Wine Australia



ProWine Shanghai 2026

Exhibitor Prospectus

10–12 November 2026

Shanghai New International Exhibition Centre (SNIEC)



Overview

ProWine Shanghai is China's leading international trade fair for wine and spirits, jointly organised by Messe Düsseldorf Group and Food and Hospitality China (FHC).

The 2025 event brought together 630 exhibitors from 29 countries and regions, with over 75% of international participants and 21,590 professional visitors attending the show. Beyond traditional importers and distributors, visitor composition continued to evolve. Participation from hotels, catering, and emerging bistro channels increased, alongside a visible rise in professionals from e-commerce and instant retail, reflecting ongoing channel diversification across the market.

ProWine Shanghai offers Australian wineries an opportunity to connect with influential Chinese importers, distributors, wholesalers and media to drive awareness and increase export sales of Australian wine.

ProWine Shanghai 2025 statistics

630
EXHIBITORS

29
REPRESENTED COUNTRIES

21,590
TRADE VISITORS

Source: ProWine 2025 post-show report

Program

Wine Australia's program for ProWine Shanghai will be confirmed in August 2026. The draft program includes:

Monday 9 November

- Exhibitor Move In

Tuesday 10 November

- Wine Australia Exhibitor Welcome & Briefing
- ProWine Shanghai Day 1 (10:00 – 18:00)

Wednesday 11 November

- ProWine Day 2 (10:00 – 18:00)

Thursday 12 November

- ProWine Day 3 (10:00 – 16:00)
- Exhibitor Move Out (16:00 – 17:00)



Pricing and inclusions

Half Booth AUD $8,500 ex GST (up to 8 SKUs)

Full Booth AUD $12,500 ex GST (up to 14 SKUs)

Australian wine brands will be grouped by state or region, as indicated on your registration form.

For further information about the Australian Wine pavilion at ProWine Shanghai 2026 please contact:

Frances Jiang or Jackie Chen
asia@wineaustralia.com

Additional Costs

Exhibitors are responsible for all travel, accommodation and incidental costs. Please refer to the travel and accommodation section on the following pages for further information.

A consolidated shipment for wines from Australia to the event will be facilitated by Wine Australia through ProWine's assigned logistics partners.

Local delivery of wines to the partner warehouse in Shanghai will also be possible.

Exhibitors will be responsible for all transportation costs including freight and customs clearance costs. Exhibitors will be invoiced directly for international freight costs upon completion of ProWine Shanghai.

Special conditions

- Participants must have an export license and exporter ID.
- Participants must have a registered ABN.
- Participants must provide approved GACC number upon registration
- Winery brand wines only. No private labels, bulk wines, export only label, or 'buyers own brands' products.
- Brands must be able to demonstrate reasonable, well-established existing sales in Australian domestic market.
- Participation is only open to wine producers as well as agents, distributors, or exporters working directly with the winery/ies, regardless of whether they vhave existing importers in China.
- At least one wine from each brand to be showcased has received 90 points and above from reputable third-party endorsers, such as James Halliday or equivalent.
- The Participant must participate in all three days of Prowine Shanghai, and must showcase the same Australian wine brands, labels (SKUs) on each day.
- Participant must have a clear and resourced export development strategy for the China market.
- Brands and SKUs must be available in the markets, or, if not available in market, new-to-market and "export-ready". In this respect, "export ready" means that the Participant, brand, SKUs and labels are compliant with relevant applicable laws/ requirements of Australia and destination markets (including as regards relevant mandatory compositional, labelling or registration requirements – including GACC registration so as to enable the lawful export/import/sale of the relevant products in China.
- Participants must acknowledge that all wine delivery for the event must follow the protocol which shall be provided by Wine Australia.
- The Activity Fee does not include any logistics costs. All logistics costs, including ground costs after customs clearance to delivery to exhibition centre are covered by the Participant exclusively and invoiced by the logistics agent appointed by Prowine Shanghai and advised by Wine Australia for this event directly post event. It is the responsibility of the Participant to gain and approve a formal quote for wine logistics costs directly from the appointed logistics agent before wine/s are shipped to one of the consolidation points in Australia or China.
- Wine Australia is running the Activity in collaboration with Austrade. Participants agree to advising Austrade on sales generated as a result of its participation in the event, to help us meet Austrade's reporting requirements. Participants consent to that information being shared with Austrade and used for that purpose.
- Actual cost per table is subject to change following confirmation of all costs involved with running the Australian wine pavilion at Prowine Shanghai.
- Wine Australia will attempt to accommodate all booth requests, however in our endeavours to accommodate the maximum number of exhibitors within the space allocated to us by Prowine Shanghai organisers, we may only be able to provide a half-booth as a maximum.
- Participation is at the discretion of Wine Australia.

Full participation terms and conditions are available **here**.

What do you get for your investment?

	Full Booth	Half Booth
Dedicated booth within the Australian Wine pavilion with area for name and logo display, storage space for wines and equipment (glassware, spittoons, ice buckets etc).	✓	✓
Mini fridge beneath the counter in every full booth for chilling wines.	✓	Shared
Exhibition services such as a larger shared storage and refrigeration area, ice, glassware cleaning and administration.	✓	✓
Light catering such as tea, coffee, light lunches daily throughout the exhibition.	✓	✓
Dedicated table in the shared meeting area on the Australian wine pavilion.	✓	Shared
Number of wines to showcase per booth (maximum).	14	8
Storage area for wines (on booth and shared space).	✓	Shared
Freight and customs clearance (coordinated by Wine Australia via appointed logistic partner, invoiced to exhibitor).	✓	✓
Wine Australia staff onsite managing event operations allowing exhibitors to focus on business opportunities.	✓	✓
Exhibitor badges for entry to exhibition	3	2

Wine specifications

- Exhibitors are encouraged to showcase their best wines across all price points.
- Access Wine Australia's **Market Explorer dashboard** to help you select SKUs suited to target the China and Asia Pacific market preferences.
- Maximum SKUs showcased is fourteen per full booth and eight per half booth.
- The amount of wine sent to ProWine Shanghai is at the discretion of the exhibitor. As a guide, four to six bottles of wine are required per SKU. Please note, on-stand storage is limited and the removal of leftover wine stock is the responsibility of the exhibitor.

Stand Location & Booth Design

Stand Location

Specific location of the Australian Wine pavilion within the exhibition hall will be confirmed once more details are received from event organisers in the coming month.

Booth Design

The Australian Wine pavilion will be of a consistent design and all booths within the stand will have a similar look and feel. Each booth will have a set area designated for your winery (or brand) name and logo. Individual booths will also contain a lockable storage area for wine, a mini fridge, glassware, spittoons, ice buckets, meeting table with seating, and lighting.

Small format promotional material such as brochures, tablet or iPad stands can be placed on counter tops. We advise any tablet or iPad is secured to your booth.

No additional branding is permitted. This includes posters, pull-up banners, or LCD screens.

Booth Location

The location of booths within the Australian Wine pavilion will be allocated at the discretion of Wine Australia and grouped via region and/or state. Exhibitors will be notified of their booth location in September/October 2026.



Image is a sample of a booth design only. This is not the final design for ProWine Shanghai 2026.
Final designs will be included in the exhibitor information pack for circulation in September/October 2026.

What's Next?

Step 1 Confirm your participation

All exhibitors must complete and submit their details via the **Exhibitor Registration Form** and agree to the participation **Terms and Conditions** for exhibiting at ProWine Shanghai 2025.

Registrations close 18 July 2026

Step 2 Final Invoice

Invoices will be issued August 2026.

Full payment must be received by 30 September 2026*

Step 3 Exhibitor / wine submission opens

Submit information about your winery, representatives attending and the wines to be showcased at ProWine Shanghai 2026.

Mid August 2026

Step 4 Wine submission closes

Finalise all wines to be showcased at ProWine Shanghai 2026

31 August 2026**

Step 5 Wine delivery

Freight and Logistics information will be circulated.

Early September 2026

Step 6 Exhibitor information pack

To prepare for ProWine Shanghai 2026, Wine Australia will send an exhibitor information pack which includes details about what to expect on the exhibition days and other events or opportunities.

Late October 2026

Step 7 Move in

On the day prior to the opening of ProWine Shanghai 2026, exhibitors may visit the pavilion to collect their badges and set up their booths.

Monday 9 November 2026

Step 8 Welcome and exhibitor briefing

On the morning prior to the show commencing, Wine Australia will provide a briefing for all exhibitors to get to know the pavilion and each other.

Tuesday 10 November 2026

* Registration to participate in ProWine Shanghai 2026 is confirmed upon full payment of the invoice by 30 September 2026.

** Failure to finalise wine submissions by the deadline may result in wines not being showcased at ProWine Shanghai 2026.

Additional opportunity
China International Import Expo

Shanghai, China
5–10 November 2026

Exporters participating in ProWine Shanghai may also be interested in the China International Import Expo (CIIE), being held the week prior, also in Shanghai.

The Australian pavilion will be led by Austrade, who are currently seeking expressions of interest from qualified Australian businesses wanting to exhibit in the Australian Pavilion at this year's CIIE. The Team Australia pavilion will be located in the Food & Agricultural Product Hall.

CIIE 2026, China's premier import-themed national level expo, continues to provide an ideal platform for Australian businesses to enhance collaborations with China.

Why participate?

- showcase your products to state and private owned enterprises, importers, traders, distributors and regional sub-distributors, online and offline retailers
- explore business opportunities under the China-Australia Free Trade Agreement
- promote your product under Australia's Nation Brand
- receive networking support from Austrade
- raise your brand awareness and reach out to broad business communities through major social medial platforms in China

Please click below for further information and to register directly with Austrade:

TELL ME MORE ABOUT CIIE

Travel and Accommodation

Exhibitors are responsible for organising and paying for their own airfares, transfers and accommodation.

Accommodation

Hotel accommodations in Shanghai will be extremely busy during ProWine Shanghai. It is strongly recommended that exhibitors book their accommodation as early as possible or use a booking platform that offers free cancellation to secure a room.

Flights

There are a number of carriers that fly to Shanghai. As Wine Australia will not be organising an airline partnership for ProWine Shanghai, exhibitors should book their own flights with their preferred airline.

Travel Advice

Please refer to **Smartraveller** for the latest advice regarding entry into China.

FAQs

If I take a half booth, and I know of another winery who also wants a half booth, how can I advise Wine Australia we'd like to share the space?

The location of booths within the Australian Wine pavilion will be allocated at the discretion of Wine Australia and grouped via Region or State.

Wine Australia will endeavour to accommodate requests for shared half booths. Please place your preference in the **Exhibitor Registration Form**.

Exhibitors will be notified of their booth location in September/October 2026.

If I take a half booth, when will I know who I am sharing my booth with?

Wine Australia will allocate booth space in October 2026. At this time, we will advise exhibitors their booth number along with the winery they will be sharing space with if a half booth was requested.

I can't attend ProWine Shanghai, can my importer manage my stand?

Yes, participation is open to wine producers or your agents or distributors.

Why does a half booth cost more than half a full booth?

The additional costs for the half booth cover the ProWine services fee for each participating winery or brand, as well as the additional stand configuration costs, administration costs and catering costs.

Will I forfeit my registration or payment if I find I cannot participate in ProWine Shanghai 2026?

Please refer to section eight of the registration **Terms and Conditions** for further information around withdrawal fees.

Can I use my own branding instead of the Australian Wine branding?

The Australian Wine pavilion at ProWine Shanghai 2026 is of a consistent look and feel. Each exhibitor will have an area within their booth for name and logo display. If you wish to build and design an alternative branded booth, we advise you to contact organisers of ProWine Shanghai directly as they have options available. Event Organiser Website: **ProWine Shanghai**

The placement of your own branded booth may be requested to be placed near the Australian Wine pavilion, however your location is at the discretion of ProWine Shanghai.

I would like to organise some meetings before and after ProWine Shanghai. When will Wine Australia inform us of any additional events?

Wine Australia will release the program in August 2026.

Further information

For further information about the Australian Wine pavilion at ProWine Shanghai 2026 please contact:

ProWine Shanghai 2026

Frances Jiang or Jackie Chen
asia@wineaustralia.com

Wine Australia

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