SITEVINITECH CHINA 2017
Return to the Heart of China’s Quality Wine Region

Situated at the East Foothill of Helan Mountain is a vast wasteland, seemingly unfit for any other plantation but nourishing wine brands valued at over 14 billion RMB in 2016. Here is Ningxia wine region, the heart of China’s quality wine and highly reputed for its unique terrior. From 13th to 15th June, SITEVINITECH CHINA 2017 has returned to Ningxia for the third time and successfully held its 6th edition at Yinchuan International Exhibition Center. Local authorities, counsellors and representatives attended and spoke at the opening ceremony.

Organized by Comexposium China and supported by Grape Industry Development Bureau of Ningxia Hui Autonomous Region and the International Organisation of Vine and Wine, SITEVINITECH CHINA 2017 attracted over 200 brands from China, France, Italy, Germany, USA, Australia, Austria and Portugal, covering an entire industry chain from vineyard mechanization to the final wine packaging. A dedicated zone showcasing international brands has also been set up this year for all buyers to experience and source the latest viticultural and vinicultural technologies from western countries. The year of 2017 also saw a big leap in the wine-growing machine sector as CHANGZHOU DONGFENG AGRICULTURAL MACHINERY exhibited for the very first time together with a number of Chinese brands who has returned with bigger space to showcase farming machineries including cultivators, trimmers and sprayers.

SITEVINITECH’s return to Ningxia is also benefited from the collective dedication to producing quality wines by wine-making communities across China. In 2017 SITEVINITECH CHINA greeted 3,597 professional visitors with over 97% recommendation rate. In addition to buyers and professional visitors from Ningxia, SITEVINITECH CHINA this year has also sent dedicated invitations to wine bureaus and regions in other parts of China calling for hosted buyer delegation involving winery owners, chief engineers and other sourcing decision-makers who have pressing needs for innovative equipment. In response to our invitation, Gansu wine bureaus led the largest ever delegation of 45 professionals to SITEVINITECH CHINA. Wine bureaus in Penglai, Fangshang, Tonghua and Huailai as well organized the delegation.

Held alongside SITEVINITECH CHINA were conferences and forums outlining the landscape of China’s progress of vineyard mechanization and viticulture automation. The Technology Expert Conference were organized by The Grape Industry Development Bureau of Ningxia and China Fine Wines Challenges (CFWC) Gold Medal Chateau Wines Tasting Forum organized by China Wine Online, came into the spotlight in the morning of 14th June. Renowned wine educator, Prof. Li Demei from Beijing University of Agriculture hosted CFWC. Altogether 45 award-winning wines presented by 22 wineries across China marked the first ever tasting event in SITEVINITECH CHINA. With invitations from The Grape Industry Development Bureau of Ningxia, VIP buyers and delegations were also organized into groups heading for local wineries that spearheaded the vineyard mechanization in China.
Remarked by Ms. Carole Lv, Agricultural Counsellor of French Embassy in China in her speech as “reproducing the spirits of Tang Dynasty and helping China to join OIV one day”, SITEVINITECH CHINA has convinced many wine professionals of its dedication to show the world the efforts China makes to improve its vineyard and produce quality wines.

Log on http://www.sitevinitechchina.com/ to learn more

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SITEVI 2017  
28th -30th November, 2017  
Montpellier, France  
A leading trade show for the vine and wine, fruit and vegetable, and olive-growing sectors, SITEVI provides a showcase for a complete range of machinery, equipment, products and services. Its mission is to help industry professionals expand their businesses by offering them advice on the purchase of new equipment and providing information on new techniques, marketing, sales and sustainable development.

wwwSITEVI.com

VINITECH SIFEL 2018  
27th -29th November, 2018  
Bordeaux, France  
As a leading exhibition on wine-making, wine-growing and agricultural machineries for fruit and vegetable, VINITECH SIFEL is held in Bordeaux in France in even year. Dozens of conferences will be held alongside this exhibition, offering an excellent communication platform to better understand industry trends, future developments and to network with experts.

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