

# Expo aims to draw investors

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Guizhou province in Southwest China is counting on the 2012 China (Guizhou) International Alcoholic Beverage Expo to draw in even more outside investors after garnering 49.74 billion yuan (\$7.8 billion) of investment in contract value at last year's event.

The province plans to present 926 projects, extending beyond the alcoholic beverage sector, in hopes of raising 251 billion yuan.

These projects include 125 in the primary industry, 495 in the secondary industry, and 306 in the tertiary industry.

Meng Qiliang, vice-governor of the province, laid out four preferential policies for attracting investment in projects at the expo.

First, the projects will be included in the provincial government's key inspection lists and will enjoy follow-up services from the government.

Second, they will be given priority in terms of resource allocation and will enjoy simplified procedures for the assessment, recording and approval processes.

Third, a government official will be assigned to each project as a project consultant who will provide high quality and efficient services.

Finally, once these projects are completed, the provincial government will ask local governments to honor their promises regarding the relevant preferential policies.

The expo is part of Guizhou's drive to open up to the outside world and attract more investment. Making flexible use of the nation's industrial policies, the relatively underdeveloped region is focusing on the readjustment of its industrial structure and the development of resource-intensive processing as well as new and hi-tech industrial projects.

A series of agreements are expected to be signed during this year's exhibition, including \$430 million in import and export deals and 30 billion yuan in domestic trade.

During last year's event, Guizhou signed 1,867 contracts on alcoholic beverages, with a trade volume of 49.74 billion yuan, including 1.5 billion yuan in imports and exports.



Clockwise from top: The Jinsha, Xijiu and Fanjing Mountain liquors, Guizhou's renowned liquor products apart from Moutai, were on display during the 2010 Shanghai World Expo and 2011 China (Guizhou) International Alcoholic Beverage Expo.



# Top alcohol makers bound for trade fair

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The producers of the world's top alcohol products are all set to display their wares at the upcoming China (Guizhou) International Alcoholic Beverage Expo in Guiyang, Guizhou province.

More than 660 Chinese and 445 foreign enterprises will participate in the event, including 97 enterprises from France, 84 from Spain, 49 from Italy, 26 from Australia and 20 from Germany.

As a region inhabited by 48 ethnic groups, Guizhou will adopt modern exhibition concepts and high-tech measures to integrate international and ethnic factors. These aspects make the expo a cultural event rather than just a trade fair, said Shen Xiaoping, 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 brand names. It plans to exhibit world-famous spirits, wine and beer as well as the top 10 Chinese liquors, wine and beers. It will also demonstrate the history and culture of famous alcohol brands.

Hall 2 shows each country's alcohol culture. Each participating country is expected to display the products of more than five companies, not including the world brand names that will be shown in hall No. 1.

Hall 3 displays the features of each Chinese province's alcohol culture and industry.

Hall 4 shows the history, legacy and culture of Guizhou's alcohol industry.

Halls 5 and 6 will be a display of the Chinese *Baijiu*, spirits products.

Hall 7 is for wine and beer, including fermented, distilled and mixed liquor.

Hall 8 displays products associated with liquor, such as packaging as well as manufacturing technologies.

中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会  
China (Guizhou) International Alcoholic Beverages Expo & 2011 China · Guiyang Investment and Trade Fair

签约仪式  
Signing Ceremony



PHOTOS PROVIDED TO CHINA DAILY

Projects worth 43.97 billion yuan were signed at last year's China (Guizhou) International Alcoholic Beverage Expo. This year, set to open on Sept 9, the event is expected to see more investment projects inked.

# Liquor industry ready to go global in Guizhou

By YANG JUN, ZHAO KAI  
and SU 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.

More than 1,100 liquor manufacturers and traders are expected to sign commercial contracts worth more than 25 billion yuan (\$396.8 million) during the five-day expo, said organizers.

Nearly 500 enterprises and more than 500 business delegates are expected to join the liquor trade show.

The event is expected to have an even greater influence compared to the one last year.

By building an ideal business platform for the liquor industry and helping companies explore overseas markets, the expo has attracted worldwide attention in recent years.

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

## Opening-up

"Guizhou should expand its horizons and vision to establish more platforms to boost the liquor industry and seek investment opportunities" said Zhao Kezhi, Party chief and governor of Guizhou province, at a provincial liquor industry 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 top national banquet liquor. But lately, the industry has been experiencing a market pinch, causing manufacturers to look for new opportunities.

Guizhou Vice-Governor Meng Qiliang said that the expo has provided a successful platform to strengthen international cooperation. It serves as a stage where Guizhou can showcase its brands and demonstrate its strength to the world.

More than 800 domestic and overseas liquor companies attended the gala last year, and nearly 10,000 exhibitors, dealers and 160,000 visitors joined the event.

"It is a professional exhibition for the world's most-famous liquor brands and a platform for industry insiders to exchange opinions and seek cooperation opportunities," said Jiang Zengwei, vice-minister of commerce, recalling his past experience in Guizhou.

Vice-Premier Wang Qishan made a speech at the opening ceremony last year, saying, "In addition to the liquor industry, this event has also created many opportunities to promote the development process of other related industries."

Wang concluded that it has been "good practice" for Guizhou to set up an industrial pioneer such as Moutai.

## Going global

The liquor industry has played a highly important role in Guizhou's development.

The platform created by the fair has shown the depth of Guizhou's liquor culture, promoted industry influence and attracted a number of outside investors.

According to official data, last year the exhibitors and buyers signed more than 1,670 contracts valued at nearly 44 billion yuan. A total of 148 government investment projects were set into motion, and investment capital reached more than 118 billion yuan.

The numbers are expected to hit another high this year.

As of Aug 3, more than 445 overseas liquor companies had accepted the invitation to attend this year's international liquor fair. The number has continued to increase in recent days.

Ninety-seven French companies, 84 Spanish companies, 49 from Italy, 26 from Australia and 20 companies from Germany will join more than 660 domestic firms at the event.

Organizers also mentioned that this year, Guizhou is focusing on promoting larger projects, such as resource deep-processing projects and high-tech industrial projects. To date, Guizhou has pooled 926 investment promotion projects for the upcoming event.

"In terms of the exhibition area and the number of exhibitors, the China (Guizhou) International Alcoholic Beverage Expo has reached the requirements for a world-class event," Jiang said.

He hopes the fair will become the best place for international investors to find new opportunities and can help to open doors for companies looking to launch or expand their presence overseas.

Data shows that the number of foreign exhibitors has increased from 168 last year to 445. And 90 percent of the leading import countries of Chinese liquors will participate this year.

Foreign exhibitors include world-famous brands Hennessy XO, Remy Martin XO, Rafi Latour and Carlsberg Heineken, which all rank among the top 10 brands in the world and are representative of several different types of alcoholic beverages.

## Brands

As China's largest production base for "sauce-fragrance" liquors and the home of Moutai - one of the world's three best-known liquors - Guizhou has a unique advantage and potential in the industry.

In addition, due to its sustainability and low resource cost, the liquor industry has been identified by the government as an ideal path to economic development.

Guizhou has put forward a bold target to build Moutai into the "world's most famous distilled 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".

Yuan Renguo, chairman of the group, said the company will focus on becoming an international brand.

The Moutai group has been implementing various strategies to reach the goal, such as attracting more global talent and strengthening their financial projects in overseas markets.

In addition to Moutai, some other local liquor brands also seeking ways to implement their own global strategies.

Dongjiu Liquor, for example, is one of the oldest brands in Guizhou. After experiencing a downturn for the past decade, it recovered in recent years, and now it is working to make new forays into the international market.

In early 2008, Dongjiu decided to relocate its production facility to an economic park in the Guangxi Zhuang autonomous region as a starting point to initiate a nationwide marketing project.

Yi Jigang, chairman of Dongjiu Liquor, said this move will greatly help the brand expand their business to the ASEAN market.

In addition, other rapidly developing brands, like Zhenjiu, Guotai and Guijiu, also expressed their intent to venture into international markets.

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World's largest porcelain wine jar, with a height of 113.5 cm and a diameter of 85 cm. It can hold 353 kilograms of liquid. Made in Renhuai, the city in Guizhou province that governs Moutai, it was on display at the expo.



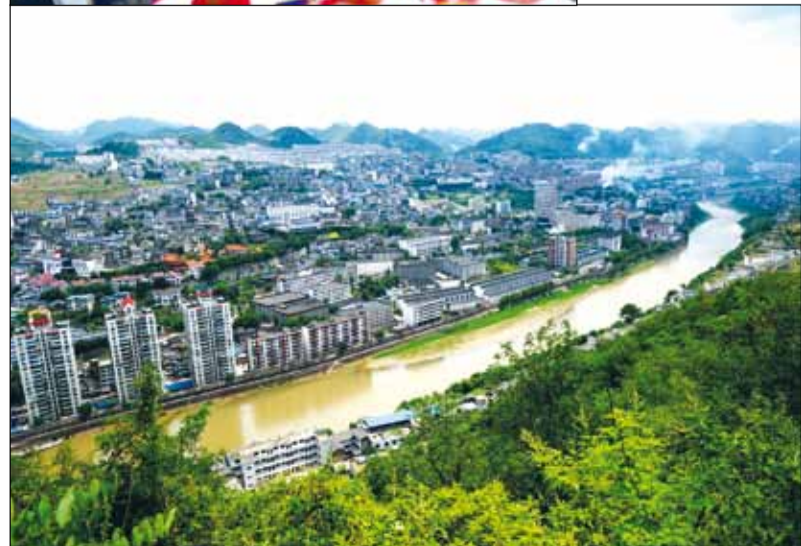
Zajiu, a folk tradition popular among Miao, Yi, Qilao ethnic groups in Guizhou.



Dangmen Liquor, the wine presented to visitors upon arriving at the home of people from the Miao ethnic group.



The production line of Jiuzhongjiu liquor, the famous brand located in the city of Renhuai, Guizhou province.



A glance of the county of Moutai, home of one of the nation's most famous liquor brands.