



## SPANISH SENSATION 迷情西班牙 2018



ICEX

WS Wines from Spain

Global Gourmet

A Way to Make Europe

## Invitation

The Economic and Trade Office of the Embassy of Spain in Beijing (ICEX) enjoins you to be part of the Spanish Sensation 2018 as an exhibitor/promoter of your wines and food products.

The sensational Spanish cultural assemblage is set to feature top Spanish wines, fine gourmets, creative tapas, and live flamenco performances by an ensemble of pianist Manolo Carrasco, violinist, guitarist and world famed flamenco dancer. The program will cover two dimensions:

**Master Program:** A tradeshow for only 150 exclusively invited wine and food professionals, such as sommeliers, wine suppliers, food importers and distributors, food and beverage directors, wine and food educators, including and writers and media. The program aims to provide an in-depth appreciation of premium Spanish agri-food products.

**Promotional Program:** A tradeshow for some 500 wine and food lovers, media, and public-at-large, aiming at showcasing, promoting, and generating sales of top Spanish wines and gourmet products during the event.

### Date

12th September, 2018 (Wednesday)

### Place

NALI PATIO, NO.81 Sanlitun North Road, Chaoyang  
Dist. Beijing.

### Time

16:00 - 18:00 Master Program (by invitations only)  
18:00 - 23:00 Promotional Program (ticket sales)

### Conditions and Provisions for Participating Food Suppliers

- ◆ Each participating food supplier shall provide selective Spanish agri-food products valued at RMB3,500.00 for free sampling and tasting by guests from the Master Program.
- ◆ An exhibition table of 1.5 meter will be provided for activities such as marketing and promotions, business contacts and guest relations.
  - ◆ Positioning of each exhibition table shall be at the discretion of ICEX.
  - ◆ Only 6 entries for food products.
- ◆ Free 1/4 page advertising insertion for each participant in Global Gourmet Magazine.
  - ◆ Brochures featuring all participants and their products for distribution.
- ◆ Logos of all participants to be included in the event's backdrop and collateral materials.

For more details, contact Event Coordinator  
Mobile: +86 18510853496; Weixin: eduardofugas; Email: fuwine@hotmail.com

## 邀请函

西班牙驻华大使馆经济商务处诚挚地邀请您参与“迷情西班牙”主题活动，并作为此次活动的参展商/美食美酒推广者。

“情迷西班牙”活动集结了西班牙顶尖美酒、精致美食、创意小吃以及激情澎湃的弗莱明戈表演，将画家 Manolo Carrasco、小提琴演奏家、吉他弹奏家以及世界知名的弗莱明戈舞蹈家汇聚一堂。此次活动涵盖两个部分：

**主导项目：**西班牙鲜活农产品和饮品的展会，针对 150 位美食美酒专业人士，包括侍酒师、食材或葡萄酒供应商、酒店或餐厅餐饮总监、美食美酒教育者以及作家、媒体等。

这个活动旨在让大家深度鉴赏西班牙优质的鲜活农产品及饮品。

**推广项目：**专门针对美食爱好者、媒体及大众的展会，旨在展示、推广和现场销售西班牙优质的鲜活农产品及饮品。

### 日期

2018 年 9 月 12 日，星期三

### 地点

北京市朝阳区三里屯北路 81 号那里花园

### 时间

16:00 - 18:00 主导项目（仅限邀请）  
18:00 - 23:00 推广项目（售票）

### 食品参展商条件及提供设备

- ◆ 每位到场的食品供应商应提供价值 3500 元的精选西班牙农产品，供大师班的客人免费品尝。
  - ◆ 将为非销售活动提供 1.5 米的展台，例如，市场推广、业务联系及客户往来等。
- ◆ 展位顺序将根据西班牙驻华大使馆经济商务的安排为定。
  - ◆ 食品展位招商仅有 6 个席位。
  - ◆ 宣传册将包括每家展商的信息和产品介绍。
- ◆ 所有参展商的 logo 将会在活动背板和宣传中露出。

详情请咨询活动主办方

手机：+86 18510853496；微信：eduardofugas；邮箱：fuwine@hotmail.com