

*Third edition scheduled in Shenzhen (China) from today until Sunday 11 May 2025.*

**WINE TO ASIA UNDERWAY - SHENZHEN: ASIAN CAPITAL OF WINE AND SPIRITS IN**

**THE LARGEST WINE AND SPIRITS COMMUNITY IN THE AREA**

**500 EXHIBITORS FROM 30 COUNTRIES WITH 50 ITALIAN WINERIES**

**15,000 OPERATORS EXPECTED TO ATTEND THE BUSINESS AND LIFESTYLE EVENT**

**NEW ENTRY IN 2025: EXTRA VIRGIN OLIVE WITH SOL2EXPO**

**The event organized by Veronafiere confirms Shenzhen as the most appealing location for buyers, HoReCa operators, mixology bar tenders and influencers from all over China, Japan, Singapore, South Korea, Taiwan, Hong Kong and Macao - with the latter cities joining Shenzhen to make up the trio of Greater Bay Area capital cities. Many Masters of Wine and Master Sommeliers also present. Starting with this edition, the offering will be expanded with the debut of SOL2EXPO.**

**Shenzhen, 9 May 2025** – Five hundred exhibitors from 30 countries, including 50 Italian companies in an all-Italian area set up in collaboration the ICE Trade Agency, not to mention 15,000 operators expected from China, Japan, Singapore, South Korea, Taiwan and Hong Kong, Macao and Shenzhen, the economic trio of 67 million inhabitants of the Greater Bay Area. These are the facts and figures for the 3rd Wine to Asia event, the largest wine and spirits community in the area represented by the international show opening today in Shenzhen (Convention & Exhibition Center - Futian) until 11 May. Organized by Veronafiere Asia and Vinitaly, "the event combines a business DNA with an experiential lifestyle programme for Chinese and more generally Asian consumers. The event enjoys the strong backing of the Italian government with the Embassy, Consulate, and ICE Trade Agency in the front line, joined all the more, as of this year, by CCIPT Shenzhen, the government body for the international trade promotion", said **Simone Incontro**, director of the Veronafiere office in the People's Republic of China. A change of perspective for the trade fair event that sees the Greater Bay Area as its starting point and the whole of Asia as its strategic horizon.

Innovations at this year’s growing edition include the debut in China of the California Wine Institute, *Bettane Desseauve*, the authoritative French wine media and criticism institution, and SOL2EXPO. The Veronafiere show for the olive oil supply chain is taking part in Shenzhen with a programme of events ranging from masterclasses and guided tastings of products taking wards at the Sol d'Oro Competition, to mixology ideas based on extra virgin olive oil with exhibiting companies from Italy, Spain, Greece and China.

"Once again this year, Vinitaly takes its successful business model to Shenzhen in Southern China, the economic hub of the Greater Bay Area," said **Massimo Ambrosetti**, the Ambassador of Italy to China during the inaugural ceremony. “In just a handful of years, Wine to Asia has established itself as a strategic event confirming the enormous interest in quality food and wine in this region. Wine," the Ambassador went on, "is not merely an export product but also and especially a central feature of the Italian identity and culture. I firmly believe that initiatives such as this help importers and consumers gain a better understand the quality and value of our products. Efforts to support our companies, especially those in the agro-food sector looking at China with growing interest, take into account constantly increasing demand for top-quality products by Chinese consumers."

For three days, Wine to Asia in Shenzhen will be centre of gravity of a market worth approximately 9.4 billion dollars as regards consumption of imported wines in Asia's main demand countries (China, Japan, South Korea, Thailand, Vietnam, India and Philippines). Analysis by the Uiv-Vinitaly Observatory based on IWSR figures conducted on the occasion of Wine to Asia suggests that after the sharp decline 2019-2023 caused by falling consumption in China, the market will resume growth, with a forecast of +16% from 2024 to 2028 (to 10.9 billion dollars). In more detail, consumption of imported wines will grow above all in China by 23% (to 4.4 billion dollars) and South Korea (+28%) but also in Vietnam, India, Thailand, and the Philippines, with two-figure increases of even up to 30%. Japan remains stable (+3%), posting an estimated consumer value of 3.4 billion dollars. As regards Italy itself, the consumer value of Italian wine in these countries comes to more than 1.1 billion dollars overall, with a forecast of 1.24 billion (+11%) by 2028.

**Haobo Yang**, Deputy Director General of the China Council Promotion of International Trade in Shenzhen, confirmed that the metropolis "connects global markets with as area of strong development in terms of both trade and the industrial eco-system, with a GDP in 2024 coming to 453 billion euros, with growth of 5.8%".

This area in particular, and China in general, offers enormous potential for Italian wine and spirits producers, as **Francesco Pensabene**, Director of the ICE Trade Agency for China and Mongolia, pointed out: "ICE is involved with the largest collective grouping of Italian wines on the Chinese market where Italian products enjoy top-level positioning in terms of consumer perception as they become increasingly refined, informed and attracted by the history, culture and territories of origin of Made in Italy labels. Forecasts suggest strong development and we must move on to phase two by implementing agreements with large-scale distribution and ensuring greater cohesion by delegations of Italian wineries approaching this market."

15 master classes and tastings are scheduled for Wine To Asia. These include one guided by the founder of the World Marselan Day, Jim Boyce, with a tasting embracing more than 40 bottles of Chinese Marselan and whisky. “European Quality Wines: Taste the Difference. A journey through Italian Regions” by Unione Italiana Vini, guided by Filippo Bartolotta. The “Is Wine Dead?" comparison, on the other hand, is entrusted to MW Debra Meiburg.

The *Loong's Toast x YGCW* pavilion also returns, showcasing the new Chinese wine movement, while the "Wine on the Go: “Nomadic Winemakers & Local Terroirs” master class will feature three young Chinese winemakers - Luo Yuchen, Ian Dai, and Ma Jie. It will include a live video call with New York City for a symbolic cross-cultural toast with the Association of Young Chinese Winemakers hosting an event in the United States for the first time ever.

Wine to Asia 2025 also boasts a schedule of 66 events for nine days from today that will animate 66 of the trendiest venues in Shenzhen, Guangzhou, Hong Kong, Xiamen and Zhuhai with mixology proposals and menus featuring new pairings even with NoLo wines. The Pop-Up areas at Wine to Asia 2025 also include Grana Padano by De' Longhi, which also offers a Lifestyle Lounge and a calendar of themed days *(Champagne Day, Sake Day, Shangri-La Day).*

The inauguration ceremony was attended by the Consul General of Italy in Guangzhou, **Valerio DeParolis**, **Daniel Nikolić**, Assistant to the Secretary General of the Republic of Serbia, and **Consuls General in Guangzhou**, **Gina Andreadi** from Greece, **Daniel Dominguez** (Mexico), **Renato Hovrath** (Hungary),**Gonzalo Rubilar** (Chile), **JonAnn Flemings**, Director of the US Agricultural Trade Office in Guangzhou, the President of the Italian International Chambers of Commerce in China, **Lorenzo Riccardi** and **Massimiliano Tremiterra**, head of the ICE Trade Agency office in Guangzhou.

Veronafiere's international wine event calendar continues with the upcoming Vinitaly USA, scheduled in Chicago on October 5 and 6, 2025, while Wine South America in Bento Gonçalves, Brazil, has just successfully concluded.

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