



# W W W M

**ASIA**

## WORLD WINE MEETINGS

INTERNATIONAL WINE & SPIRITS  
BUSINESS CONVENTION

8<sup>th</sup>  
EDITION

24 > 27 May 2018

**SINGAPORE**  
Shangri-La Hotel

COMEXPOSIUM

A D H E S I O N

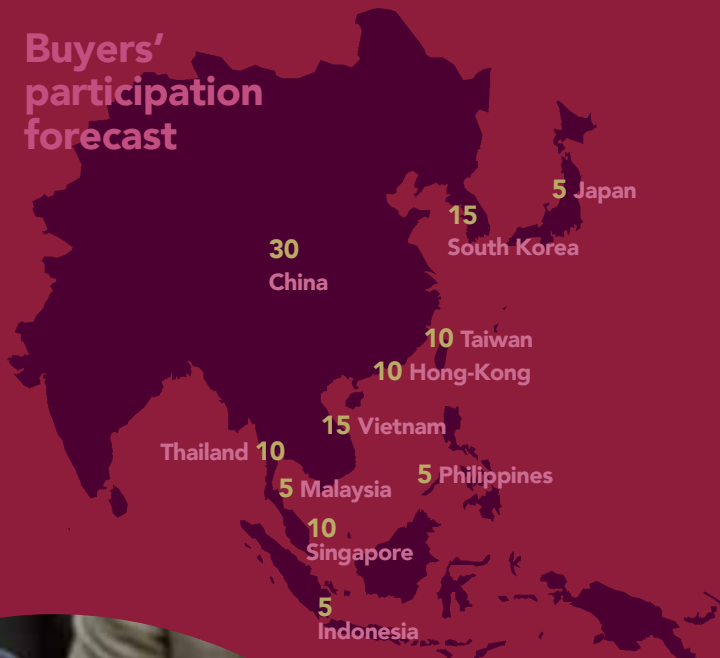


G R O U P

[www.wwm-asia.com](http://www.wwm-asia.com)

120 buyers from all around Asia will be at WWM Singapore to meet 100 wine producers from all around the world! Your chance to meet face to face all the high-level professional buyers of Asia.

## Buyers' participation forecast



## THE BtoB CONCEPT

- **Selection and screening** of importers / buyers / distributors.
- **Consecutive B2B meetings** with a dynamic schedule.
- **Privacy-meetings** are held inside the office area of your hotel room, granting you privacy and discretion; you can avoid large crowds and have a more substantial discussion.
- **Social events** within the context of the event are held in a friendly atmosphere that offers the chance to network with all the buyers and develop your contacts' database.
- **Constant assistance** and support on site by our team.

## BUYERS ARE SELECTED ON A QUALITY REASSURANCE CRITERIA

**Senior:** decision-maker

**Experienced:** imports at least 100,000 bottles

**Endorsed:** positive references from existing suppliers

**Motivated:** specifically looking for new wines

**Committed:** to the event by paying a participation fee

## FACTS ON ASIA

### CHINA

With over 155 million 9-litre cases of red wine (equivalent to 1.865 billion bottles) consumed in 2013, up 136% on 2008, China, including Hong Kong, now ranks above France (150 million cases), Italy (141 million), the United States (134 million) and Germany (112 million). Despite this, China ranks only fifth worldwide for overall consumption, covering still and sparkling wines, far behind the United States, France and Italy. The popularity of wine in China is fuelling growth across the global market. China becomes the leading consumer of red wine... in millions of 9-litre cases consumed in 2013.  
China: 155  
France: 150

Italy: 141

United States: 134  
Germany: 112

... in a growing global wine market  
Change in world wine consumption  
World wine consumption  
+3.23% between 2008 and 2012 (equivalent to 2.663 billion 12-bottle cases)  
The United States have been the world's leading wine market since 2011  
Forecasts  
+4.97% between 2013 and 2017 including:  
China +33.8%  
United States +9%  
Europe +0.14%

Source Le Figaro

### SOUTH KOREA

In 2016, Japan was the world's 10th largest wine importer by volume (276.36 million litres, -4.4% compared with 2015) but the 7th by value with a total 1.5 billion euros, up 0.7% on 2015 (Comtrade, 2017). In 2016, France was the leading wine supplier by value to the country with over 52.3% of market share, and second by volume with over 22.3% market share, after Chile.

Source Pleinchamp

### VIETNAM

Wine consumption in Vietnam increases year on year, reaching 14.87 million litres in 2015 (Wine Institute, 2017), equivalent to 0.15 litres per capita. With a population of over 95.5 million in 2017, Vietnam is a growth market with strong potential for wine exporters. In 2016, the country imported 12.38 million litres of wine worth over 93.29 million USD. Imports rose by over 78.1% by volume and over 439.9% by value between 2016 and 2017, underscoring a trend towards trading up.

Source Pleinchamp

# A three-day program combining: business + networking + market expertise

## 1 THE ONE-ON-ONE PRE-ORGANIZED MEETINGS

Your meetings will be held in your 5 star hotel suite granting you full confidentiality and privacy. Each meeting will last 40 minutes. More than 20 meetings for each producer!

## 2 LUNCH

A gala dinner and two lunches will be held both for producers and buyers, in a relaxed and friendly atmosphere, serving the wines of the producers, thus giving you the chance to reach a greater audience.

## 3 MASTERCLASSES, TASTING EVENTS & MINI FAIR

A program of master classes, tastings and other wine related events are organized on behalf of regions and individual producers for the buyers and the media. Grab the opportunity to promote your wines and spirits in a more specialized way and stand out from the crowd.

In 2017, the mini fair brings together 100 wine buyers from all Asia with additional 100 from Singapore (restaurants, importers, distributors).

A great success!

# WWM Singapore, your premium wine business meetings.



# 24 > 27 May 2018 SINGAPORE

## PROGRAM

### Thursday 24<sup>th</sup> May

From 5pm to 7pm:  
Arrival of participants  
at the Shangri-La Hotel,  
Singapore  
Recovery of samples.

7 - 9pm:  
Mini-Fair

### Friday 25<sup>th</sup> May

7 - 9am:  
Breakfast

9 - 12pm:  
Private BtoB Meetings

12 - 2pm:  
Lunch with wine tasting

2 - 7pm:  
Private BtoB meetings

8pm:  
Gala dinner

### Saturday 26<sup>th</sup> May

7 - 9am:  
Breakfast

9 - 12pm:  
Private BtoB Meetings

12 - 2pm:  
Lunch with wine tasting

2 - 4:20pm:  
Private BtoB meetings

5 - 7pm:  
Mini-Fair

7pm:  
Free evening

### Sunday 27<sup>th</sup> May

7 - 9am:  
Breakfast

9 - 11pm:  
Private BtoB Meetings

11pm:  
End of the convention

*It was great to meet 22 potential buyers showing interests in your country (South Africa) and your brand - you will never ever experience so concentrate and at the same time relaxed face to face meetings at the 'normal' exhibition - I plan to come again!*

EIKENDAL VINEYARDS - CHRISTIAN SAAGER

*The WWM was perfectly organised, the Quality of buyers was professional and we are expecting good new Clients and orders in future. We targeted new markets and countries and got a good response for our wines.*

KESSLER-ZINK GMBH - INGO STUETZ

# WWM ASIA

WORLD WINE MEETINGS



## How to participate? TO REGISTER:

- > [www.wwm-asia.com](http://www.wwm-asia.com)
- > T. +33 (0)1 41 86 41 55
- > Email: [wwm.asia@comexposium.com](mailto:wwm.asia@comexposium.com)

## Shangri-La Hotel SINGAPORE 24 > 27 May 2018

After validation of your participation:

You will receive your access codes for your personal area online in order to complete your presentation form (production, grape varieties, appellations, wine description, export strategy...) for the catalogue.

10 days before the Convention:

You will access the on-line catalogue, of registered buyers (with their detailed profile) and select those you want to meet.

You will receive your meeting schedule at your arrival at the convention.



### YOUR EXPORT PROSPECTION PROGRAM

#### WWM AMERICA

**Chicago**  
11<sup>th</sup> edition  
Wine & Spirits Export Convention  
in the United States  
**30 APRIL - 2 MAY 2018**  
**CHICAGO - UNITED STATES**

#### WWM ASIA

**Singapore**  
8<sup>th</sup> edition  
Business Meetings for Asian  
and Oceanian Wine Importers  
**24 - 27 MAY 2018**  
**SINGAPORE**

#### WWM AMERICA

**San Francisco**  
2<sup>nd</sup> edition  
Wine & Spirits Export Convention  
in the United States  
**27 - 29 JUNE 2018**  
**SAN FRANCISCO - UNITED STATES**

#### WORLD BULK WINE EXHIBITION

**Amsterdam**  
10<sup>th</sup> edition  
WBWE - Genuine Wines,  
Global Business  
**26 - 27 NOVEMBER 2018**  
**AMSTERDAM - NETHERLANDS**

#### WWM GLOBAL

**Paris**  
41<sup>st</sup> edition  
Wine & Spirits Export Convention  
for Europe, America, Asia  
**7 - 9 FEBRUARY 2019**  
**PARIS - FRANCE**

#### VINISUD

15<sup>th</sup> edition  
World of Mediterranean Wines



#### VINOVISION PARIS

3<sup>rd</sup> edition  
The International Cool Climate  
Wine Exhibition  
**10 - 12 FEBRUARY 2019**  
**PARIS expo - Porte de Versailles**  
**FRANCE**

The Organizer:

COMEXPOSIUM



Adhesion Group has successfully developed its expertise in handing international professional events in multiple formats: business conventions with prescheduled B to B meetings, professional trade fairs... Adhesion Group has 30 years of experience in the wines and spirits market. For further information: [www.adhes.com](http://www.adhes.com)

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