

2019/30TH - 31ST MAY

YANTAI INTERNATIONAL EXPO CENTER

烟台国际博览中心

**WB
WE**



Leading bulk wine exhibition in Asia

**WB
WE**

**World
Bulk Wine
Exhibition
ASIA**

30th Business Conferences

MAY
2019

09:30 10:00

BULK WINE IN CHINA AND PRIVATE LABEL SUCCESS

Tiancheng and Upper Vinicola

GU ZUONING

Chairman

10:00 10:30

AUSTRALIAN BULK WINE IN CHINA - WHY IT WORKS

Freelance Wine Journalist and Export Consultant

DAN TRAUCKI MWCC

Wine Assist Pty Ltd

10:30 11:00

12:30 13:00

CHINESE CONSUMER TRENDS AND DEMOGRAPHICS

vino-joy.com

NATALIE WANG

Journalist and Editor

13:00 13:30

IMPORT DUTIES, QUALITY CONTROL, BUSINESS MODEL - WHAT MATTERS MORE?

Embassy of Spain in China

DIEGO URIEL GALVEZ

Head of Investment

13:30 14:00

ADVANTAGEOUS OF CHINESE WINE MAKING EQUIPMENT AND TECHNOLOGY

Comexposium Exhibition (Shanghai) Co., Ltd.

ANGELINA CHEN

International Marketing Manager of SITEVINITECH CHINA

30th Technical Masterclass

MAY
2019

09:30 10:00

INTEREST FOR ORGANIC WINE IN CHINA

WEILONG WINE Co. Ltd.

CHEN QINGCHANG

Technical director

10:00 10:30

CORK STOPPER AND HOW TO USE IT WHEN BOTTLING WINE

Portuguese Cork Association (APCOR)

WEI YUE

Sales Manager

10:30 11:00

12:30 13:00

DRY GOODS QUALITY ASSURANCE

WBWE

VICENTE SÁNCHEZ-MIGALLÓN

General Manager

13:00 13:30

HOW TO TASTE BULK WINE AGAINST A SPEC AND WHAT TO LOOK FOR

Kingsland Drinks

KEVIN WILSON

Buying Controller

13:30 14:00

THE USE OF OAK IN WINE

Wolin

FANG JISHENG

Founder

30th Tasting Sessions

MAY
2019

09:30 10:00

FRENCH WINES IN CHINA, IS MARSELAN A TREND?

Château Cohola

JERÔME BUSATO

CEO

10:00 10:30

WINES FROM MOLDOVA

Wines of Moldova

ANDRIAN DIGOLEAN

Marketing Manager

10:30 11:00

12:30 13:00

BOBAL THE GREAT UNKNOWN

Union Campesina Iniesense U.C.I.

JOSÉ IGNACIO MONCAYO

Export Manager

13:00 13:30

CHILEAN WINES AND ITS PROFILES

Viñedos Puertas

CARLOS TORRES

General Manager & Winemaker

13:30 14:00

WINEMAKING IN CHINA AND CURRENT TRENDS

Excelsis Winery

Li li Tong

Owner and Winemaker

31st

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09:30 10:00

THE ROLE OF BULK WINE IN THE LAST 10 YEARS AND ITS VERSATILITY

WBWE

NATALIA POSADAS-DICKSON

Conference Program Director at WBWE-Asia

10:00 10:30

PRIVATE LABEL SUCCESS IN USA

Wine Business Monthly

CYRIL PENN

Chief Editor

10:30 11:00

PRACTICAL INFORMATION TO CONSIDER WHEN EXPORTING BULK WINE TO CHINA

Yantai Bomo International Logistics Co. Ltd.

MARINE MA

Import Manager

12:30 13:00

KINGSLAND DRINKS UK: A SUCCESS STORY OF BULK SHIPPING AND BOTTLING

KINGSLAND

Kingsland Drinks

KEVIN WILSON

Buying Controller

13:00 13:30

THINGS YOU CAN LEARN FROM MY MISTAKES AS A BULK WINE BROKER

Wine Broker

CRUZ LILJEGREN

Premium Wine Broker

13:30 14:00

31st

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Technical Masterclass

09:30 10:00

COLOR, SO₂ & OXYGEN – THE GOOD, THE BAD AND THE UGLY

Winemaking Consultant

JAVIER ESCOBAR DE LA TORRE

Chemist & winemaker

10:00 10:30

PREPARING BULK WINE AND CRITICAL POINTS TO CONSIDER TO PRESERVE QUALITY

UPPER VINICOLA

VICENTE RIERA

Oenologist and Professor at Universitat de València

10:30 11:00

12:30 13:00

13:00 13:30

●ROUND TABLE

WINEMAKING UNDER DIFFERENT CULTURE

→ Moderated by

NATALIA POSADAS-DICKSON

Conference Program Director at WBWE-Asia

13:30 14:00

→ Speakers

LI LI TONG

Excelsis Vineyard. Winemaker & Winery owner

JERÔME BUSATO

Château Cohola. CEO

CARLOS TORRES

Viñedos Puertas. General Manager & Winemaker

31st

MAY
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Tasting Sessions

09:30 10:00

AUSTRALIAN WINES & VARIETIES WITH SUCCESS IN CHINA

Wine Assist Pty Ltd

DAN TRAUCKI MWCC

Freelance Wine Journalist and Export Consultant

10:00 10:30

WHICH ITALIAN WINES WORKS AMONGST CHINESE CONSUMERS?

Cantina di Ortona

GIUSEPPE LA MONA

Sales Director

10:30 11:00

12:30 13:00

QUALITY VS QUANTITY, CAN YOU HAVE BOTH? LA MANCHA AND SHANDONG CASE STUDY

Bodegas Cautela

FRANCISCO GRANADO

Winemaker

13:00 13:30

WINES BOTTLED IN CHINA – WHAT WORKS?

Red Hat Degustar Shanghai / Vinoria Wine Media &
Education

JÖRG PHILIPP / WSANA WOO

Founder/Founder

13:30 14:00

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