



SIWC

上海国际葡萄酒品评赛

SHANGHAI INTERNATIONAL WINE CHALLENGE

2024年6月3-5日

June 3-5, 2024

全球汇·外高桥国际酒类展示交易中心

Global Hub of Waigaoqiao International
Wine Exhibition Center





Introduction

- SIWC was founded in 2006 and has been successful held for 17 sessions.
- The goal of SIWC is to select high-quality wines for the market.
- In the past 17 years, tens thousands of wines from all over the world have participated in SIWC, and thousands of high-quality wines have been selected and introduced to the Chinese market.
- At the 2023, nearly 1000 wines from 19 countries participated in the competition. 40 platinum awards, 116 gold awards, 187 silver awards, and 22 best trophy awards were selected through a 3 days blind judging process by 17 top domestic and international judges.



Organizing Committee

Supervised by

China (Shanghai) Pilot Free Trade Zone Administrative Committee
Shanghai Pudong New Area Commerce Commission

Hosted by

China Council for the Promotion of International Trade - Shanghai (CCPIT-Shanghai)
Shanghai Waigaoqiao International Trade Operation Center Co., Ltd.

Organised by

Shanghai Waigaoqiao International Trade Operating Center Co., Ltd.
Shanghai Pudong International Exhibition Co. Ltd.





Partners



Sannianjian®, established in Shanghai since 2010. Base in the downtown area on Hengshan Road, Sannianjian® engaging in fine wine promotion and retail for wine community. Hosting more than 200 activities for different brands per year, Sannianjian comes to be one of the most popular wine spaces in Shanghai.



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Beijing Worth Buying Technology Co., Ltd. was founded in 2011, its product "smzdm" is thousands of users love.

The scientific consumer guide is committed to continuously improving the efficiency of the connection between the B and C ends.



Media partners

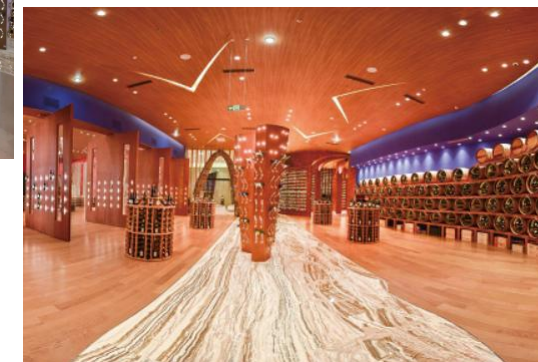
100+Media 20+KOL 30+Internet celebrity





Competition area

Global Hub of Waigaoqiao International Wine Exhibition Center (No. 300 Yinglun Road) is the first batch of "6+365 days" annual exhibition trading platform of the Expo and the first batch of "national-level standardized market for intellectual property protection" in China.





Awards setting



Best Trophy



Platinum



Gold



Silver



Rules

- In its 17th year, the Shanghai International Wine Challenge (SIWC) is accepted as one of the domestic most rigorous, impartial and influential annual wine competitions.
- No matter in the competition system, as well as the collection of wine samples, always adhere to the principle of complete fairness, industry, transparency.
- The rigorous SIWC judging process assesses every wine "blind" with no pricing or producer information provided and judges each for its faithfulness to style, region and vintage. For wine importers, agents, distributors, you can pass such a competition to test the merits of wines.



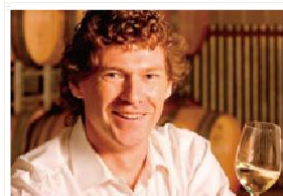
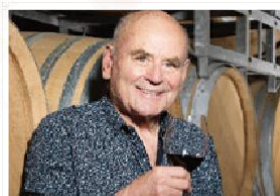
Judges

- The SIWC judging team include experts and influence-rs from the international wine industry, MW, MS, independent wine critics, independent writers, star winemakers, Internet celebrities lecturers, and it pays more attention to the cultivation of new talents in the industry and the growth of rising stars.
- The collision of old and new viewpoints ensures that SIWC is full of vitality.





Judges' photos





SIWC Highlights





Event Series

- Trainee Judge
- Wine Master Class
- Award-winning Wine Tasting
- SIWC Yearbook (Chinese version)
- Awards announcement and Gala dinner
- Road Show





Event Series-Trainee Judges

The "Trainee Judges" provide an opportunity for domestic and international wine practitioners and senior wine enthusiasts to learn and communicate with international greats at close range, to experience the process of the top international competitions, and hopefully to take this opportunity to help more people to improve their wine tasting ability.





Event Series-Master Class

SIWC will organise specific masterclasses according to the wines entered into the competition each year, and grasp the characteristics of the Chinese consumer market and the characteristics of the wines entered into the competition to organise special themed masterclasses, so as to popularise the culture of wines of different countries and pass on more wine knowledge to wine enthusiasts.





Roadshow

In addition to participating in the SIWC Wine Roadshow, the winning wines will also have the opportunity to participate in the following presentations:

1. ProWine Shanghai
2. China International Import Expo (CIIE)
3. China food and drinks fair





BTTC中国葡萄酒盲品达人赛

- China Wine Blind Tasting Talent Competition (BTTC) was started from twenty-sixteen and has been successfully held for seven times. It is one of the promotional events of SIWC, and most of the wines used in the competition are selected from the participating wines of SIWC, especially the award-winning wines.
- BTTC has several sub-competitions across the country, with 26 cities participating so far, as well as Taipei, Hong Kong, Melbourne, Sydney and other regions outside the mainland.
- Participants are mostly sommeliers, wine lecturers, wine merchants, enthusiasts, etc., which has a great influence in the wine industry.



BTTC Highlights





SHANGHAI
INTERNATIONAL
WINE CHALLENGE



THANK YOU

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