

Bangkok International Wine Fair – Fact Sheet

Name of Show:	Bangkok International Wine Fair (BIWF)
Trade Contact :	Mr Joe Sriwarin or Ms Wanphen Boonpluk
Company Name: Tel: Fax: Email: Website address:	Bangkok International Wine Fair Co, Ltd. (66) 2 390 2551, (66) 2 390 2552, (66) 2 390 2253 (66) 2 390 2550 communications@bangkokwinefair.com www.bangkokwinefair.com
Public Contact : Name: Tel: Email: Website:	Mr John Campbell Bangkok International Wine Fair Co., Ltd. (66) 2 390 2551, (66) 2 390 2552, (66) 2 390 2253 communications@bangkokwinefair.com www.bangkokwinefair.com
Date of Event: Start: End: Open Time:	25 November 2010 27 November 2010 10.30am – 17.00pm (strictly trade). 17.00pm – 21.30pm (*public admitted). Public day on 27 November, 10.30am – 21.30pm. * registration and entrance fee required.
Booking deadline:	31 August 2010
Wine shipping	Appointed freight-forwarder (for handling and tax quotes).
Cost to exhibit:	THB99,000 (approx \$2,800) net inclusive of 9 sq.m ready-built booth Raw space THB9,900 (approx \$280) net per sq.m (minimum 18 sq.m)
Frequency:	Annual event
Show Type:	Trade and Public (25-26 Nov: Trade only from 10.30; public admitted from 17.00. 27 Nov: Public Day)

Venue:	The Royal Paragon Hall Exhibition & Convention Center
City:	Bangkok
Who Will Exhibit?	International wine producers, local wine producers and purveyors of fine foods and wine accessories.
Who Will Attend?	Local and regional wine importers, distributors / wholesalers, agents / buyers. Local and regional supermarkets, off-licence chains, independent off-licences, convenience stores, duty-free outlets and other wine retailers. Local and regional F&B professionals: on-trade buyers and sommeliers from hotels, fine-dining restaurants, clubs, bars & pubs and service catering companies. Local and regional hotel and restaurant training institutes. Local and regional wine enthusiasts.
Anticipated Exhibitors	Approx 200 overseas wine producers together with local wine producers.
Anticipated Visitors	Approx 7,000 trade (as above).
Show Highlights	ASEAN Best Sommelier Competition (Thailand, Singapore, Malaysia, Indonesia, The Philippines and Vietnam) ASEAN Sommelier Forum Wine with Contemporary Thai Cuisine (cooking demonstrations by 9 celebrity chefs) International Wine Competition Wine Seminars Connoisseurs Club The BIWF Gala Dinner – 400 people (Fine wines matched with Contemporary Thai Cuisine)