



European **WINES**

Discovery Tour 2018
in Asia

Shenzhen & Taipei

28th & 30th March

400 wine professionals in 2 days



Break Events
Business Events Management



EUROPEAN WINES DISCOVERY TOUR 2018 IN ASIA

THE ORGANIZER



Break Events
Business Events Management

You know us – or, you have already benefited from our services, without knowing it.

We are an event agency with an experienced team in the organization of professional events in the Asian market, often working behind the scenes to support major organizers. Today, we offer you two professional events of our own, for maximum effectiveness. Our goal is to present European wine producers with an alternative to existing offers, granting them new possibilities thanks to our extensive and continually evolving database. The aim is better market access – which, as everyone knows, is in constant evolution.

Because of what we do, we are well-placed to have an overview of the entire wine network, from importers to distributors to final prescribers – sommeliers and F&B managers, among others.

To find out more about us: www.break-events.net

Our proposal – our commitment

2 days, 2 cities, 2 countries – how many prospecting days can you save?

SHENZHEN, CHINA - WESTIN

March 28th, 1pm-7pm
(5pm-7pm, local food buffet dinner)
50 producers of European wines
200 professional visitors

TAIPEI, TAIWAN – MARRIOTT

March 30th, 1pm-7pm
(5pm-7pm, local food buffet dinner)
50 producers of European wines
200 professional visitors

WHY TAIPEI - TAIWAN?

- **THE MARKET:** With a population of more than 23 million, Taiwan is an important export market for producers of alcoholic beverages. The last six years have seen an annual increase in the consumption of wine (8.6%) and spirits (8.8%). Taiwan is among the five most important markets for wine in Asia.
- **OPPORTUNITIES:** New groups of consumers are emerging among the population, particularly women. There is strong demand for wine as a result of the rise in the number of tourists from mainland China. The arrival of new consumers with an already-acquired taste for wine is changing local habits of consumption. Since Taiwan is – often mistakenly -- not considered a volume market, there is no major wine exhibition for professionals – as opposed to lots of wine tastings for the wider public. Consequently, professionals attend when an event is organized specifically for them and they are warmly welcomed.
- **THE BONUS:** Taiwan is near to mainland China and across from Xiamen, a particularly rich and dynamic coastal city. Since the normalization of relations between China and Taiwan and the advent of direct flights between the two places, a number of Taiwanese importers now have offices in Xiamen to serve and develop the Chinese mainland market.

Break Events has already organized a major event in Taipei that drew more than 500 professional visitors.

WHY SHENZHEN?

- **THE MARKET :** Located just north of Hong Kong, Shenzhen was promoted to city-status in 1979 and was designated China's first Special Economic Zone (SEZ) in 1980, becoming one of the main experiments in a policy that opened investment in China to foreigners. Benefiting from a privileged geographic location, Shenzhen has flourished economically and demographically. Today, there are 11 million people living in Shenzhen, one of the richest municipalities in China. The city is part of the Pearl River Delta megalopolis, with an economy that has grown in 26% on average every year since 1980.
- **OPPORTUNITIES:** Shenzhen's population is young, well-off and influenced by neighboring Hong Kong in terms of consumption habits. Wine is becoming the fashionable beverage to drink. China's main IT companies are headquartered in Shenzhen – Alibaba, Taobao, Tencent (WeChat, Weibo), along with affiliates of foreign groups like Samsung, LG, Sagem etc...that attract young talents of the new economy, freshly graduated from the best universities. What's more, Shenzhen has become a haven for wealthy residents of Hong Kong, eager to invest in real estate.

- **THE BONUS:** A number of very important Hong Kong importers looking to develop in mainland China have opened offices in Shenzhen, which also serves as an entry point for Hong Kong.

Break Events has an office in Shenzhen and has already organized two major events that have drawn more than 350 professional visitors.

TO PARTICIPATE

1 city : Euros 1,500

2 cities : Euros 2,500

Participation price includes:

- Presentation catalog (presentation on page 4), one page + logo,
- One table with white tablecloth, company easel, badge,
- Two ice buckets, cuspidor, basket of bread or crackers, small bottles of water,
- Shipping 24 sample bottles.

Not included:

- Your travel expenses from Europe and interior flights,
- Your lodging.

ASIA EXPOS 2018 REGISTRATION FORM

Please return via e-mail to odarras@break-events.net

Before March 1st, 2018

Company:

Contact person:

Address:

Tel.: E-mail:

Name and first name of person(s) attending:

..... Mobile phone:

FORMULA

☐ **SHENZHEN**, 28 March 2018
EUR 1,500

☐ **TAIPEI**, 30 March 2018
EUR 1,500

☐ **SHENZHEN**, 28 March 2018 &
TAIPEI, 30 March 2018
EUR 2,500

OPTIONS

	28/03 - Shenzhen, Westin	30/08 - Taipei, Marriott	
LODGING • From EUR 180/night Breakfast included	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> YES <input type="checkbox"/> NO Please, send me the booking form	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> YES <input type="checkbox"/> NO Please, send me the booking form	Payment at the hotel directly
INTERPRETER (EUR 150/city)	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO	
ADDITIONAL SAMPLES 12 additional bottles (EUR 180/city)	<input type="checkbox"/> YES <input type="checkbox"/> NO X 12 bottles	<input type="checkbox"/> YES <input type="checkbox"/> NO X 12 bottles	
TOTAL Options			

TOTAL FORMULA + OPTIONS SELECTED =

Your registration will not be confirmed before reception of a first instalment of 50% of the total amount indicated above. Balance is due no later than 15 days before the date of the 1st event selected. Otherwise, access will be refused. Payment by bank transfer in Euros.

Bank Name: HSBC Hong Kong
Swift Code: HSBCHKHHHKH
Bank address: 1 Queen's Road Central, Hong Kong
Account name: BREAK EVENTS LTD
Account No: 848-717260-838

“ Please identify your transfer with “
EWDI and your company name”.
Bank charges not deductible.

”

PRESENTATION FOR TASTING BOOK

Wine-producing region:

Company name that you wish to appear in the catalog:

Name: First name:

Position:

E-mail: Web site:

Tel : Fax:

Company description (your strong points, in four lines):
.....
.....
.....
.....

Vineyard surface: hectares – Production: hl or
bottles (0,75 l).

Importer: Do you have one or more importers in this country: ☐ YES ☐ NO

Would you like him/them to be mentioned on the tasting card: ☐ YES ☐ NO

Please provide name(s), address(es) and phone number(s)
.....
.....

Please send your logo with the Registration form

Done at (place):

On (date):

By (name):

Company stamp: Signature :



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CONTACT US:

Break Events Shenzhen
Xuehui (Veronica) YIN : +86 (0) 755 8827 1784
xyin@break-events.net

Room J, first floor, Yingzhao Building,
Taizi Road 6, Shekou, Nanshan district, Shenzhen, China