Singapore, and Hong Kong each buy more American wine than China, which is ranked as America’s 19<sup>th</sup> wine export market, few markets can boast the long term potential that a largely undeveloped market like China represents. Continued economic growth in China, a burgeoning middle class, reductions in import tariffs and other barriers to entry should all go a long way to increasing opportunities for American wine, but increased competition from France, Italy, Spain, Australia, Chile, and other countries could likely expand the pie without greatly affecting market share. Education, aggressive marketing, and a long term approach to the market will be key to success for American wines in China.

## II. Wine Import Companies

NB: Inclusion in this list does not imply any endorsement of these companies.

**ASC Fine Wines Co. Ltd.** - Broad range of wines from many countries, including an in-house label from the United States.  
Howard Quan, Sales and Marketing Director  
Tel:(86-21) 6473-8530  
Fax:(86-21) 6445-3202  
Email: [ascwine@sh.east.cn.net](mailto:ascwine@sh.east.cn.net)

**Beijing Sugar & Wines Fu De Trade Ltd.** (sales branch)  
Contact: Mr. Wang Jing, Deputy Manager  
Sino-Sucohol Mansion  
110 Xizhimenwaidajie, Beijing 100044  
Tel: (86-10) 6836-0990  
Fax: (86-10) 6831-7574

**Beijing Sugar & Wines, Imported Wine Company** (sales branch)  
Contact: Mr. Wang Wenyun, Manager  
Sino-Sucohol Mansion  
110 Xizhimenwaidajie, Beijing 100044  
Tel: (86-10) 6831-6715  
Fax: (86-10) 6831-7104

**Beverage Company of Asia** - Bottled wine importers.  
Mr. Phillip Lin  
1<sup>st</sup> Floor, East Building, Shen Jie Apartment,  
8 Jinan Rd., Shanghai 200021, China  
Tel: +(8621) 6387-7017  
Fax: +(8621) 6384-9667

**Chateau Harvest**  
1868 Hong Qiao Rd., Shanghai  
Tel: +(8621) 6262 0399  
Fax: +(8621) 6242 4201  
Email: [chateau\\_harvest@hotmail.com](mailto:chateau_harvest@hotmail.com)

**China National Sugar & Wines Group Corp.** (headquarters)  
Contact: Mr. Nei Xuedong, Manager of Imp./Exp. Division  
Sino-Sucohol Mansion  
110 Xizhimenwaidajie, Beijing 100044  
Tel: (86-10) 6831-7565  
Fax: (86-10) 6836-1006

**Dalian Sugar and Wines, Food Group**

Contact: Mr. Hou Zhenhao, Manager of Imported Wine Company  
712 Huanghelu, Shahe District, Dalian  
Tel: (86-411) 463-2804 or (86-411) 463-0274  
Fax: (86-411) 463-0291

**Goodwell China** - Broad range of retail and food ingredient imports with additional distribution services.

Ms. Echo King, Marketing Representative  
Tel: +(8621) 6439-5300  
Fax: +(8621) 6487-6159  
Website: <http://www.goodwell.com.cn>

**Haote Winery (Tianjin) Company Ltd** - Import several nationalities of wine;

Distribution to Beijing, Tianjin, Xian, Shanghai, Wuhan and Harbin  
Contact: Mr. Yu Qin Guo, General Manager  
#13, 9th Row North Side, Jingu Road  
Jinnan District, Tianjin  
Tel: (86-22) 8853-2228  
Fax: (86-22) 8853-2228

**Henan Provincial Sugar and Wines Corp**

Contact: Mr. Sun Hong, Manager of Wine Division  
30 Jinshuilu, Zhengzhou 450053  
Tel: (86-371) 393-7816  
Fax: (86-371) 393-7364

**Montrose Food & Wine** - Broad range of wines from many countries including the United States.

Sam Featherstone, Shanghai manager  
16F, Shanghai New Century Trade Center,  
50 HuQiu Rd, Shanghai 2000002  
Tel: (86-21) 6329-8979  
Fax: (86-21) 6323-5366  
Website: <http://www.montrosechina.com>  
E-mail: [montrose@public3.bta.net.cn](mailto:montrose@public3.bta.net.cn)

**Rentouma Huanshen Trading Co, Ltd.** - Shanghai bottled wine importers.

Ms. Gwen Chesnars  
Tel: +(8621) 6886-3979  
Fax: +(8621) 6886-2879

**Shanghai Food Import Company** - Broad range of food and beverage imports for retail and HRI.

Ms. Zhang Zhenyu, Wine import division.

Tel: +(8621) 6357-2864

Fax: +(8621) 6357-2867

**Shanghai Shenchen Trade Company, Ltd.** - Bottled wine importers.

Ms. Xu

Tel: +(8621) 6403-6633

Fax: +(8621) 6443-3733

**Summergate** - Select distributor of American and European wines.

Ian Ford, Director, Sales and Marketing - China

1205 OOCL Plaza

841 Yanan Zhong Lu

Jingan Qu Shanghai 200040 China

Tel:(86-21) 6289-1919

Fax:(86-21) 6289-2929

**Tianjin Yiyang Wine & Trade Co., Ltd** - Import of bulk wine for wineries; limited import of lower end bottled wine.

Contact: Mr.Louis Chen, General Manager

3-801, Building 3 Zhongping International Boardinghouse

41 Youyi Road, Hexi District, Tianjin 300211

Tel: (86-22) 2836-4089 or (86-22) 28364090

Fax: (86-22) 2837-0087

### III. Additional Information

ATO Shanghai's Wine Market Update (GAIN report CH3802) describes recent developments in the China's wine markets. For additional information about exporting to China or contacting ATO Shanghai, please refer to the ATO Shanghai web page (<http://www.atoshanghai.org>). The website also features ATO Shanghai's **Promotional Opportunities Report** (CH2826), which outlines upcoming activities. For additional information about marketing American wines in China, contact the Wine Institute of California:

#### **Wine Institute of California**

Anne Pemberton, Manager Winery Programs, International Department  
425 Market St., Suite 1000  
San Francisco, CA 94105  
Tel: (415) 356-7551  
Fax: (415) 512-8416  
Email: [apemberton@wineinstitute.org](mailto:apemberton@wineinstitute.org)  
Web: <http://www.wineinstitute.org>

**Shanghai Customs of The People's Republic of China** – Responsible for the regulations and inspections on import and export documents and certificates

13 Zhong Shan Dong Yi Lu  
Shanghai 200002  
Tel: 86-21-6323 2410  
Fax: 86-21-6323 2095  
Website: <http://www.shcus.gov.cn>

**Shanghai Entry-Exit Inspection and Quarantine Bureau of The People's Republic of China (CIQ)** – Responsible for the inspection of imported and exported goods.

1208 Minsheng Road, Pudong New Area  
Shanghai 200135  
Tel: 86-21-6856 3030  
Fax: 86-21-6856 5939  
Website: <http://www.shciq.gov.cn>

**Shanghai Imported Food Enterprise Association (SIFEA)** – An industry association representing food import companies; their services include facilitating the food label inspection process.

Room 1702, Hero Building, 2669 Xie Tu Road  
Shanghai 200030  
Tel: 86-21-643 9818  
Fax: 86-21-6439 8191