



WINE
world tour

Commercial Representation in China

Service description



Selling wine in China



Enter the largest market in the world

The Chinese market is one of the largest in the world in import of wine, and continues to grow year after year. That is why it is so important for any winery with international projection to get into this market that, unfortunately, is complex and highly competitive.

What are the problems of a winery that wants to sell in China?

- **Logistic complexity.** Sending wine to China is expensive, expensive and slow.
- **Linguistic complexity.** Not all Chinese speak English, and getting interpreters who dominate the world of wine is not easy either.
- **Complexity in business.** The Chinese are very special to do great business and take it easy to ensure their investment, which requires tastings, price adjustments and many negotiations that are difficult without direct representation in China.
- **Saturation:** Many wineries already sell in China, which hinders penetration in the sector for new brands that are unknown there.
- **High promotional cost.** Attending fairs individually is very expensive for a winery, with an average cost between 5,000 and 10,000 € per fair.

What can we do to solve it?

Based on our previous experience with other wineries, we have thought of the ideal solution so that any winery can overcome the entry barriers **for a MINIMUM cost.**

Your winery may have a wine storage service, office for meetings and tasting room, commercial representation in China with native commercials and access to exhibit in several annual fairs in China **for a fraction** of what it would cost to do the same without us.

We have created three different packages so that **no winery is exempt** from entering this huge market.





China Package A

Warehouse in China - Basic

This package is composed of

- Own warehouse for sample wines
- Tasting Room
- Sending samples to importers
- Profile in the Chinese website



China Package A **Warehouse in China**



The best strategy to sell in China is to have a location from which to invite importers and distributors to try the wine, since nobody buys without tasting the product.

This package includes everything necessary to conduct business from China without the need to invest in workers and local representation. **It is ideal for wineries that attend fairs in China or carry out trade missions and need merchandise in the country to accelerate negotiations and make quick shipments:**



Own warehouse for sample wines



Tasting Room



Translation and Registration on our chinese website



Sending samples to importers without going through customs



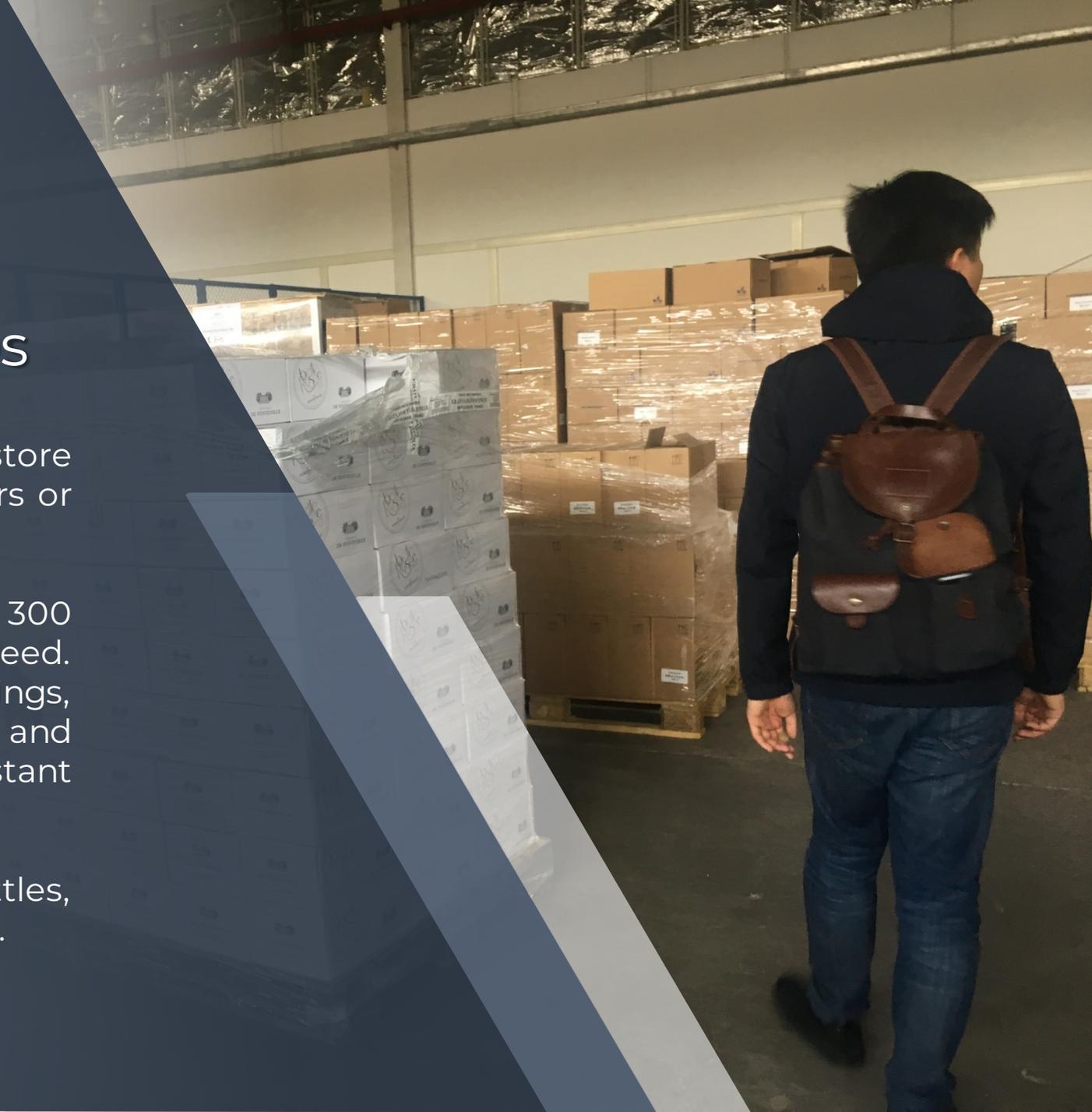
China Package A **Warehouse in China - Basic**

Warehouse for wine samples

We have a warehouse in China where you can store your samples in order to send them to importers or they can come and try them.

The package includes the storage of up to 300 bottles with as many references as you may need. The samples will be available for annual tastings, importers or to be sent to the address they wish and at all times they will be stored at constant temperature and under optimal conditions.

If your warehouse needs to store more bottles, please check with our commercial for conditions.





China Package A
Warehouse in China - Basic

Tasting Room

Our tasting room will always be available to serve a distributor or an importer who wants to taste the wines in person.

Since the wines are in the warehouse, these acts will not have to be delayed. Our commercial team will attend to the possible client on your behalf, also saving costs in travel and commercial representation.





Samples sending

Sending samples to China is very expensive and very complex. Frequently the shipment is stopped at customs and blocked indefinitely for bureaucratic reasons, which makes it very difficult to send samples quickly and effectively to importers, something FUNDAMENTAL when it comes to closing agreements after a fair, for example.

With the samples already in our warehouse, our team will make the necessary shipments to any importer in China without customs problems or delays in the shipment, which will facilitate business.





China Package A Warehouse en China - Basic

Register on our website

Along with paper catalogs in Chinese for the events, we have also created a website for importers in Chinese where all the information of the winery and wines is given to streamline the procedures with potential customers.

We will translate your catalog and your wines brochures and we will upload them to our site. The importers that we contact will be able to see the data they need on the web.

路演中国2018年

葡萄酒来为中国的新进口商
西安、郑州和合肥的展





China Package A Warehouse en China - Basic



What other advantages does this package include?

- As an additional service, our expert sales representatives in China could attend any meeting with importers and distributors on your behalf. We would contact all the importers and distributors of our database (more than 900).
- Access to our other services of commercial Agendas and Organization of events in China with a 10% discount.

The price does not include the cost of shipping the wine to China.



Sending samples to China

Sending wine to China for small or medium quantities is very complex. The customs, the required documentation ... everything makes it very complicated to send small quantities.

For our Warehouse project in China we have partnered with several Beijing companies that are experts in imports. Thanks to them, we can offer all these services at a very competitive price.

The price of bottle shipping is not included in the price of the packages, because each winery may have different needs. Our shipping service includes:

- Wine collection in our warehouse in Spain
- Shipping to China
- Customs management of the shipment
- Tagged in China
- Shipping to our Warehouse in China

The approximate price is around € 5 per bottle.





China Package B **Fairs Roadshow in China**

This package is composed of

- **2 large annual fairs**
- **4 Annual secondary fairs**



China Package B **Fairs Roadshow in China**



Our package B is designed so that the wineries can, in addition to having a space with their products in China, promote their brands in several Wine Fairs, making themselves known even more and getting contacts for the subsequent distribution.

The average cost of attending a single fair in China can vary between € 5,000 and € 10,000 per event for a winery (stand, wine transport, travel, accommodation ...). Attending 10 annual fairs would cost a winery **between 50,000 and 100,000 €**



This package includes **participation in 6 ANNUAL wine fairs in China, 2 main and 4 secondary**, with our commercial team, with no additional costs other than sending the wines to China (If they are not already in the Virtual Warehouse, **which is highly recommended**)



China Package B Fairs Roadshow in China

Annual fairs

This package includes the participation of the winery in the following fairs:

- 2 of these big fairs:
 - **Top Wine in Beijing**
 - **Wine Fair in Guangzhou**
 - **Pro Wein in Shanghai**
- 4 Trade shows in other strategic cities (Xi An, Cheng Du, Chang Sha, Xia Men, Gui Yang, Ning Bo)

The individual cost of a stand in each of these fairs is between **1,500** and **4,500** € (the stand alone. You would also need to add other expenses).

Our package includes them ALL.

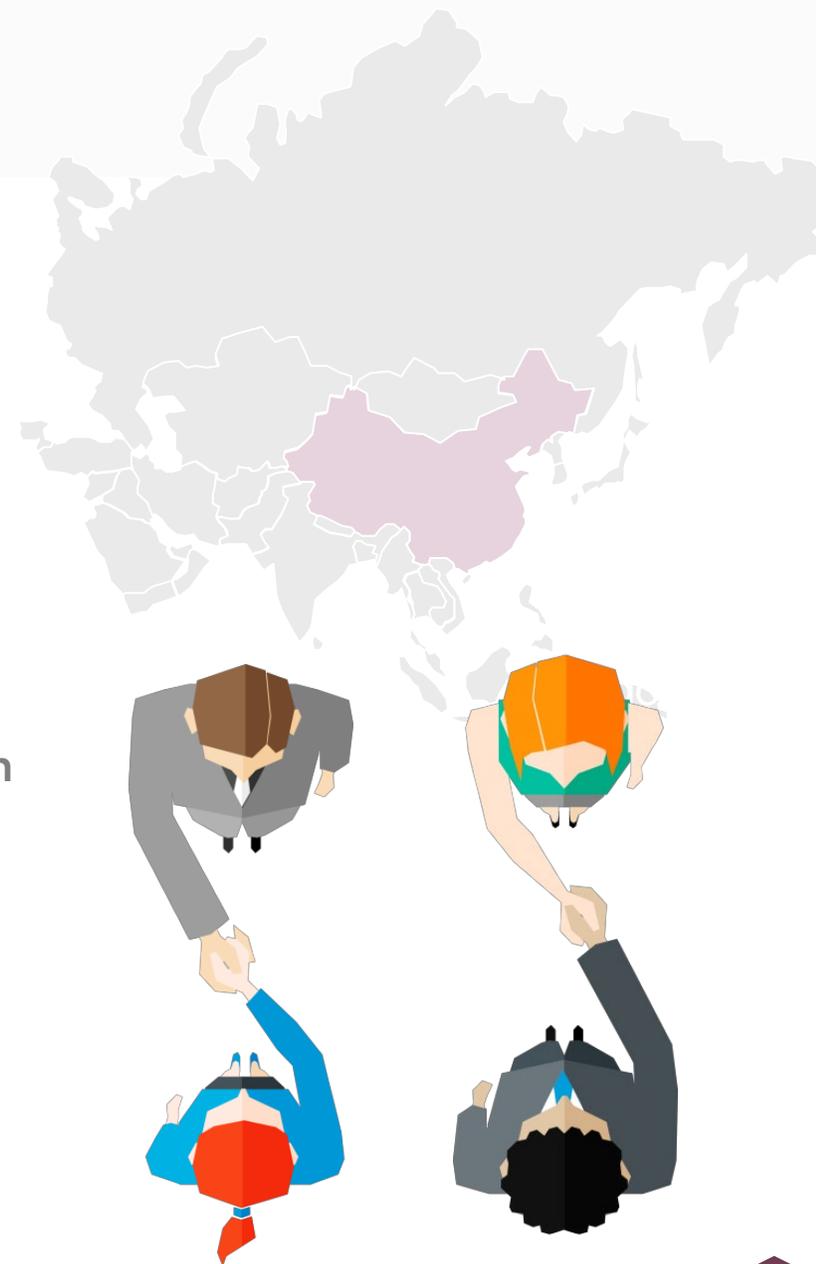




Paquete China B **Roadshow de Ferias en China**

What are other advantages of this package?

- We will send you all commercial contacts we make during the fairs.
- Our commercial team in China will send the necessary samples to importers and distributors from the Warehouse (if you have the package A contracted) to try to close the sales.
- Access to our other services of commercial Agendas and Organization of events in China with a 10% discount.
- **The price does not include shipping or storage of wine in China.**





China Package C

Commercial agenda in China

This package is composed of

- **Schedule of professional visits during a number of days in China**



China Package C **Commercial agenda in China**

Fruitful days

A selection is made from more than 600 importers from our database in China to present the wines of a specific winery.

Among them, we will select between 3 and 5 per city, depending on the needs of the winery, the qualities, characteristics and prices of the wines to find the right customers for each wine and the wines suitable for each importer.

Next, face-to-face meetings are scheduled with each of the importers in their facilities, both in main and secondary cities.





Paquete China C

Agendas Comerciales de 3 días en China

¿Qué otras ventajas incluye este paquete?

- Possibility of having an EXPERT interpreter in wines, something that is more important than it seems. Many translators do not understand wine and it makes it very difficult to talk with technical subjects about the characteristics of the product (bottle, cork, graduation ... etc)
- **The price does not include shipping or storage of wine in China.**



CHINA PREMIUM PACKAGE



China Package A
Warehouse in China



China B package
Fairs Roadshow in China

- Scalable storage available to the warehouse.
- Professionals from the sector in China working on your behalf.
- Sending samples when needed to any place within the borders.
- Offices and tasting room available to serve your customers or to be received by our team, acting on your behalf.
- Attend 6 of the best fairs in the country, where wine will be presented to professionals.
- List of contacts obtained at the fairs to follow up (with Chinese-Spanish translation and vice versa) or management of commercial operations by our team for a percentage.
- Discounts on other products to obtain business contacts in China or the US



Take off in China

Our Premium package will allow you to enter the Chinese market
in an easy, efficient, and at the best price.

Trust us

Contact

If you need more information about the events or other promotional products to make your wine known in other markets, contact us.



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Thanks for your attention