

Wines of Germany China 2018 Activity Calender



Date	Event	Participant	Deadline / Contact
Jan 31	2017 Wines of Germany Annual Meeting <ul style="list-style-type: none"> Review of 2017 activities and market Introduction and Q&A for WoG 2018 activity plan+B3:B8 	German Wine Importers Cetified Educators	Contact: tan.wu@winesofgermany.com.cn
March 18-20	Prowein buyer Trip to Germany <ul style="list-style-type: none"> Group of buyer (retailer, e-retailer, new importer); 12 ppl Visit Prowein and Baden region/wineries 	Retailers / New Importer / Media / KOL	N/A
March 22-24	CFDF Chengdu Fair <ul style="list-style-type: none"> Only one masterclass in organized by Wine100 Speaker: Ying Sun & one MW/MS from abroad Topic: Rheingau - Glory of Riesling 8 different wines, each of 5 btls from importer Estimated masterclass attendees: 60 	Buyers / Trade / F&B / Media	Contact: june.shi@winesofgermany.com.cn
May 6-8 Shanghai	TOP50 / Wine100 Competition <ul style="list-style-type: none"> Importers/producers registration with wines available in China and supply wine samples of 4 btls Wines will be judged through blind tasting by the jointly selected professional judges of Wines of Germany and Wine100. About fifty wines will be selected as 2018 China Top50 German Wines Awards (Wines will be awarded according to their respective groups) The fifty winning wines will also receive WINE100 trophies Those who are not awarded Top50 may also receive WINE100 trophies Free promotional materials given to awarded wine suppliers WoG needs from each winning wine 6 btls for whole year Top50 promotion events 	German wine importers/wineries	Registration before 16th March 2018 <ul style="list-style-type: none"> Confirmation of registered wines by WoG before 31st March 2018 Samples sent before 15th April 2018 Contact: tan.wu@winesofgermany.com.cn

<p>May 21-23</p>	<p>TopWine Beijing Trade Exhibition</p> <ul style="list-style-type: none"> • National pavilion at main exhibition hall • Recruit up to 20 German wineries • 1 masterclass in seminar room • Estimated masterclass attendees: 60 • 6-8 wines for masterclass from exhibitors, each 5 btls 	<p>German wineries</p>	<p>Registration before 20th December 2017</p> <p>Contact: ml@deutscheweine.de tan.wu@winesofgermany.com.cn</p>
<p>May 24</p>	<p>Riesling & Co. Table Presentation in Shanghai</p> <ul style="list-style-type: none"> • Grand Tasting and Masterclass at hotel ballrooms • 25 producers/importers • 8 wines from exhibitors for the masterclass, each 6 btls • Masterclass speaker: Yang Lv MS • Masterclass Topic: The Signature Terroirs in Germany • Estimated grand tasting attendees: 400 • Estimated masterclass attendees: 100 	<p>German wine importers / German wineries</p> <p>Buyers / Trade / F&B / Media</p>	<p>Registration before 20th January 2018</p> <p>Contact: ml@deutscheweine.de tan.wu@winesofgermany.com.cn</p>
<p>May 25</p>	<p>Vinexpo Preview - Germany & Trade Seminar in Guangzhou</p> <ul style="list-style-type: none"> • A trade seminar with wines from Vinexpo Hong Kong exhibitors • Seminar speaker: Yang Lv MS • Seminar Topic: The Signature Terroirs in Germany • Estimated seminar attendees: 100 • Tasting zone of wines from German exhibitors at Vinexpo Hong Kong 2018 and TOP50 German Wines 	<p>German wineries to HK Vinexpo</p> <p>Buyers / Trade / F&B / Media</p>	<p>Registration before 30th January 2018</p> <p>Contact: ml@deutscheweine.de tan.wu@winesofgermany.com.cn</p>
<p>July & August</p>	<p>Riesling Weeks</p> <ul style="list-style-type: none"> • Kick off consumer tasting with Wine Princess Laura Lahm in Shanghai - 1st of July • Wine Princess Tour in China with importers (July 1st - 8th) • Riesling Weeks official website www.rieslingweeks.com.cn • Restaurants and wine bar participation in various cities • German Wine Chill Discount Promotion: Joint promotion with supermarket (CityShop, Ole etc) and specialized wine stores (Cheers Wine, Pudao, Waston's wine etc) and Online retailers (JD.com/ Yesmywine /ENJOY APP/ penguin guide / 1919 etc.) 	<p>Consumers</p> <p>German wine importers</p> <p>Restaurants and Bars</p> <p>Retailers and E-retailers</p>	<p>Contact: jeuce.huang@winesofgermany.com.cn tan.wu@winesofgermany.com.cn june.shi@winesofgermany.com.cn</p>

<p>June & August</p>	<p>TOP50 Roadshow with Wine100 National tour</p> <ul style="list-style-type: none"> • In Guangzhou (June), Nanjing (August), and Qingdao (August) • Booth degustation in each city, with special designed Top50 booth • One masterclass of Top50 winning wines in each city • Estimated attendees in each city: 150-250 • Estimated masterclass in each city: 60 • Showcase 15-20 Top50 winning SKUs per city • TOP50 Buyers' Guide and tasting card for each city 	<p>German wine importers / German wineries / Buyers / Trade / F&B / Media / Consumers</p>	<p>Contact: tan.wu@winesofgermany.com.cn</p>
<p>1-6 August</p>	<p>GWA - Level 3 Certified Educators' Study Trip to Germany</p> <ul style="list-style-type: none"> • Certified German Wine Consultant Study Trip to Germany • 15 Educators 	<p>Educators</p>	<p>Contact: tan.wu@winesofgermany.com.cn</p>
<p>Sept</p>	<p>Shanghai Wine & Dine Festival</p> <ul style="list-style-type: none"> • German pavilion constituted of 4-6 importers / distributors • Organise consumer activities 	<p>Consumers German Wine Importers</p>	<p>Registration before 31st July 2018 Contact: june.shi@winesofgermany.com.cn</p>
<p>Oct</p>	<p>Riesling & Ladies - Born to be Chic</p> <ul style="list-style-type: none"> • An image campaign to associate German Rieslings with Chinese ladies • Promote a trendy, modern, self-confident image for German Rieslings • Riesling & Ladies party in Shanghai (Consumers need to buy tickets to entry and redeem wine / participate special activities etc.) • 4 - 6 Importers / distributors come and showcase Rieslings of different style 	<p>Consumers German Wine Importers</p>	<p>Registration before 15th Sept 2018 Contact: june.shi@winesofgermany.com.cn</p>
<p>Mid Oct</p>	<p>CFDF Changsha Fair</p> <ul style="list-style-type: none"> • Only one masterclass organized by Wine100 • Speaker: TBC • Topic: TBC • 8 different wines, each of 5 btls from importers • Estimated masterclass attendees: 60 	<p>Buyers / Trade / F&B / Media</p>	<p>Contact: june.shi@winesofgermany.com.cn</p>

<p>Nov 13-15</p>	<p>ProWine China</p> <ul style="list-style-type: none"> • WoG under the leadership of Federal Ministry of Food and Agriculture • National pavilion at main exhibition hall • 1 masterclass in seminar room • Estimated masterclass attendees: 60 • 6-8 wines for masterclass from exhibitors, each 5 btls <p>degustation booth and seminar programme by WoG at the booth with wines from exhibitors</p>	<p>German wineries</p> <p>Buyers / Trade / F&B / Media</p>	<p>Contact: ml@deutscheweine.de</p>
<p>Dec</p>	<p>GWA - Level 2 Professionals Course</p> <ul style="list-style-type: none"> • 2 Days professional course for Chinese wine trade/ importers (intermediate level) • Course conducted by one of professional wine education school, taught by certified German wine educator in Chinese • Exam and certificate 	<p>Wine Professionals</p>	<p>Contact: june.shi@winesofgermany.com.cn</p>
<p>Whole Year</p>	<p>GWA - Level 1 Consumer Course</p> <ul style="list-style-type: none"> • 3 hours beginners course for wine lovers / consumers • Course taught by certified German wine educators in Chinese • Certificate given to attended consumers 	<p>Consumers</p>	<p>Contact: june.shi@winesofgermany.com.cn</p>