

ASIAN MARKET OPPORTUNITIES

Where to export in **2020**?
How to meet with importers?



Break Events
Business Events Management

ONE BRAND WITH THREE EVENT FORMATS

All of our events are eligible for OCM subsidies to third countries

TastyWines Roadshows

Meet all the players
in the wine industry!



Tasting tours to meet with all kinds of wine professionals. Visit 6 cities in the Asian-Pacific to meet up to 2,250 industry professionals.

From €1750 per city (including sample shipment).

tastywines-roadshows.com



TastyWines Online

Have your wines tasted
while staying at home!



Business meetings via video-conference with live tastings with importers. Wine service is coordinated on site by sommeliers.

€750 per city and then €250 per validated meeting (including sample shipment).

tastywines-online.com



TastyWines Meetings

Meet the best importers
in Asia individually!



Pre-programmed business meetings with targeted, qualified and pre-selected importers.

From €4950 all-included (meeting schedule, sample shipment, hotel, meals).

tastywines-meetings.com



Break Events, specialized in the organization of professional events in the wines and spirits industry with more than 25 years of experience, gives you the tools to prospect targeted markets in Asia.

**TASTYWINES
ONLINE**

SEPTEMBER

8 – 20 TOEWINE EXPO
SHENZHEN

22 SEOUL 

24 SHENZHEN 



OCTOBER

21 – 23 WINE EXPO
SHANGHAI

... OSAKA 

Postponed to 2021

... TOKYO 



02 SEOUL 

04 TAIPEI 

**TASTYWINES
ROADSHOWS**

NOVEMBER


5 – 7 HK INT WINE & SPIRIT FAIR
HONG-KONG

5 – 10 CHINA INT IMPORT (CIE)
SHANGHAI

9 – 11 INTERWINE
GUANGZHOU

10 – 12 PROWINE
SHANGHAI

15 – 16 INTERWINE
BEIJING

17 BEIJING 

19 SHENZHEN 



**TASTYWINES
MEETINGS**

DECEMBER

... SINGAPORE 

Postponed to may 2021

**TASTYWINES
ONLINE**

DECEMBER

10 SHANGHAI 

15 TAIPEI 

SHENZHEN

September 24

SOUTH CHINA > Shenzhen
September 24 • November 19



Modern China, between East and West



The market

- A modern metropolis connecting Hong Kong to mainland China. One of the top 4 cities in terms of economy and wealth in China.
- The first wine importing city in value in all of China.
- Permanent population of more than 10 million people with a strong presence of expatriates and young professionals, trained in Western countries.



You meet with:

- importers from South China.

Your participation includes:

- registration fees,
- a visibility pack,
- routing, customs clearance and the management of 12 bottles of samples,
- presentation in the online catalogue,
- access to the detailed profiles and needs of all importers,
- meetings requests,
- up to 10 targeted and qualified business meetings,
- access to the videoconferencing platform,
- technical assistance during online business meetings,
- sommelier wine service for importers during your meetings.



China, 5th in the world
for wine consumption



Young consumers and e-commerce
are taking over wine consumption



38 million
wine buyers

TASTYWINES-ONLINE.COM

Sources : Marketing Chine - Jul. 2019 | Business France - Dec. 2017 | vindumonde.blog - Jan. 2020



SHENZHEN

November 19

SOUTH CHINA > Shenzhen
September 24 • November 19



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The market

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You meet with:

- Importers
- Distributors
- Retailers
- Hotels, Cafés and Restaurant owners
- Media

Your participation includes:

- tasting table to present your products,
- routing, customs clearance and the management of 24 bottles of samples,
- presentation in the online catalogue,
- networking cocktail with VIP importers,
- tasting kit (glasses, ice bucket, spittoon, ...),
- media kit (web banners, email signature, logo).



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Sources : Marketing Chine - Jul. 2019 | Business France - Dec. 2017 | TOEwine - May 2018 | Vindumonde.blog - Jan. 2020



BEIJING

November 17

CHINA DU NORD > Beijing



November 17

Wine in China, symbol of a contemporary lifestyle



The market

- Creation of the «Wine Museum» in Beijing. Museum of 18000m² dedicated to the sector, a guarantee of a real sign for interest in wine.
- Consumers are younger and younger, a «social consumption» effect is taking shape.
- The consumer is attentive to the origin, the brand, the packaging, the reputation of the vineyard prevailing on a wine which has been recommended to him.



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for wine consumption



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TASTYWINES-ROADSHOWS.COM

Source : Marketing Chine - Jul. 2019



SEOUL

September 22

SOUTH KOREA > Seoul
September 22 • November 2



Asia's Innovation Laboratory



The market

- With more than 50 million inhabitants, a high alcohol consumption and a high purchasing power, the South Korean market has attractive potential for wine exporters. As it is not a wine producing country, South Korea imports everything it consumes.
- Seoul, the capital of South Korea, is a very dynamic city with nearly 23 million inhabitants that continues to open up to other cultures in terms of food and drinks.
- Wine has very good image in the country, especially with the television series 'Terroir' (테루아), broadcast between 2008-2009, and the Japanese manga 'Drops of God' (테루아).

You meet with:

- importers from South Korea.

Your participation includes:

- registration fees,
- a visibility pack,
- routing, customs clearance and the management of 12 bottles of samples,
- presentation in the online catalogue,
- access to the detailed profiles and needs of all importers,
- meetings requests,
- up to 10 targeted and qualified business meetings,
- access to the videoconferencing platform,
- technical assistance during online business meetings,
- sommelier wine service for importers during your meetings.



380 thousand HL
of wine consumed in 2017



70% of the wine distribution
is made through retail channels



1,1L per year
per capita consumed in 2019,
and growing

TASTYWINES-ONLINE.COM

Source : Business France - 2020 | cellar.asia



SEOUL

November 2

SOUTH KOREA > Seoul
September 22 • November 2



Asia's Innovation Laboratory



The market

- A market that is still young where first settled experienced importers will remain as market leaders.
- Korean consumers are fond of wine details, advice and recommendations.
- Wine has very good image in the country, especially with the television series 'Terroir' (테루아), broadcast between 2008-2009, and the Japanese manga 'Drops of God' (神の雫).



You meet with:

- Importers
- Distributors
- Retailers
- Hotels, Cafés and Restaurant owners
- Media

Your participation includes:

- tasting table to present your products,
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TASTYWINES-ROADSHOWS.COM

Sources : Fevs - Feb. 2020 | Business France - 2019 | Adocc- USDA-FAS, 2019) | cellar.asia



TAIPEI

November 4

TAIWAN > Taipei
4 november • 15 december



A natural and authentic wine consumption



The market

- With a population of more than 23 million, Taiwan is an important market for the importation of alcoholic beverages. Over the past six years, there has been an annual increase in consumption (+8.6% for wine and +8.8% for spirits)
- Taiwan is one of the top 5 wine markets in Asia.
- New consumer groups emerged among urban dwellers, including women.
- As Taiwan is not considered a volume market, there is no major wine professional trade fair in Taiwan.



You meet with:

- Importers
- Distributors
- Retailers
- Hotels, Cafés and Restaurant owners
- Media

Your participation includes:

- tasting table to present your products,
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TASTYWINES-ROADSHOWS.COM


Sources : Fevs - Feb. 2020 (* résultats exports 2019) | Business France - 2019 | Adocc - Jun. 2020



More than 300 importers
of wines and spirits



4th market in volume
and 5th in value in Asia



1 store for every 2,300 people,
Taiwan has the highest
sales outlets density in the world



OSAKA

Postponed to 2021

JAPAN > Osaka

Postponed to 2021



Wine as a lifestyle itself in Japan



The market

- The Japanese wine market has grown steadily since the liberalization of alcohol imports in the early 1970s.
- This growth skyrocketed in 1995, when Shinya Tasaki won the competition for the best sommelier in the world.
- Since the 1990s, wine-tasting trainings have been very popular, especially with women.
- Osaka is known for its nightlife, comic culture and iconic gastronomy.



You meet with:

- Importers
- Distributors
- Retailers
- Hotels, Cafés and Restaurant owners
- Media

Your participation includes:

- tasting table to present your products,
- routing, customs clearance and the management of 24 bottles of samples,
- presentation in the online catalogue,
- networking cocktail with VIP importers,
- tasting kit (glasses, ice bucket, spittoon, ...),
- media kit (web banners, email signature, logo)



3.6 litres of wine
consumed per person per year. More
than 8 liters per year for a Tokyoite.



Continuous increase
in imports since 2017



The Japanese
have a developed wine culture.

TASTYWINES-ROADSHOWS.COM

Sources : Fevs.org | CCI France - Japon - 2018 | Sopexa 2018



TOKYO

Postponed to 2021

JAPAN > Tokyo
Postponed to 2021



Wine as a lifestyle itself in Japan



The market

- As Japan's main economic and financial centre, Tokyo is one of the leading financial hearts in Asia and the world. It is the world's leading city in terms of raw urban products.
- Importers have large sales networks.
- Working in collaboration with importers and distributors is the key to success in this market.
- The value for money is more important than the origin of the wine.



You meet with:

- Importers
- Distributors
- Retailers
- Hotels, Cafés and Restaurant owners
- Media

Your participation includes:

- tasting table to present your products,
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Continuous increase
in imports since 2017



The Japanese
have a developed wine culture.

TASTYWINES-ROADSHOWS.COM

Sources : Fevs.org | CCI France - Japon - 2018 | Wikipédia - 2019 | Sopexa 2018



SINGAPORE

Postponed to may 2021

Rep. of Singapore > Singapore

Postponed to may 2021



The garden city



The market

- Huge green metropolis, also known as the «garden city». Singapore, with a population of only 6 million inhabitants, counts with some of the world's largest millionaires.
- Singapore plays a role as a logistics and distribution hub, with an estimated re-export level of more than 50% for wine and more than 75% for spirits.
- Wines imported into Singapore can remain in the duty-free zone and be redistributed, in Malaysia, Thailand, Indonesia, the Philippines, or even as far south as China.
- Singapore is a promising market for wines. One of the most mature in Southeast Asia, with consumption continuing to increase (up 6% on average over the last 5 years).

You meet with:

- Asia-Pacific importers.

Your participation includes:

- Up to 20 «workshop room» business meetings,
- routing, customs clearance and the management of 24 bottles of samples,
- presentation in the online catalogue,
- access to the detailed profiles and needs of all importers
- a business meeting schedule,
- two lunches with importers,
- an invitation to the networking cocktail to meet the whole industry.



100% of the wines
are imported



80% of the imports
of the wines and spirits are re-exported
to other Asian countries



15% of wine sales
to consumers are made
in wine boutiques

TASTYWINES-MEETINGS.COM

Sources : Business France - 2019 | agence Adocc - May 2020 | Ambafrance.org



SHANGHAI

December 10

SOUTH CHINA > Shanghai

December 10



Capital of excess



The market

- Thanks to a rising middle class every year, Chinese consumers have witnessed their purchasing power grow, allowing them to buy wine of higher quality and more frequently.
- The port of Shanghai is the largest port of import for wine by volume.
- Shanghai city has the largest number of restaurants listed in the Michelin Guide, including two of the country's 3*** starred restaurants.
- Chinese importers diversify their portfolios a lot (ils avaient oublié la traduction donc n'hésite pas à corriger si j'ai fait une erreur sur cette phrase).



You meet with:

- importers from Shanghai area.

Your participation includes:

- registration fees,
- a visibility pack,
- routing, customs clearance and the management of 12 bottles of samples,
- presentation in the online catalogue,
- access to the detailed profiles and needs of all importers,
- meetings requests,
- up to 10 targeted and qualified business meetings,
- access to the videoconferencing platform,
- technical assistance during online business meetings,
- sommelier wine service for importers during your meetings.

TASTYWINES-ONLINE.COM

Marketing Chine - Juillet 2019 | Business France - déc. 2017 | french.peopledaily.com.cn - 2017 | Wikipédia - avril 2020 | guide.michelin.com - 2020



Highest purchasing power of the country



Young consumers and e-commerce are taking over wine consumption



38 million wine buyers



TAIPEI

December 15

TAIWAN > Taipei
December 15 • 4 november



A natural and authentic wine consumption



The market

- With a population of more than 23 million, Taiwan is an important market for the importation of alcoholic beverages. Over the past six years, there has been an annual increase in consumption (+8.6% for wine and +8.8% for spirits).
- Taiwan is one of the top 5 wine markets in Asia.
- New consumer groups emerged among urban dwellers, including women.
- As Taiwan is not considered a volume market, there is no major wine professional trade fair in Taiwan.



You meet with:

- Taiwanese importers.

Your participation includes:

- registration fees,
- a visibility pack,
- routing, customs clearance and the management of 12 bottles of samples,
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TASTYWINES-ONLINE.COM

Fevs - Feb. 2020 (* résultats exports 2019) | Business France - 2019 | Adocc - Jun. 2020



More than 300 importers
of wines and spirits



4th market in volume
and 5th in value in Asia



1 store for every 2,300 people,
Taiwan has the highest sales outlets
density in the world

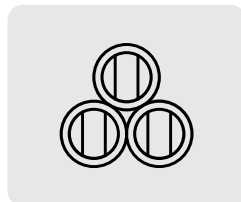


YOUR MARKETING CAMPAIGNS

You want to reach out to:



IMPORTERS



RETAILERS



AGENTS

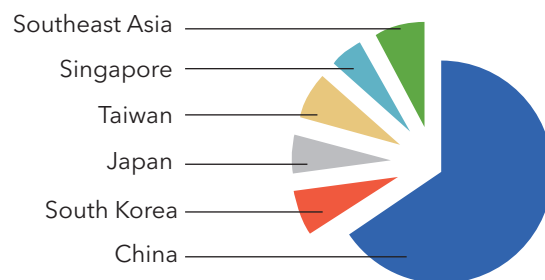


DISTRIBUTORS



HORECA

Looking for new markets




More than 8,000 qualified buyers

Rental & shipping costs

Southeast Asia (excluding Singapore)
660 contacts → €1,700


China (including Hong Kong)
5,512 contacts → €5,000


South Korea
589 contacts → €1,500


Japan
535 contacts → €1,500


Singapore
460 contacts → €1,500


Taiwan
614 contacts → €1,700

Full database → €10,900 (15% off)

For each campaign, you will receive 2 reports, after 2 days and 15 days. The email will be sent from the email address of your choice, you will receive answers directly to that email address.

REGISTRATION

<input type="checkbox"/>	SHENZHEN CHINA	TASTYWINES ONLINE	24 September 2020	€750*
<input type="checkbox"/>	SHENZHEN CHINA	TASTYWINES ROADSHOWS	19 November 2020	€2,250
<input type="checkbox"/>	BEIJING CHINA	TASTYWINES ROADSHOWS	17 November 2020	€2,250
<input type="checkbox"/>	SEOUL SOUTH KOREA	TASTYWINES ONLINE	22 September 2020	€750*
<input type="checkbox"/>	SEOUL SOUTH KOREA	TASTYWINES ROADSHOWS	2 November 2020	€2,250
<input type="checkbox"/>	TAIPEI TAIWAN	TASTYWINES ROADSHOWS	4 November 2020	€2,250
<input type="checkbox"/>	SHANGHAI SOUTH CHINA	TASTYWINES ONLINE	10 December 2020	€750*
<input type="checkbox"/>	TAIPEI TAIWAN	TASTYWINES ONLINE	15 December 2020	€750*
<input type="checkbox"/>	E-MAILING CAMPAIGN	DATABASE RENTAL	To be filled →	
2x	TASTYWINES ROADSHOWS → €250 DISCOUNT			
3x	TASTYWINES ROADSHOWS → €600 DISCOUNT			
4x	TASTYWINES ROADSHOWS → €1200 DISCOUNT			
TOTAL: _____				

*Then €250 per validated meeting.

For a representation by a sommelier, additional samples, an interpreter, the creation of an html page...: contact us.

Information to be completed

Company name _____ Wine region _____

First and last name _____ E-mail _____

Address _____

Phone _____ Postal code _____ City _____

Date _____ Place _____

Name _____

"Good for agreement"
& Signature

Company's stamp

50% down payment on order.

Cheque to the order of: BREAK EVENTS GROUP

Bank Transfer : **FR76 3000 4017 8100 0101 3735 180**

BIC / SWIFT : **BNPAFRPPXXX**

TASTYWINES ONLINE | TASTYWINES ROADSHOWS | TASTYWINES MEETINGS

BREAK EVENTS GROUP, 402 Bureaux de la Colline, 92213 Saint-Cloud cedex - France

Tel. : +33(0)1 75 43 29 01 - tastywines@break-events.net - www.break-events.net

TASTYWINES GENERAL REGULATION

1 ORGANIZATION

TastyWINES events are organized by the company BREAK EVENTS, a business corporation with a capital of 20 000 Euros, where the headquarters are located at 4 Square La Fontaine, 75016 Paris - France.

2 SUBJECT

This regulation defines the conditions under which BREAK EVENTS organizes and runs these events. It specifies the respective obligations and rights of the participant and the organizer. Everyone is formally committed to complying with this regulation.

These regulations define the conditions under which the company BREAK EVENTS organize and runs this convention. It specifies the respective rights and obligations of the participant and the organizer. Each party formally agrees to comply with these regulations.

3 ADMISSION, REGISTRATION, REGULATION

To be valid, all registrations must be made through the formal application. Any application must be accompanied by the corresponding down payment. The application for admission is a firm and final commitment of the participant.

The organization reserves the right to refuse an application for registration on whatever grounds and without having to justify its decision. In case of cancellation of the participant one month before the event, the signatory remains liable for the down payment paid at the time of his application, corresponding to the costs incurred by the organizer. The cancellation can only be notified to the organizer by registered letter with acknowledgment of receipt, the postmark date prevailing. After this date, the application for admission becomes final and irrevocable, and the participant remains liable for the full amount of his initial participation. The total payment for participation must be paid one month before the event at the latest. The payment mode can be made by cheque to the order of BREAK EVENTS GROUP or by wire transfer (IBAN: FR76 3000 4017 8100 0101 3735 180 - BIC / SWIFT: BNPAFRPPXXX).

4 COMMERCIAL RULES

It is prohibited for participants to have another company benefit from services offered by the TASTYWINES MEETINGS convention, whether partially or totally, without the agreement of the organizers. The participant formally refrains from engaging in activities similar to those carried out within the premises of the events, for the duration of the events.

5 RESULTS OBLIGATION

The organizer undertakes to diligently implement the means at his disposal without being bound by an obligation or performance.

6 CANCELLATION

BREAK EVENTS GROUP may decide to cancel or postpone an event in the following cases: the impossibility of having the premises provided in case of force majeure, insufficient number of participants, climatic risks, political risks, administrative restrictions, strike risks, terrorist risks, health risks and more generally any situations that could disrupt the smooth running of events. The organizer reserves the right to change the venue of his events, to postpone the date or to decide on a cancellation after notifying the participant. In this case, his application for admission will then be terminated as of right, without compensation for the member apart from the reimbursement of the participation fees paid.

7 INSURANCE

BREAK EVENTS GROUP is civilly responsible, as organizer of THE TASTYWINES events. This liability cannot in any way extend to the damage caused by third parties to the participants. Hotels where events take place, are liable for their civil liability in their capacity as owners of buildings and facilities, fixed or temporary used for events, as well as for the operation of the businesses and activities it directly manages. The same is true for all outside companies. The participant must be covered by a personal third-party liability insurance and be responsible for all damage caused to others either caused by the participant, their staff or their facilities. The participant must be covered by an insurance policy guaranteeing also the equipment belonging to him or the entrusted goods brought during the events.

8 APPLICATION OF THE REGLEMENT

The organizer has the right to rule on all cases not foreseen in this regulation and to make any necessary changes or additions to it that become immediately enforceable. Circulars sent to participants on a later date are an integral part of this regulation. Any breach of these regulations may result in the exclusion of the offender and will be at the sole volition of BREAK EVENTS GROUP, without notice nor reimbursement to the participation. All sum paid which will remain unrefundable.

9 ADEQUACY

By signing their application, participants declare to fully accept the clauses of these regulations of which only the French-language text is law. In case of contestation and before any procedure, the exhibitor agrees to submit the complaint to the organizing committee. In case of contest, the courts based in the same jurisdiction as BREAK EVENTS GROUP's headquarters shall be the only competent court.