



Expo Shanghai 2010 Chilean Pavilion

Wines of Chile Activities

Program

(19/04/2010)

Saturday, May 1st (Day of Official Inauguration of the Chilean Pavilion)

9:30 – 10:30

Official Inauguration of Chilean Pavilion

Ceremony with Government authorities (official activity)

Wine of Honour – Official reception

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture. (This will be supported by WoC and the Chilean Pavilion, so no need of more wine samples)

CONSUMER ACTIVITIES

Sunday, May 2nd (Chilean Pavilion)

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture.

Monday, May 3rd (Chilean Pavilion)

16:30 -17:30

Seminar “Introduction to the Wines of Chile”

Oriented to consumers and presented by WoC Wine Educator in Chinese, this seminar will show a presentation of basic facts and information about Chilean Wine. There will be two seminars, of 20 minutes each, and will end with a courtesy wine at the bar.

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture.

Tuesday, May 4th

16:30 -17:30

Seminar “Introduction to the Wines of Chile”

Oriented to consumers and presented by WoC Wine Educator in Chinese, this seminar will show a presentation of basic facts and information about Chilean Wine. There will be two seminars, of 20 minutes each, and will end with a courtesy wine at the bar.

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture.

Wednesday, May 5th

16:30 – 17:30

Seminar “Introduction to the Wines of Chile”

Oriented to consumers and presented by WoC Wine Educator in Chinese, this seminar will show a presentation of basic facts and information about Chilean Wine. There will be two seminars, of 20 minutes each, and will end with a courtesy wine at the bar.

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture.

Thursday, May 6th

16:30 – 17:30

Seminar “Introduction to the Wines of Chile”

Oriented to consumers and presented by WoC Wine Educator in Chinese, this seminar will show a presentation of basic facts and information about Chilean Wine. There will be two seminars, of 20 minutes each, and will end with a courtesy wine at the bar.

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture.

Friday, May 7th

16:30 – 17:30

Seminar “Introduction to the Wines of Chile”

Oriented to consumers and presented by WoC Wine Educator in Chinese, this seminar will show a presentation of basic facts and information about Chilean Wine. There will be two seminars, of 20 minutes each, and will end with a courtesy wine at the bar.

19:00 – 19:30

Happy Friendship Wine, by Wines of Chile

During the Wines of Chile Week, there will be a free glass of wine for the public in the Chilean Pavilion, as a hospitality gesture. (This will be supported by WoC and the Chilean Pavilion, so no need of more wine samples)

TRADE ACTIVITIES

Sunday, May 30th (Chilean Pavilion, Expo)

- 11:00 – 12:30 **Seminar “Chinese Wine Market”**
Addressed to Chilean wineries, will present some of the key subjects of the wine market in China, such as legal background, consumer trends and preferences, positioning of the Chilean wine, opportunities, business culture, etc.
A distinguish importer, a distributor and a journalist will be invited.
- 12:30 – 13:30 **On ground visit to Chilean Pavillion**
Wineries are asked to visit their locations for next day’s tasting, and go over a checklist of the programme, inventory, samples and special requests. Any particular problem will be solved that evening.

Monday, May 31st (Chilean Pavilion, Expo)

- 11:00 – 11:30 **Opening Ceremony “Semana de Chile” - ProChile**
Addressed to VIP guests from China and Chile, with the presence of Trade Association’s presidents. Tour around the pavilion.
- 12:00 – 13:00 **Cocktail**
Wines of Chile VIP trade guests arrives to the pavilion and join the rest of the group for a tour around the pavilion and the cocktail
- 13:00 – 13:30 **Seminar “The Wines of Chile”**
Presented by Juan Somavía and the WoC Wine Educator, Thomas Chung (in Chinese), the seminar will feature Chile and their wine regions. Oriented to importers, distributors, buyers and specialized press.
- 13:00 – 16:00 **Wines of Chile Expo Shanghai Grand Tasting**
42 wineries, distributed over the whole pavilion will show their wines to press, distributors and buyers. The tasting will be open to general public. Glasses will be given to the attendees and VIP guests will hold special credentials to be identified easily
- 18:00 – 20:00 **Sabores de Chile by ProChile**
Gastronomic activity to be coordinated with ProChile at the Longemont Hotel

Tuesday, June 1st (Chilean Pavilion, Expo)

- 11:00 – 13:00 **Guided Tasting – Pairing Chinese Food & Chilean Wines**
Presented by WoC Wine Educator and winemakers (Chinese and English) will focus in pairing Chilean wine with a range of typical food from different regions of China. This activity will be focused on trade and press. To be hosted at Chilean Pavilion Auditorium.
- 12:00 – 13:00 **Light Buffet**
A courtesy buffet will be offered to VIP guests.

July & August - Dates to be confirmed (Chilean Pavilion, Expo)

- 11:00 – 12:30 **Guided Tasting – Carmenere Wines from Chile**
Presented by WoC Wine Educator and winemakers (Chinese and English), this tasting is oriented to press and restaurants
- 12:30 – 13:30 **Light Buffet**
- 13:30 – 15:00 **Guided Tasting – Premium Wines from Chile**
Presented by WoC Wine Educator and winemakers (Chinese and English), this tasting is oriented to press and restaurants.