

Get on Top of the Latest Happenings in the Bulk Wine and Spirits Industry at IBWSS China

The November 2019, Shanghai will be the global stage for bulk wine producers.

Over the past decade, the world has experienced a fundamental transformation in how we think and talk about bulk wine and spirits. The movement to a private label-driven agenda had led to an unprecedented increase in the buying and selling of bulk wine and spirits. At the same time, the globalization of the wine industry has raised the profile of bulk wine coming from Australia, South Africa and South America. As a result, there is a tremendous amount of innovation happening as the China wine and spirits market undergoes disruptive change. And there is nowhere better to see these strong trends at work than at the annual [International Bulk Wine & Spirits Show \(IBWSS\)](#), which is taking place November 5-6, 2019 in China.

The Need to Trade

The International Bulk Wine and Spirits Show launched in 2017 in USA, and has quickly become an international phenomenon with London and Shanghai as other show destinations. A wide range of both on-premise and off-premise establishments are exploring new ways to tap into the private label trend, while others are leveraging the economics of bulk trading to offer a wide range of affordably-priced wines and spirits that are attractive to the modern, value-seeking consumer.

There is no question that the bulk wine and spirits trend is good for the bottom line of industry participants. The rise in popularity of bulk and bottled in market wine means that there are more opportunities than ever before to diversify portfolios, expand product ranges, and reach entirely new demographic groups. That has a direct impact on revenue. Add in the fact that private label wine and spirits enable market players to markedly increase their margins, and it's clear that it's possible to boost profitability as well. In short, it's now possible to "Bulk Up Your Bottom Line" by getting involved with bulk wine and spirits.

All Eyes on China

In November 2019, leading industry professionals from around the world will head to China to hear more about the exciting trends happening within the bulk wine and spirits world. If you've ever wondered how to get involved in the private label trade, or how to source bulk wine from anywhere in the world, [the IBWSS China show](#) has you covered. Throughout a two-day period, a series of presentations, workshops, seminars and panel discussions will cover every aspect of the bulk wine and spirits industry.

The list of confirmed speakers for IBWSS China includes some of the biggest names within the wine and spirits industry:

- **Jonathan Liu**, CEO, COFCO Shanghai branch
- **Lynne Xu**, National E-marketing Manager, Bacardi, Shanghai
- **Ian Anderson Ford**, Founding Partner, Nimbility; Chief Lightkeeper and Founder at Lightkeeper Studio
- **Peter Dixo**, MD Asia, Middle East, Africa & Global Travel Retail, Treasury Wine Estates, Shanghai
- **Rodrigo Jackson**, Managing Director VCT China, Concha y Toro, Shanghai
- **YIN Kai**, President, JXM, Shanghai
- **Denis Lin**, WSET Certified Educator, WSET, Shanghai
- **Eddie Lu**, Wine Business Development Director, Auchan Retail, Shanghai
- **Claudia Masueger**, Founder & CEO, Cheers Wines, Beijing
- **Juan Antonio Momo Gimeno**, Asia Promotion Manager, Wines of Argentina (WOFA), China
- **Alexandre Souzy**, Asia-Pacific Export Manager - Maison Johanès Boubée (Carrefour Group), Shanghai
- **Emilie Steckenborn**, Head of Education Asia at Treasury Wine Estates
- **Theo Watt**, Co-Founder of Thirsty Work Productions
- **Sarah Zhang**, Expert of Video Content & Social media marketing, House Films, Shanghai

By attending these sessions and presentations, you will find out who is buying bulk wine, how retailers can communicate to consumers the real value of store brands, the current state of private label wine and spirits brands in supermarkets and off-premise establishments, and how to create private label brands for retail customers.

As well as a full conference program, [IBWSS China](#) also acts as an important trade exhibition event, offering the chance for bulk wine and spirits brokers, contractors, producers, wineries, distilleries and distributors to set up trade show booths and do business across two full days in one of America's most important wine cities. Whether you are a bulk wine producer from South America, or a wine retailer in China, you will find the types of valuable partners that could lead to your future success in navigating the bulk wine and spirits industry.

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

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

WHEN & WHERE

November 5-6, 2019.

The Place:

457 Jumen Road, Unit 407 and R Floor, Bridge 8 Phase IV,
Huangpu District, Shanghai, PR China 200023

中国上海市黄浦区局门路457号407室 及 R 楼, 8号桥4期

THE PLACE is accessible by Metro Line 4, 8, 8 , 13.



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