



June 7, 2018

### The International Wine Challenge launches in China

William Reed, owners of the International Wine Challenge (IWC) is proud to announce the launch of the International Wine Challenge China (IWC China), established as a standalone awards and accreditation event focusing on the local market.

IWC China is owned and organised by William Reed but will combine with the local experience and knowledge of the team behind the Shanghai International Wine Challenge (SIWC) which has been running for 13 years. Following this years awards the SIWC will be incorporated into the launch of the new IWC China which will be based in Shanghai at the same premises of the Shanghai Waigaoqiao International Exhibition & Trading Center of Wine & Beverage Co., Ltd. and The Shanghai Pudong International Exhibition Corp who will continue to participate in the activity.

IWC China will adopt the same rigorous judging process as the IWC have in London for the last 35 years, this has been the pillar of its success and is recognised by producers and consumers around the world. It will be the only international competition and accreditation awards of its kind to be held on mainland China combining the strengths of both the IWC and SIWC.

IWC China will gather the finest local wine tasting talent as well as Asian based International Judges who appreciate the Chinese consumer and trade palate to taste and adjudicate wines that are targeted for sale in China. IWC China working with the team behind SIWC is set to be the primary wine event in China and will use their combined international reach to grow entries from overseas and local Chinese producers alike.

The first IWC China will take place in the first week of June, 2019 in Shanghai.

Andrew Reed from the IWC commented: IWC China is a very exciting project as we will be the first globally recognised competition to be operating out of mainland China. We are confident that with the combined assistance of the SIWC we will be able to continue with our mission of helping producers from all over the world sell more wine in their targeted markets. I am delighted that we will hold our events at the excellent facilities owned by the ITOC and the CCPIT.

China is already a huge and fast growing market both in terms of local producers and consumers. We look forward to working with all stakeholders to grow awareness and celebrate some of the great wines that are now available in China.

Cici Li from Shanghai Waigaoqiao International Exhibition & Trading Center Co., Ltd commented; We are very pleased to be cooperating with IWC and look forward to helping more international wines gain recognition in China, as well as Chinese wines gain international recognition from such an important competition. This will also allow a better understanding of different wine cultures and enhance the wine trade internationally.

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