

The 5th China Beijing International Alcoholic Drinks Expo 2025

Recording unit: Ministry of Commerce of the People's Republic of China

Organizer: China National Association for Liquor and Spirits Circulation

Undertaker: Beijing Hongli Exhibition Service Co., Ltd.

Introduction to the Exhibition

Beijing, positioned a pivotal political, cultural, and international communication hub, aims at establishing a world-class city cluster. As a major market for liquor consumption, Beijing is poised to enhance the balanced development of the international liquor sector. This initiative seeks to strengthen product trading, foster market growth within the liquor sector, and promote liquor culture. To this end, the "China Beijing International Alcoholic Drinks Expo 2025", organized by the China Liquor Circulation Association and managed by Beijing Hongli Exhibition Service Co., Ltd, along with the Organizing Committee of China Beijing International Alcoholic Drinks Expo, is scheduled to take place from May 16 to 18, 2025, at the China International Exhibition Center (Chaoyang Hall), Beijing, China.

China stands as the largest consumer market for alcohols globally and has significantly contributed to the swift expansion of the international wine sector for the past two decades. In recent years, the Chinese wine market has witnessed substantial growth, a trend anticipated to persist in the foreseeable future. The popularity of red wine is on the rise in China, as individuals increasingly prioritize healthy lifestyles and high-quality diets. With heightened consumer awareness and a growing acceptance of red wine, driven by enhanced domestic consumption, the red wine industry in China is poised to sustain its growth momentum.

Previous review

The China Beijing International Alcoholic Drinks Expo 2024 covers an exhibition area of 25 million square meters, attracting over 500 exhibitors from around the globe and receiving 35,000 industry professionals. The event achieved an on-site revenue of RMB 85 million, with a projected turnover of RMB 660 million. The upcoming

exhibition event is expected to see the participation of tens of thousands of import agents, distributors, and purchasing groups from China's liquor distribution sector, enhancing its presence as the premier professional wine exhibition in the country.

The upcoming event will maintain its commitment to branding efforts, emphasizing specialization and market orientation, and rendering services for enterprises within the wine industry.

We cordially invite you to join us at the “China Beijing International Alcoholic Drinks Expo 2025”.

Event Schedule:

Date of move-in: May 14-15, 2025

Opening date: in the morning of May 16, 2025

Duration: May 16-18, 2025

Date of move-out: in the afternoon of May 18, 2025

Venue: China International Exhibition Center (Chaoyang Hall), Beijing, China

Scope of exhibition:

Traditional Alcoholics Area: national yellow wine, health care wine, among others;

Alcoholic Drinks Area: beer, cocktails, fruit wines, liqueurs, among others;

Wine and International Spirits Area: chateau wines, red/white/rose/dry wines, still wines, sweet wines, fortified wines, strong wines, champagne, sherries, ices wine, brandy, whisky, vodka, rum, jockey, sake, sparkling wines, tequila, liqueurs, gin, alcoholic food, among others;

Alcohol services: anti-counterfeiting labels for alcoholic drinks, bottles, wine utensils, ceramics, alcohol investment agencies, logistics and transportation service providers, alcohol storage service providers and their service providers (organizations), among others;

Manufacturing machinery: technology and equipment of alcoholics production/brewing/packaging, packaging design/labeling, handling/processing equipment of raw materials, canning/filtration equipment, alcoholics testing equipment, alcoholics storage equipment, environmental protection/water treatment equipment, among others;

Fee rate:

Standard booth (9 m ²)	RMB 12,800/booth/period
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Luxury booth (9 m ²)		RMB 15,800/booth/ period		
Raw booth (≥36 m ²)		RMB 1,300/m ² / period		
Advertising (Due to limited space, we are afraid that it would be impossible to provide a complete listing of other advertisements. Should you require further information, please contact the organizing committee.)				
Cover page of the expo publication	Back cover of the expo publication	Cover 1, 2	Cover 3, 4	Inner color pages
RMB 30,000	RMB 28,000	RMB 18,000	RMB 15,000	RMB 6,000
Badges and lanyards	Outdoor advertising	Road flags	Visitor tickets	Please contact the Organizing Committee for details
RMB 35,000	RMB 18,000	RMB 1,180	RMB 20,000	

Visitors

Circulation sector, retail sector, food & beverage sector, bars and clubs, group purchase channels, high-end consumer groups, financial investment institutions, international traders, associations and media.

Event advantages

China's only professional wine exhibition consisting of 100% imported products;

An abundance of imported liquor industry resources to help enterprises and brands to quickly promote products;

VIP buyers program: facilitate visits from high-quality buyers in precise alignment with the purchasing requirements of exhibitors;

This event is organized by the national authoritative body, China National Association for Liquor and Spirits Circulation, supported by various industry associations nationwide, docking the supply side with the demand side.

Imported wine products promoted both physically and virtually;

High-end forums designed to enable enterprises to keep updated on the market trend.

Organizing Committee of China Beijing International Alcoholic Drinks Expo

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