



**China International Alcoholic Drinks Expo 2009  
-Review**

**Venue: China International Exhibition Center  
Beijing, P.R. China**

**Date: July 3-5, 2009**

**Host: China Alcoholic Drinks Industry Association**



## **China International Alcoholic Drinks Expo 2009 -Review**

China International Alcoholic Drinks Expo 2009(Abbreviation CIADE 2009) was held successfully from **July 3-5, 2009** at **China International Exhibition Center, Beijing, P. R. China.**

China International Alcoholic Drinks Expo has become the Asia's premier wine&spirit event and continues to play an important role in creating more communication and co-operation opportunities for domestic and international alcohol drinks industry corporations. CIADE 2009 hosted **25,783** professional visitors and **19,373** sqm exhibition space was sold to **378** exhibitors from nearly 30 countries. **453** corporation/organization exhibits at CIADE 2009.

**Organized by China Alcoholic Drinks Industry Association, CIADE is designed by and for the industry professionals.** CIADE consists of Trade & Tech exhibition, Forums and Featured events. Facing the economic crisis and with the distribution channel of alcoholic drinks changing rapidly, CIADE powers Chinese and international wine&spirit producers, distributors, retailers, etc. in aspect of branding, promotion and exchanging information.

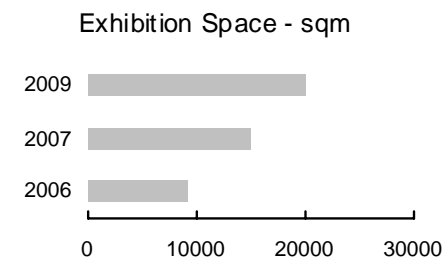
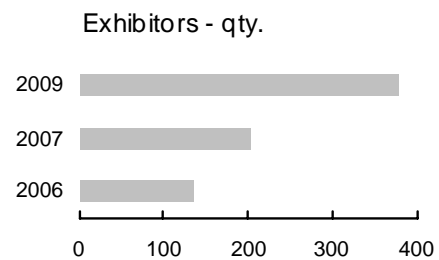


## 1. About CIADE

CIADE 2009 hosted **453** exhibiting corporation/organization, among which **321** are from China, while **132** foreign exhibiting corporations/organizations are from Australia, France, Belgium, USA, Germany, Spain, Japan, Korea and India, etc.

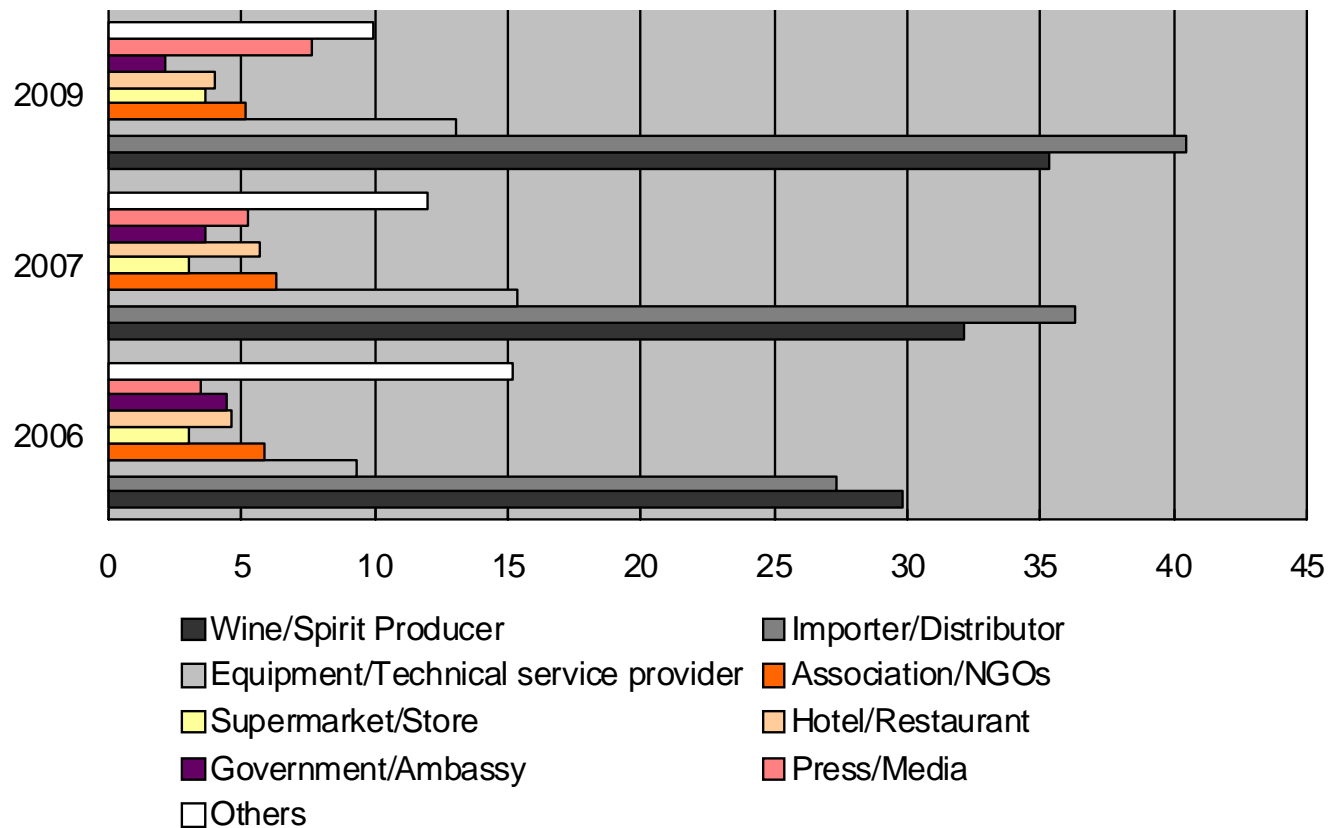
### Statistics based on 237 effective exhibitors' questionnaire shows:

- 65% exhibitors say the event exceed their expectations;
- 77% exhibitors thinks domestic visitors are professionals, better than last time;
- 68% exhibitors thinks the service of the event is very good;
- 89% exhibitors thinks CIADE will make great progress both in recognition and level;
- 23% exhibitor says chances to make deal after the event is pretty big.





### Exhibitor Breakdown - by Nature of Business

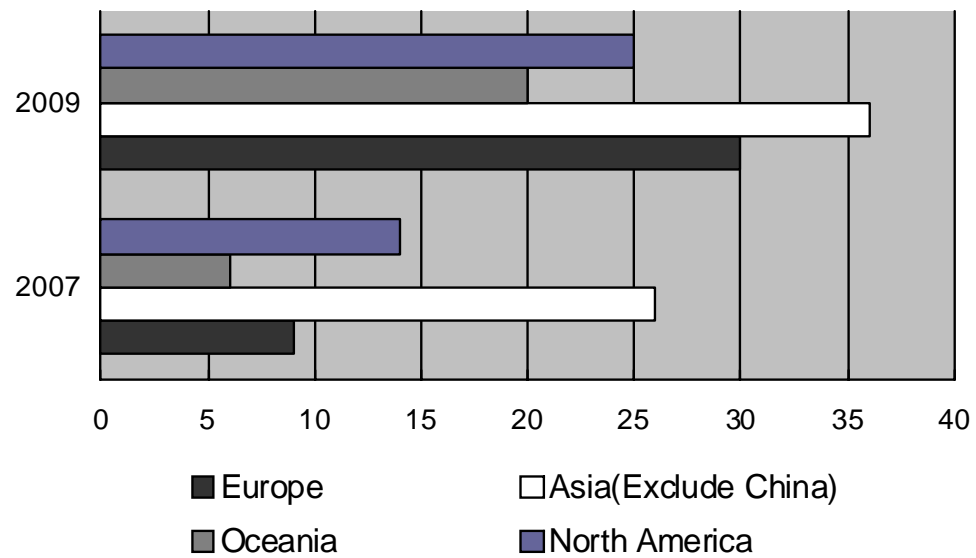


Data Audited  
by EastFair



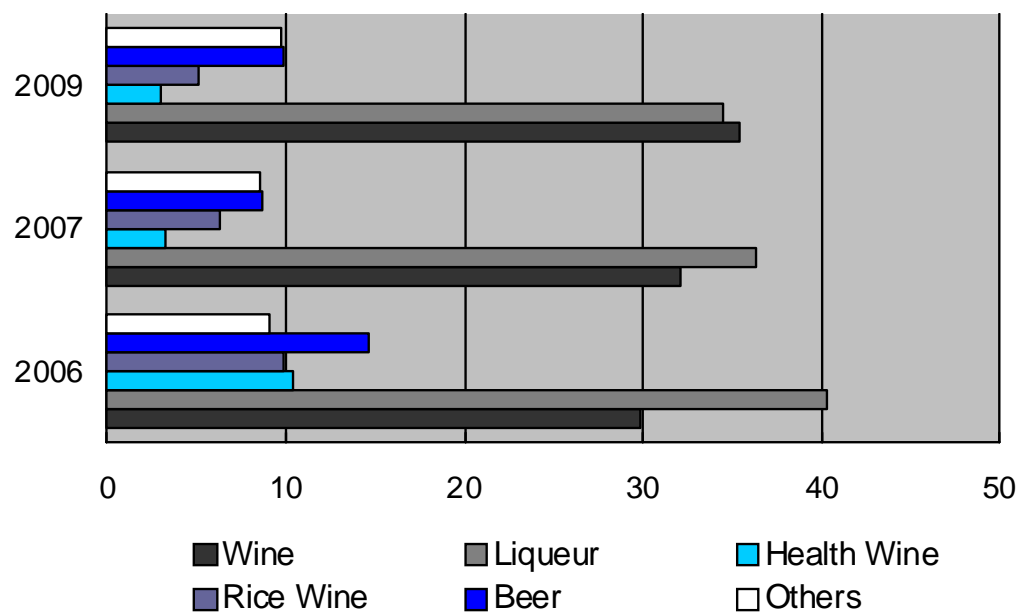


### Exhibitor Breakdown - by Geographic Region





### Exhibitor Profile - %





## **2. Professional Visitor Analysis**

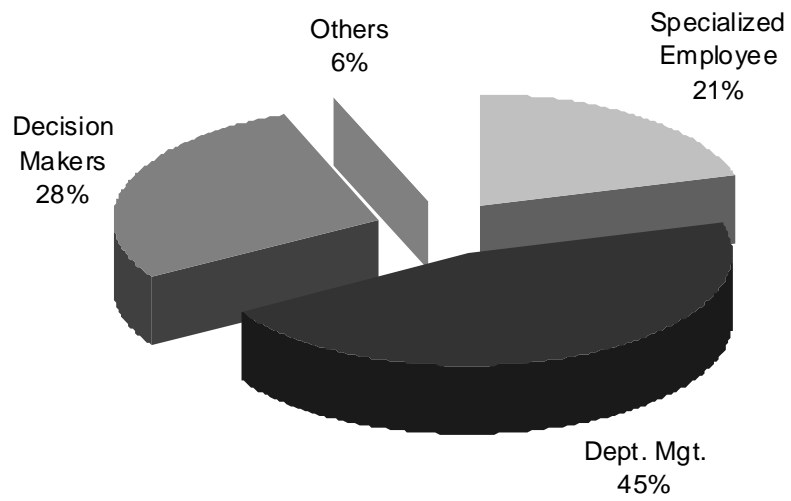
There are **25,783** professional visitors attending CIADE 2009, marking a **56% gross rate** than last show. The purpose to visit this exhibition is to collect information, sourcing / purchasing, target business opportunity, tasting and looking for agent or partner, etc.

### **Statistics based on 4,278 effective visitors' questionnaire shows:**

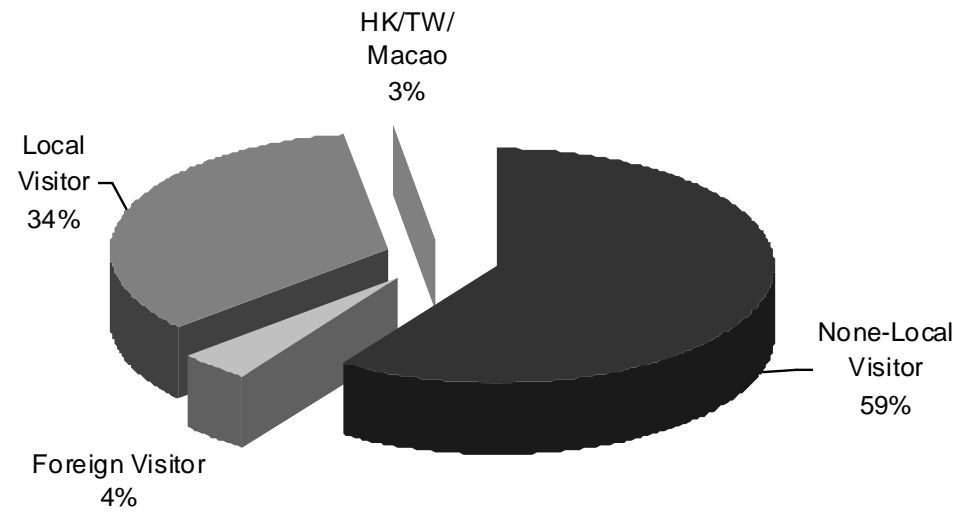
- 70.48% visitors say they meet prospective producers/agents;
- 68.34% visitors will recommend CIADE to their partners or colleagues;
- 73% visitors think the exhibits are "many", "quite a lot";
- 82.36% visitors think the exhibits' quality is "good", "excellent";
- 84% visitors think the exhibition overall organizing is "good", "excellent".



### Visitor Occupation Analysis

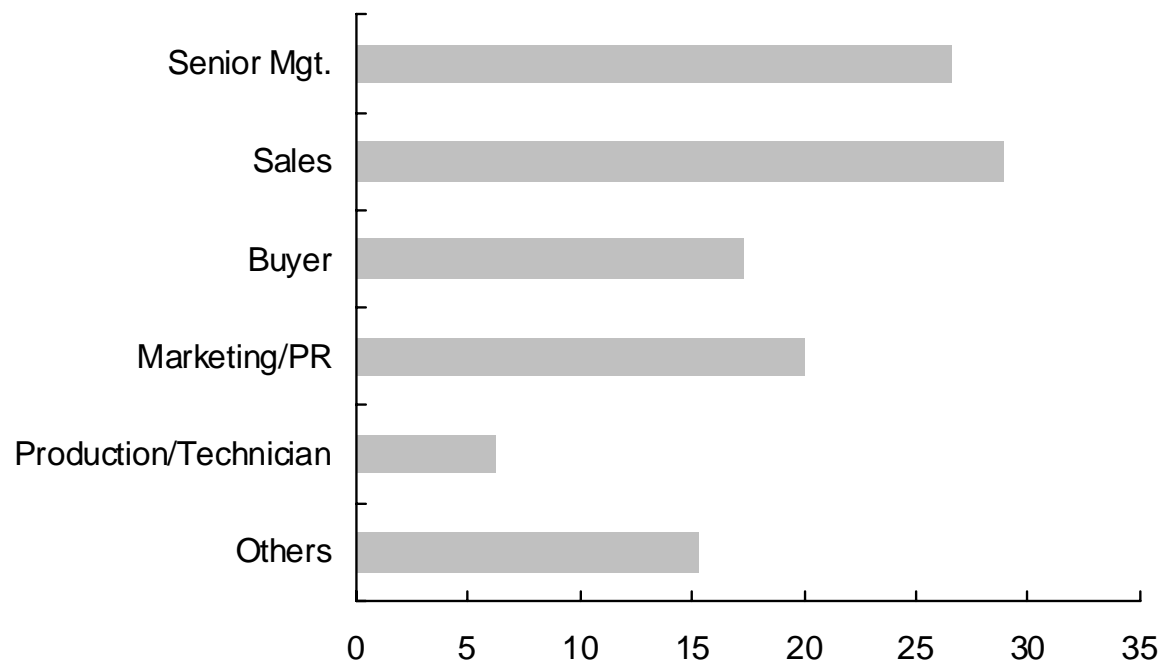


### Visitor Geographic Breakdown



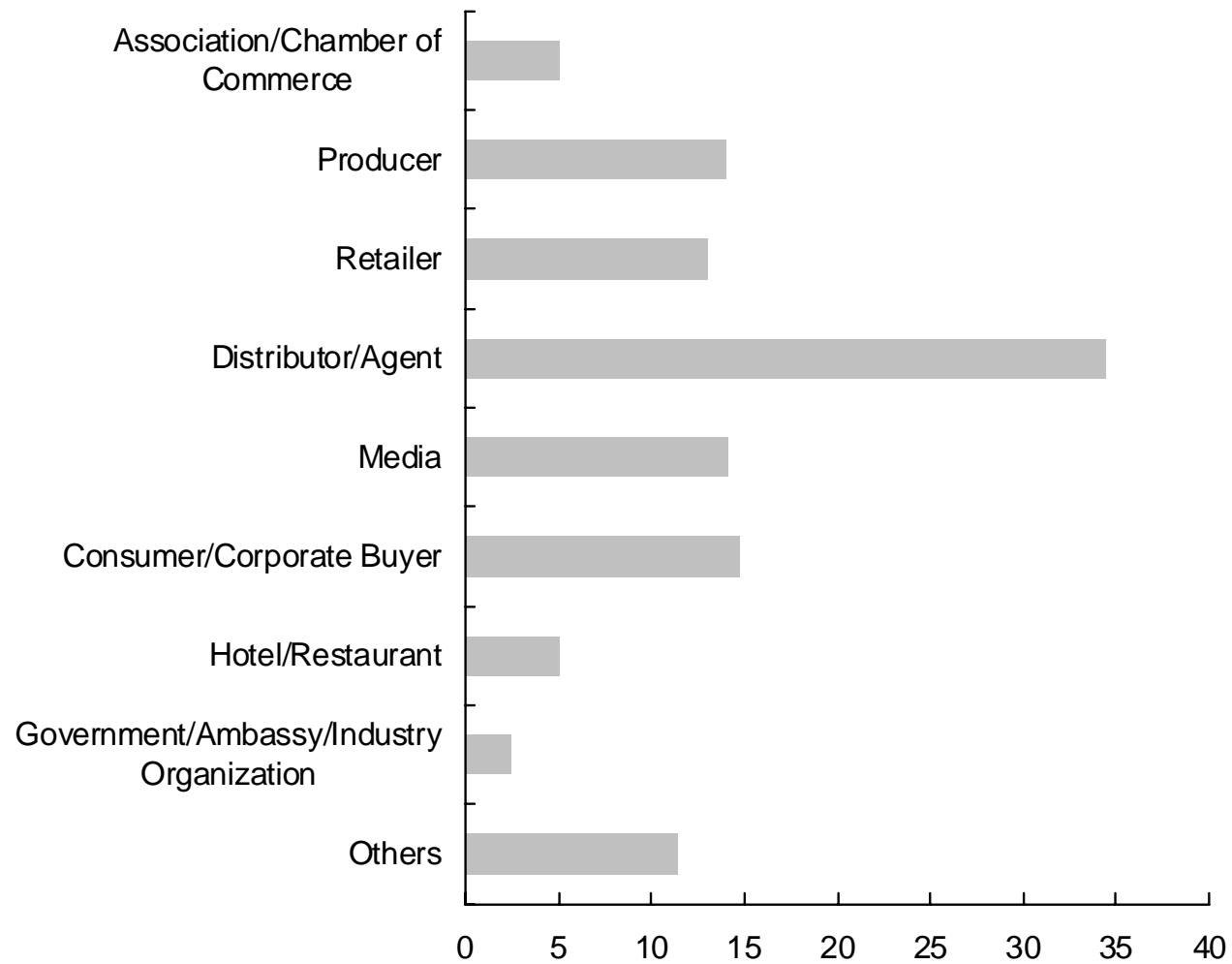


### Visitor Analysis – by Job Function



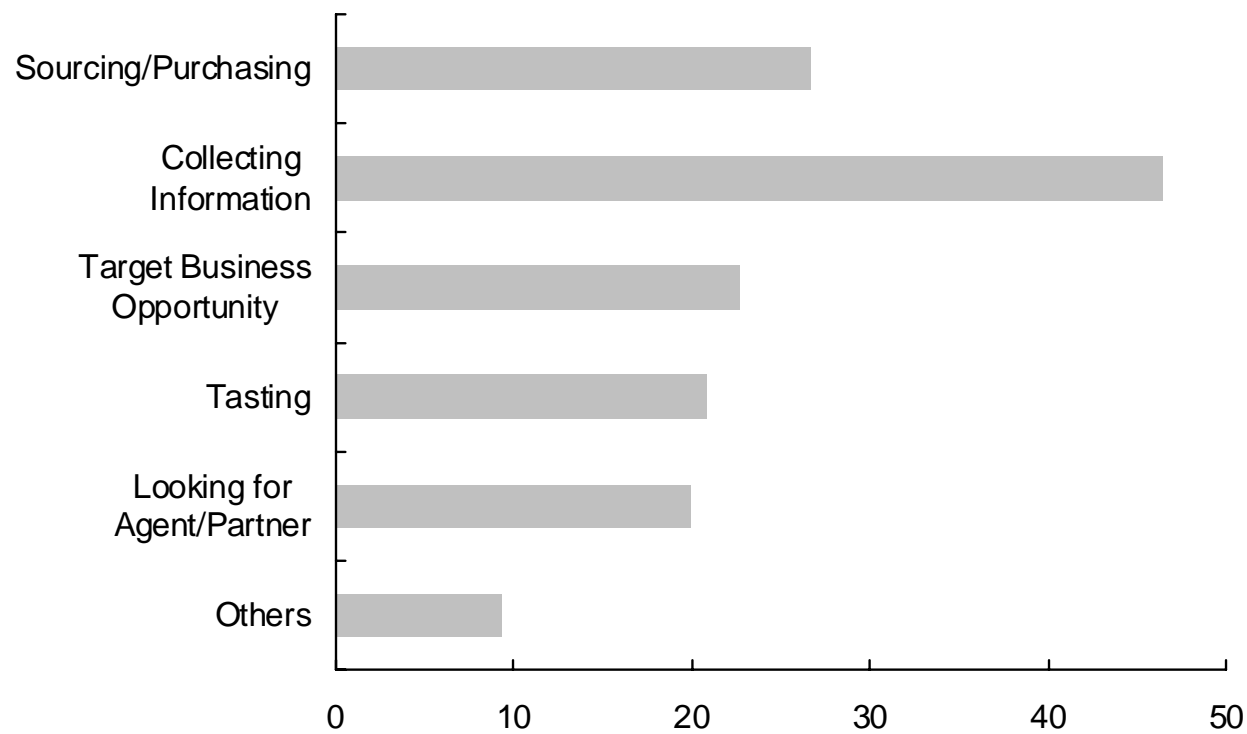


### Visitor Analysis - by Nature of Business





### Visitor Analysis – by Visiting Purpose





### 3. Featured Events

Following concurrent events benefitted CIADE exhibitors and visitors in aspect of branding, promotion and maximizing exposure to their targeted audiences.

- Opening Ceremony Banquet
- VIP Cocktail Party
- CIADE International Wine&Spirit Competetion
- Packaging&Design Awards
- Wine Tasting Event
- National Wine Tasting Awards



CIADE Opening Ceremony



Wine Tasting at CIADE



VIP Party



#### 4. Forums

China International Alcoholic Drinks Expo featured **121 speakers** in 2009. The speakers include **government officers, industry association/organization representatives, CEOs and executives of industry leaders from both China and abroad, technical experts**, etc. What they say and think about the alcoholic drinks industry matters much.

- Creative Marketing in Alcoholic Drinks Industry Forum & China Alcoholic Drinks Industry Market Committee Launching Ceremony
- Chinese Alcoholic Drinks Industry Dealers' Summit
- International Wine&Spirit Producers' Forum & 4<sup>th</sup> Edition Chinese Top Wine&Spirit Producers' Panel Conference
- Chinese Wine&Spirit Business Start-up Forum
- Alcoholic Drinks Packaging & Anti-Counterfeiting Technology Forum



CADA Members' Conference



CADA Market Committee  
Launching Ceremony



CIADE at a Glance



Tech Exhibition at a Glance



## 5. China Alcoholic Drinks Industry Overview

While wine being over-produced and price dropping down in some wine producing countries, China steps into its booming era of the consumption of wine and spirit products in these years.

Wine consumption will increase by 65.52% in China from 2001-2010, 6.5 times as compared with the global average growth. Whisky import increased by 118.54%, vodka 126.01%, liqueurs 78.29% and brandy 43.29% in 2007. Beer per capita consumption reached 23 liters and 27.6 liters in 2006 and 2007, ranking as the foremost in the world for the past four years.

China's dropping tariff on import wine

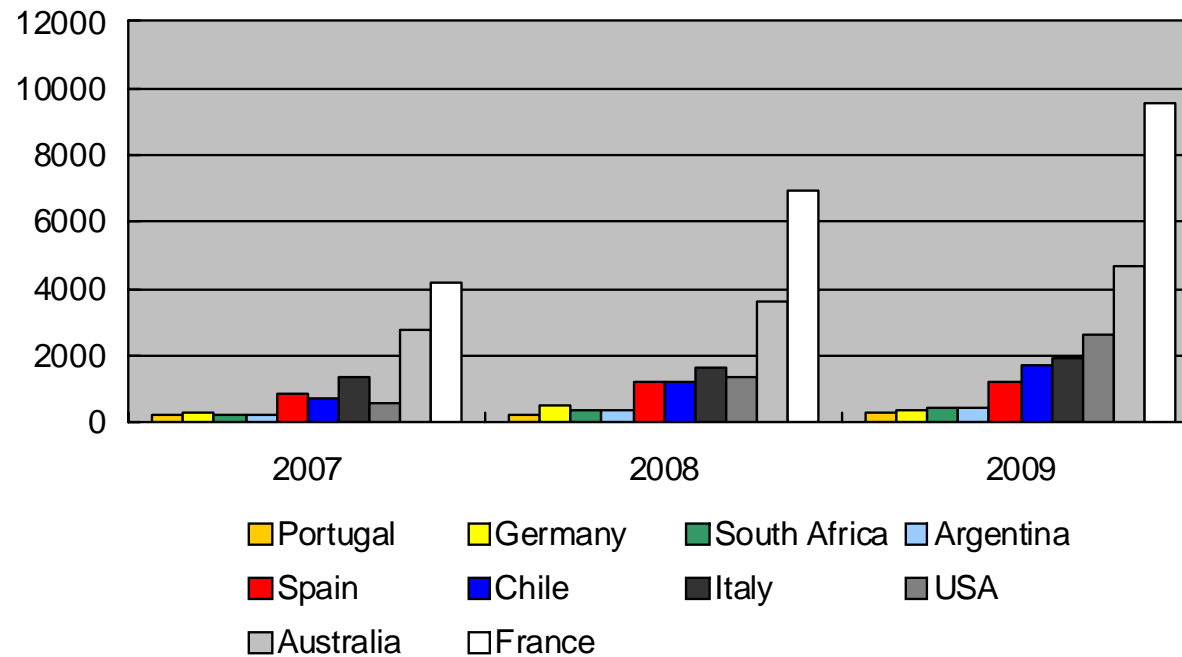
| Category                    | Before 2005 | After 2005 |
|-----------------------------|-------------|------------|
| Bottled Wine Import Duty    | 43%         | 14%        |
| Bottled Wine Composite Duty | 85.9%       | 48.2%      |
| Bulk Wine Import Duty       | 43%         | 20%        |
| Bulk Wine Composite Duty    | 85.9%       | 56%        |

China's import volume of alcoholic drinks in 2006, 2007

| Category  | 2006 Imp. Volume<br>(kilolitre) | 2007 Imp. Volume<br>(kilolitre) |
|-----------|---------------------------------|---------------------------------|
| Bottled   |                                 |                                 |
| Wine      | 20,229                          | 42,300                          |
| Bulk Wine | 95,437                          | 105,100                         |
| Beer      | 21,320                          | 20,000                          |
| Alcoholic | 8,000                           | 8,807.92                        |

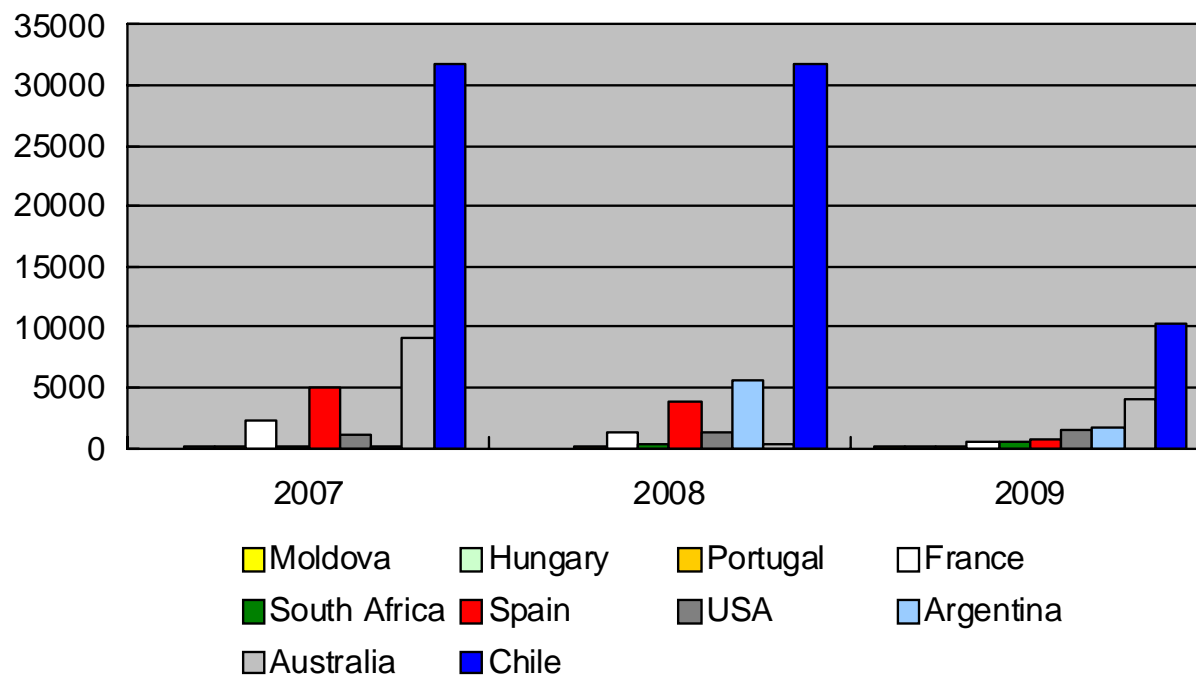


**2007 – 2009 (January - April) Chinese Custom's Data  
on Still Wine (<2 Liter) Import – Kiloliter**



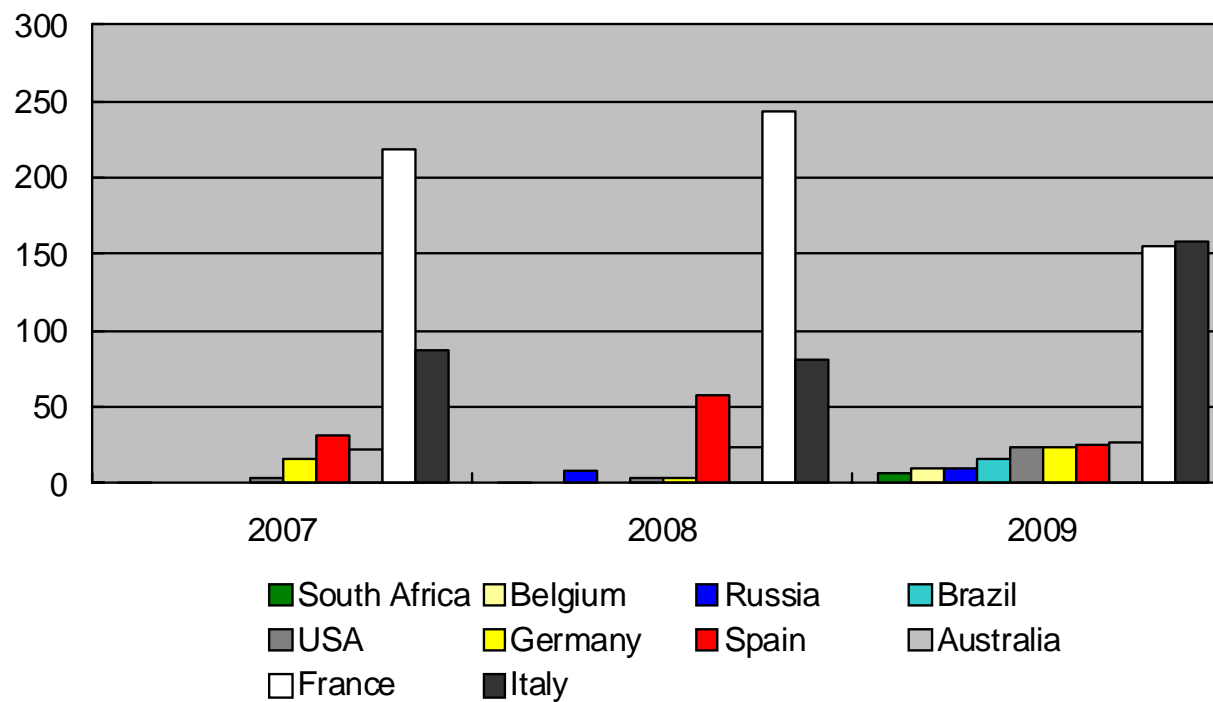


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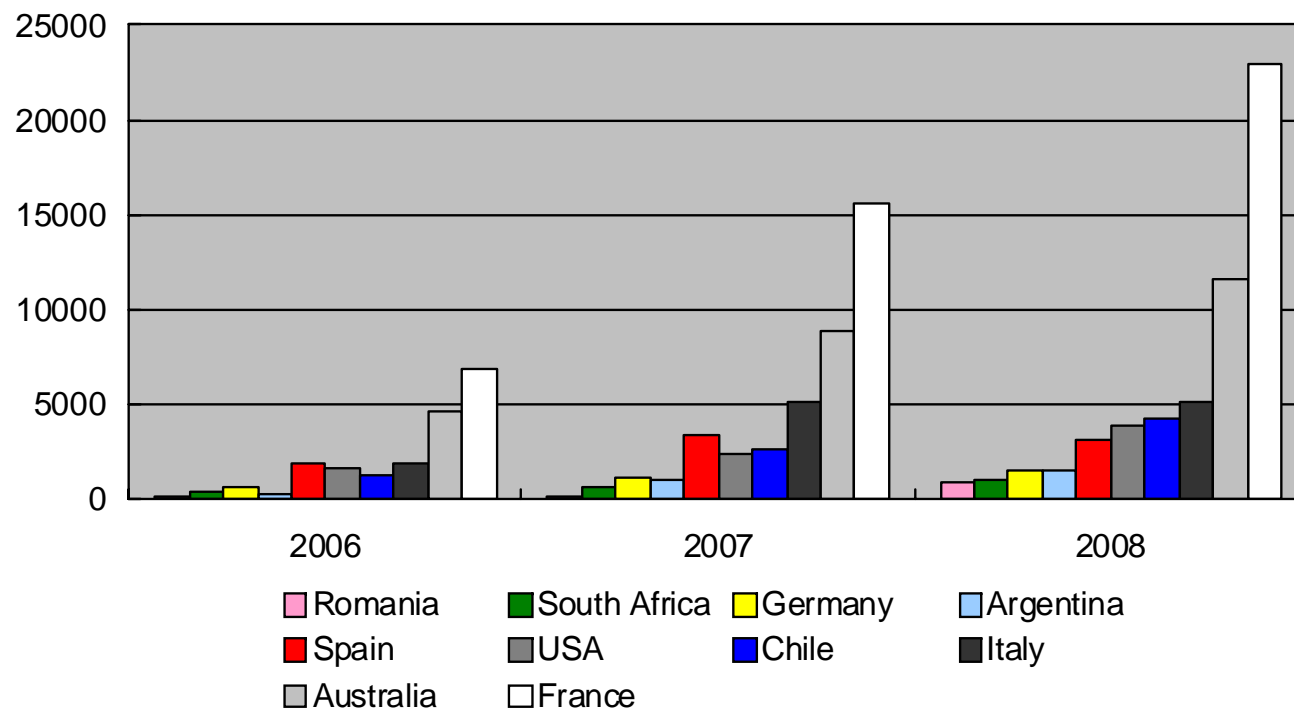


### 2007 – 2009 (January - April) Chinese Custom's Data on Sparkling Wine(Champagne) Import – Kiloliter



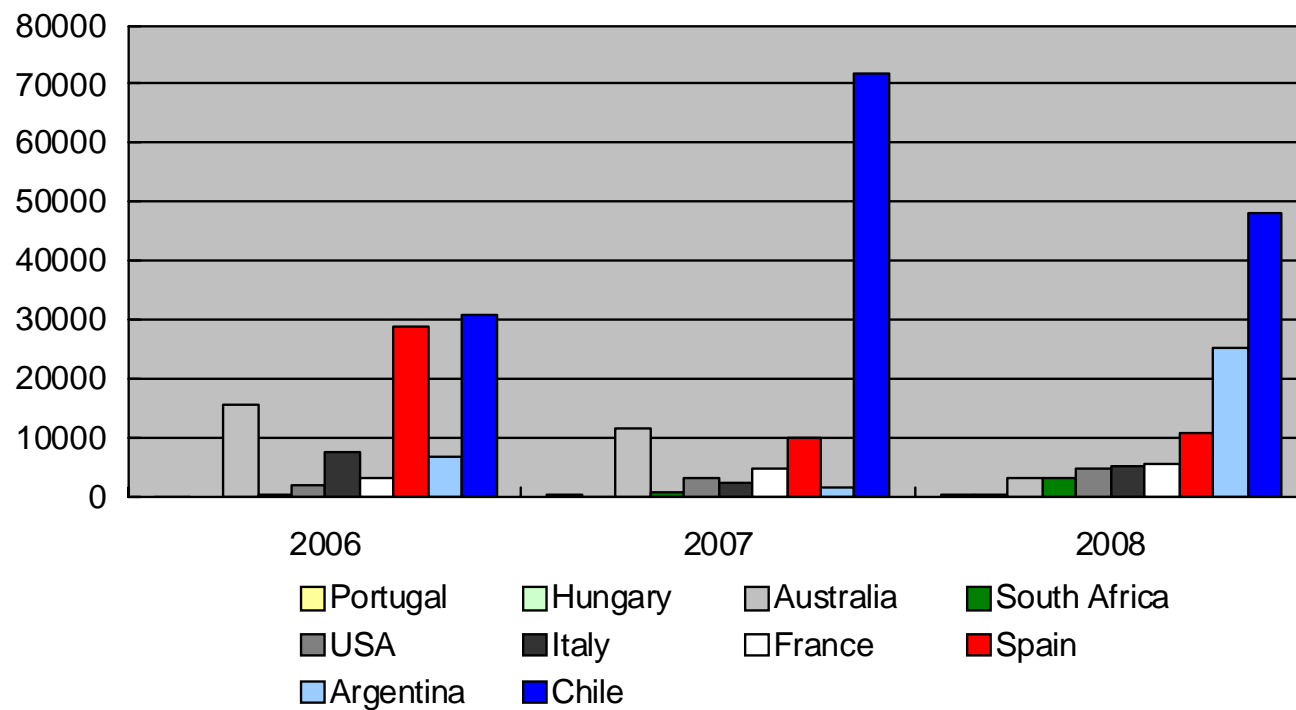


### 2006 – 2008 Chinese Custom's Data on Still Wine (<2 Liter) Import – Kiloliter



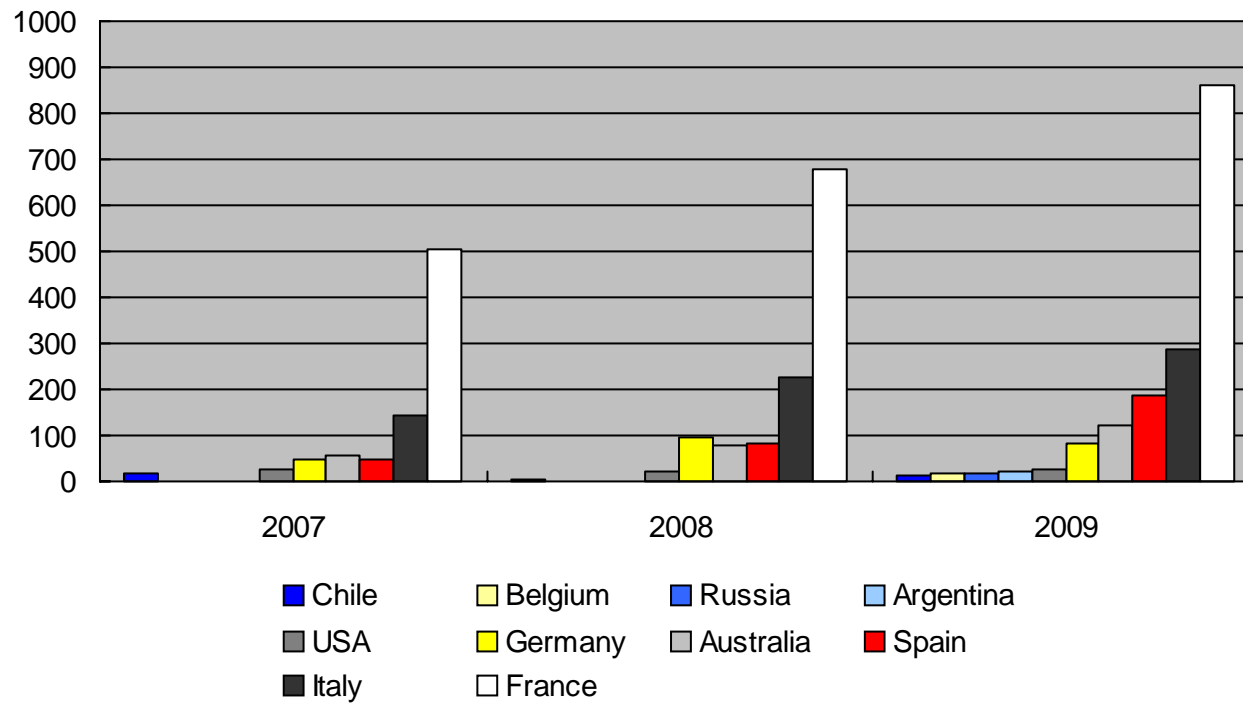


### 2006 – 2008 Chinese Custom's Data on Wine Import – Kiloliter





### 2006 – 2008 Chinese Custom's Data on Sparkling Wine(Champagne) Import – Kiloliter





## 6. Press

CIADE 2009 proudly announced to have below media/press as our partners(part listed).





## **7. About Organizer**

Established in 1992, China Alcoholic Drinks industry Association (CADA) has 9 branches, 30 local associations and 2,000 plus members, including manufacturers, distributors, retailers and group buyers, etc.

Authorized by the Chinese government, CADA is responsible for drafting and implementing the trade planning, product & trade standards, and coordinating with the related functions to carry out the trade inspection, quality appraisal & management, product certification, etc.

The CADA chief also acts as the Vice Director of China Wine & Spirits Distribution Bureau of Ministry of Commerce, to be responsible for the management & supervision of wine & spirits distribution.



## **8. Prospecting**

Many thanks to all thousands of CIADE 2009 exhibitors and attendees from both China and abroad, making China International Alcoholic Drinks Expo truly become the **Asia's Premier Wine&Spirit Event**.

Facing the economic recession and new challenges underlying the industry, CIADE will shoulder the responsibility and make our contribution to Chinese and the world's alcoholic drinks industry.

**China International Alcoholic Drinks Expo**

**Organizing Committee**

**August 3rd, 2009**