

Leading OEM Wine Buyers of China Coming to Shanghai in November 2019

In 2019, the [International Bulk Wine & Spirits Show \(IBWSS\)](#) will be coming to Shanghai for a special two-day event on November 5-6 that will involve the participation of many of the top players in the Chinese OEM wine market. As a result, attendance at IBWSS China 2019 represents a unique and unparalleled chance to grow your bulk wine, private label or OEM wine business in China.

IBWSS China is a one-of-a-kind event that will be taking place in Mainland China



for the first time ever. It will be based on similar IBWSS events have taken place in San Francisco and London, which both originated as a result of the spectacular success of the bulk wine and spirits market on a worldwide basis. “We’re really excited to be bringing the IBWSS show to Shanghai in 2019,” says Sid Patel, Founder and CEO of Beverage Trade Network (BTN), which is the organizer of the show. “The OEM wine market continues to expand at a double-digit growth rate in China, and this show is arriving at exactly the right time.”

Ever since China joined the World Trade Organization (WTO) in 2000, the nation has been the go-to wine market for top foreign wine producers – but primarily as a consumer market. In the past several years, the growth of the Original Equipment Manufacturers (OEM) business model has added a new source of dynamism and excitement to the overall Chinese wine market. The OEM wine market has intensified the demand for high-quality bulk wine from foreign wine producers that can then be distributed across China.

In 2019, the high-profile meeting place for the demand side and supply side of China’s OEM market will be Shanghai, which has emerged as China’s No. 1 wine city, surpassing Beijing. The city has a rapidly developing on-trade and off-trade wine business, as well as many different retail sales channels for wine. Moreover, Shanghai is now a key import center for the nation’s OEM wine business, largely as a result of accelerating interest in the OEM business model by both offline brick-and-mortar retail establishments and online e-commerce giants.

One key focal point of the [upcoming IBWSS China](#) event will be the tradeshow exhibition floor, where buyers and sellers will mingle over the course of an action-packed two-day period. The leading OEM wine buyers of China will be coming to Shanghai, and they will have a chance to meet some of the top OEM wine producers in the world, including many from Australia, Europe and South America.

In addition to the main tradeshow floor, the IBWSS China event will feature two full days of speaker presentations, Q&A sessions, panel discussions and workshops. These events provide a unique opportunity for participants to become part of the Chinese OEM wine market and to meet one-on-one with some of the most important players in the Chinese wine industry. Confirmed speakers for the event include Ian Anderson Ford, Founding Partner of Nimbility; Emilie Steckenborn, Head of Education Asia at Treasury Wine Estates; and Theo Watt, Co-Founder of Thirsty Work Productions. View full list of speakers [here](#).

If you're interested in how the Chinese OEM market works and are looking for ways to become a part of this highly dynamic market, IBWSS China has you covered. Speakers will cover aspects of shipping and logistics, answer questions about marketing and distribution within China, and explain the various nuances that differentiate the Chinese OEM wine market from more familiar Western private label markets. Best of all, IBWSS China takes place in Shanghai, the dynamic commercial city that is the top market for wine within Mainland China.

So, if you are looking to grow in China and want to enroll for exhibiting, you can [register here](#).

To attend the event and the conference as a visitor, please [register here](#).

For additional details on IBWSS China, please see: www.ibwsshowchina.com

About Beverage Trade Network

[Beverage Trade Network \(BTN\)](#) hosts events, competitions, expos, tastings and conferences for the alcohol beverage industry on a global basis. BTN hosts the USA Trade Tasting event in New York, the International Bulk Wine & Spirits Show in San Francisco, London and Shanghai, and a number of other events in Asia, Europe and North America.

Beverage Trade Network is dedicated to helping producers and brand owners get closer to buyers, distributors and retailers. As part of this mission, Beverage Trade Network organizes events as part of a wider drinks initiative to introduce new brands, producers and manufacturers to the global marketplace. China represents the newest expansion of this global drinks initiative.

For more information on Beverage Trade Network:

www.BeverageTradeNetwork.com