Liquor industry ready to go global in Guizhou

BY YANG FUN, ZHANGKAI and WU JIANGYUAN in Guiyang

Building on the success of last year’s China (Guizhou) International Alcoholic Beverage Expo, Guiyang, capital of southwest China’s Guizhou province, is set to host the event once again from Sept 9 to 13.

As a decade-old liquor manufacturer and trader is expected to sign commercial contracts worth more than 25 billion yuan ($3.98 billion) during the five-day event, set organizers said.

Nearly 1,100 exhibitors and more than 500 business delegates are expected to join the liquor trade show.

The event is expected to be an even greater sales venue compared to the one last year, when an ideal business platform for the liquor industry and helping companies explore overseas markets, the expo has attracted worldwide attention within recent years.

By fostering international markets, the liquor sector exemplifies the booming economic development of Guizhou.

Opening-up
“Guizhou should expand its horizons and build a bigger platform to boost the liquor industry and seek opportunities,” said Zhao Kezhi, Party chief and governor of Guizhou province, at a provincial liquor development conference held in 2011. His notion is based on the industry’s development status quo.

Traditionally, Guizhou’s liquor industry has been renowned for Moutai, the world’s most expensive liquor. But lately, the industry has been experiencing a rapid decline as it struggles to attract more manufacturer to look for new opportunities.

Guizhou Vice-Governor Shen Qingsong, who is in charge of the expo, has praised a successful platform to strengthen inter-country and inter-ethnic exhibitions and business cooperation.

It serves as a stage where Guizhou can showcase its brands and products to the world.

More than 800 domestic and overseas liquor companies attended the gala last year, with a total of 300 exhibitors, dealers and 360,000 visitors joined the event.

“It is a professional exhibition for the world’s famous liquor brands and a platform for industry insiders to exchange opinions and strengthen cooperation opportunities,” said Zong Qingyou, vice-minister of commerce, recalling past experience in Guizhou.

According to the China Tobacco and Industry Group, about 90 percent of the guests, exhibitors are local and ethnic companies.

Wang Qishan, chairman of the group, said the company will focus on becoming an international brand.

Guizhou has put forward a blueprint to build Moutai into the “world’s most famous liquor brand” in the next five to 10 years, and build the city of Renhuai, where Kweichow Moutai Group is located, into “the Cultural Capital of Baijiu Liquor in China”.

As a region inhabited by 48 ethnic groups, Guizhou will integrate international and ethnic factors. These aspects make the expo a cultural event rather than just a trade fair, said Shen Qingsong, head of the province’s commerce department.

The exhibitions will be held in eight halls at the Guiyang International Exhibition Center.

Hall 1 is for world liquor brands. The famous brand located in the city of Renhuai, Guizhou province.

More than 600 Chinese and 445 foreign enterprises will participate in the event, including 95 enterprises from 20 countries, including 60 from Japan, 49 from Italy, 26 from Australia and 20 from Germany.

As a region inhabited by 48 ethnic groups, Guizhou province will adopt modern overall concepts and high-tech measures to integrate international and ethnic factors. This aspect will make the expo a cultural event rather than just a trade fair, said Shen Qingsong, head of the province’s commerce department.

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