

ProWine Shanghai 2025: Anchoring Opportunities in Times of Change, Fostering Long-Term Industry Growth

- **Rooted in China, the Premier Platform for Global Brands to Enter the Market**
- **Empower Brand Localization and Expand Diversified Market channels**
- **Thematic Curated Zones Demonstrate the Future Trends**

Amid global market realignments and evolving product landscapes in the wine and spirits industry, **ProWine Shanghai 2025** will once again return with its hallmark professionalism and innovative experiences, helping trade visitors encapsulate the show. Taking place from **November 12 to 14, 2025**, at the **Shanghai New International Expo Center**, the event remains the premier trade fair for wine and spirits in Chinese Mainland. ProWine Shanghai continues its commitment to professionalism, providing the industry with a forward-looking platform to explore long-term and sustainable growth strategies.

Rooted in China, the Premier Platform for Global Brands to Enter the Market

Leveraging its extensive influence in mainland China, ProWine Shanghai 2025 serves as a gateway for international wine and spirits brands to enter and explore the Chinese consumer market. The fair provides a comprehensive solution for global brands to connect swiftly with importers, distributors, retailers, and end buyers, solidifying its position as the trusted platform for international brands entering China. Additionally, through targeted content promotion and high-impact exposure, the fair helps brands enhance their visibility and influence in the market.

ProWine Shanghai 2025 will welcome numerous national pavilions, including those organized by the German Federal Ministry of Food and Agriculture (BMEL) and the German Wine Institute (DWI), the National Wine Agency of Georgia, the Development Agency of Serbia, Wines of South Africa, and New Zealand Winegrowers. Notably, Spain will feature four sub-regional pavilions: CATALONIA-PRODECA, D.O. Toro, IPEX Castilla-La Mancha and Junta de Castilla y León with its debut at ProWine Shanghai.

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On the domestic front, leading Chinese wine regions such as Ningxia's Helan Mountain East Foothills Industry Park Management Committee will debut a joint pavilion featuring sub-regions across Ningxia, building on Yinchuan's consecutive four-year participation. Exhibitor groups from Xinjiang and Shandong (Yantai region) will also showcase their offerings.

Mr. Josh Gu, Project Director of ProWine Shanghai, remarked: "We recognize the immense potential and unique appeal of the Chinese market. ProWine Shanghai is dedicated to be the provider of an efficient and professional platform for global brands to connect with industry partners and buyers. Here, exhibitors can not only access high-quality business resources but also gain insights into China's wine consumption trends, different channels, and shifts in younger consumer preferences."

Empower Brand Localization and Expand Diversified Market Channels

ProWine Shanghai is committed to introducing premium international brands to China and facilitating their localization. This year, ProWine Shanghai has partnered with Spain's DO Montsant region to host city roadshows and masterclasses, connecting brands with key distribution channels and target trade visitors. Through curated content and resource integration, ProWine Shanghai helps international brands achieve local penetration—from debut to recognition—unlocking long-term value for exhibitors.

With over a decade of experience in China, ProWine Shanghai has built a robust network spanning producers, distributors, and industry experts, strengthening cross-border collaboration and driving efficient industry exchanges. This year, the team in Shanghai organized delegations of buyers, educators, KOLs, and media to visit Spain and Australia for firsthand insights into regional cultures and market trends. These initiatives foster deeper interactions and create opportunities for international brands to connect with the local market.

In 2025, ProWine Shanghai will expand its reach with over 80 city roadshows, with new locations including Taizhou, Taicang, Jining, and Deyang. By deepening channel connections and addressing real market needs, ProWine provides a platform for brands and regional distributors to collaborate and explore new opportunities through city roadshows expand into lower-tier cities.

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Mr. Xinghui Leng, owner of Château Chanson from Ningxia wine region, shared: “Over our three-year partnership with ProWine, we’ve strengthened our brand presence and expanded our distribution network in China. ProWine’s tailored regional activities have enabled us to engage with key distributors and gain valuable market insights. The platform has delivered tangible returns, and we look forward to continuing this collaboration to seize future opportunities in China’s wine market.”

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Thematic Curated Zones Demonstrate the Future Trends

ProWine Shanghai 2025 will feature meticulously designed zones and on-site events that reflect its forward-thinking approach to industry trends. Highlights include the “ProWine Bar,” showcasing premium global spirits, and the “ProWine Zero” zone, dedicated to alcohol-free products in response to health-conscious consumption trends. These special zones not only enrich the fair’s offerings but also help the industry identify growth opportunities and drive innovation.

Marking a milestone for China’s domestic wine industry, Helan Qingxue Vineyard will host its 20th anniversary celebration during the fair, bringing regional narratives and brand spirit to life.

ProWine Shanghai 2025 is stay alongside to industry growth, as reflected by its recently released ProWine World Business report 2025 – China. The report analyzes key growth markets in Asia, offering guidance for future opportunities. Prof. Dr. Simone Loose from Geisenheim University noted: “The report highlights optimism about China’s wine market, with white wines and sparkling wines expected to gain traction. Key growth drivers include attracting new consumer segments, exploring new consumption scenarios, and leveraging culturally resonant digital storytelling strategies.”

As a global leader in wine and spirits trade fairs, ProWine Shanghai 2025 remains attuned to market shifts and evolving buyer needs. This year’s edition will focus on feature enriched content, and in-depth trend analysis to elevate platform value and drive industry-wide growth for exhibitor and visitors. Being a strong push to the market and positive outlook toward 2026.

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ProWine Shanghai 2025 will be held from November 12 to 14 at the Shanghai New International Expo Center. For more information, visit www.prowine-shanghai.com.

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