

Wines of Germany China 2023 Activity Calendar



Date	Event	Participant	Contact
February	<p>2023 TOP German Wine Competition</p> <ul style="list-style-type: none"> In 2023, Wines of Germany will arrange its own wine competition. Importers/wineries register with wines available in China and supply wine samples. Wines will be judged by professionals in blind tasting. Three categories of prizes will be given to the best wines including TOP50 German Wine, TOP10 German Pinot Noir, TOP20 Best Buy German Riesling (suggested retail price under 250RMB). Print and distribute Buyers' Guide in China. Free promotional materials given to award wines. Entry Requirements: 500RMB per SKU + two sample bottles. Wines of Germany China need to recruit minimum 120 SKUs for the competition in order to cover costs. 	German wine importers/ Wineries	<p>Contact: Tan Wu tan.wu@winesofgermany.com.cn</p>
March 13th	<p>Happy Birthday Riesling</p> <ul style="list-style-type: none"> Happy Birthday Riesling Influencer Co-operation, March 13th. Importers are encouraged to organise their own Riesling's birthday celebration events on March 13th. 	Media / KOLs / Trade / Consumers	<p>Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn</p>
March	<p>2023 China Food & Drinks Fair, Chengdu</p> <ul style="list-style-type: none"> 28 German wine importers / wineries to form National Pavilion of Germany. Must showcase existing stocks in China, WoG does not take care of the wine logistics to Chengdu. 1 Master Class Participation fee: 13,500 RMB / 1,900 Euro. 	German Wine Importers / Wineries with existing stocks and representatives in China	<p>Contact: Tan Wu tan.wu@winesofgermany.com.cn Jeuce Huang jeuce.huang@winesofgermany.com.cn</p>
<p>April 25th</p> <p>April 27th</p> <p>May 17th</p> <p>May 19th</p> <p>May 23rd</p> <p>May 25th</p>	<p>Riesling & Co Hotel Presentation in Beijing, Nanjing, Wuhan, Shenzhen</p> <ul style="list-style-type: none"> Intended planning: April 25th: Beijing (Substitute city: Shanghai) April 27th: Nanjing (Substitute city: Chongqing) May 17th: Wuhan (Substitute city: Xiamen) May 19th: Shenzhen (Substitute city: Guangzhou) Partner with PACCO, German Wine Masterclass and table presentations at hotel. Recruit minimum 20 exhibitors, maximum 40 producers / importers for each city. Recruit 8 - 10 wines for the masterclass. Participation fee: 650 Euro or 4,650 RMB for 1 city / or 1,900 Euro or 13,500 RMB for 4 cities. 	German wine importers / German wineries / Buyers / Trade / F&B / Media /	<p>Contact: Tan Wu tan.wu@winesofgermany.com.cn Jeuce Huang jeuce.huang@winesofgermany.com.cn</p>
June	<p>GWA - Level 2 Professionals Course</p> <ul style="list-style-type: none"> 2 Days professional course for Chinese wine trade (intermediate level). Course conducted by professional wine education schools, taught by certified German wine educator in Chinese. Exam and certificate. 	Wine Professionals	<p>Contact: Tan Wu tan.wu@winesofgermany.com.cn</p>
July & August	<p>Riesling Weeks</p> <ul style="list-style-type: none"> Restaurants and wine bar promotion. German Wine Chill Discount Promotion for retailers and e-commerce. Summer of Riesling consumer parties at various cities. Riesling Weeks official website www.rieslingweeks.com.cn. 	HoReCa / Retailers and E-commerce / Consumers	<p>Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn</p>
November	<p>ProWine Shanghai</p> <ul style="list-style-type: none"> Run by the Federal Ministry of Food and Agriculture (BMEL). TOP German Wine Competition Awarded Wine Tasting Booth. 1 Master class. 9 short seminars at the tasting booth. 	German wine importers / Wineries / Buyers / Trade / F&B / Media /	<p>Contact: Manuela Liebchen, ml@deutscheweine.de</p>
December	<p>2023 Wines of Germany Annual Importer's Meeting and Award ceremony</p>	German wine importers / educators / Media	<p>Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn</p>
Whole Year	<p>GWA - Level 1 Consumer Course</p> <ul style="list-style-type: none"> 3 hours beginners course for wine lovers / consumers. Course taught by certified German wine educators in Chinese. Certificate given to attended consumers. 	Consumers	<p>Contact: Tan Wu tan.wu@winesofgermany.com.cn</p>
Whole Year	<p>I Love Riesling Consumer Events</p> <ul style="list-style-type: none"> FEAST Food & Wine Festival Shanghai. CRUSH Wine Festival Shanghai. AHK German Market. Other suitable wine festivals. Self-financing project, No subsidy in 2023. 	Consumers / Importers	<p>Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn</p>