



The 11th International Exhibition of
Wine & Spirits

SINGAPORE EXPO
20-23 APRIL 2010

IMPROVING WITH AGE

VODKA BRANDY GIN RUM
TEQUILA VODKA WHISKY
RED GRAPES WHITE JUICE
SPARKLING STILL VINTAGE
LIQUEUR COCKTAIL WINE
CHAMPAGNE CIDER
APERITIF BRANDY GIN RUM
TEQUILA VODKA WHISKY
RED GRAPES WHITE JUICE
SPARKLING STILL VINTAGE
LIQUEUR COCKTAIL WINE
CHAMPAGNE CIDER
APERITIF BRANDY GIN
RUM TEQUILA VODKA
WHISKY RED GRAPES
WHITE JUICE
SPARKLING STILL
VINTAGE LIQUEUR
COCKTAIL WINE
CHAMPAGNE
CIDER



Co-located with:



FHA2010

The 17th International Food & Drinks, Hotel,
Restaurant, Bakery & Foodservice
Equipment, Supplies & Services Exhibition
and Conference with FHA Culinary Challenge

Since 1978

www.winespiritsasia.com

FHA2010 Encompasses:

FoodAsia2010 • HotelAsia2010 • Bakery&Pastry2010 • HospitalityStyleAsia2010 • HospitalityTechnology2010

WSA2010, co-located with FHA2010

Wine&SpiritsAsia takes flight



Under the wings of Food&HotelAsia (FHA), Wine&SpiritsAsia (WSA) has achieved credibility and recognition in the region for the past 10 editions.

For the first time, WSA2010 has received strong group endorsements from Austria, France, Italy, Singapore, South Africa and Spain! WSA is now ready to uphold an elevated status as a dedicated platform to better serve the wine & spirits sector.

Co-locating with FHA, 2010 will see WSA re-branded in an exclusive area boasting a stronger presentation of international wines & spirits than ever before.



Take a look at what our trade visitors were interested in:

Product Sector	No. of Indicated Interest**
Champagne	6,900
Cocktails	6,072
Dessert Wines	6,406
Fortified Wines	3,790
Non-Grape Wines	2,881
Organic Wines	4,427
Sparkling Wines	5,500
Spirits	4,193
Still Wines	4,399

*The above audited statistics have been verified by PricewaterhouseCoopers Singapore.

**Visitors may indicate more than one product interest.

The new WSA – Get up close and personal with leading wine & spirits buyers!

Trade buyers from major food & beverage sectors in the region make WSA2010 a must-attend biennial trade event.

The exclusivity of WSA2010 is staged to provide cohesiveness and impeccable logistical

support to the industry. Networking opportunities are set to be enhanced as buyers and sellers gather. Do not miss out on this exciting development as we bring you the new WSA!



Wine&SpiritsAsia Challenge has been renamed WSA Wine Challenge in 2010. This truly international wine challenge is the stage to promote world-class wines to Asia! Let your wine speak of its own merits by submitting your entry. Award winners at WSA Wine Challenge 2010 can look forward to confidently launching their winning wines into the region. For more information on wine entries, contact tsm@sesallworld.com



Grab this opportunity to explore new business partnerships as we bring you face-to-face with the right people!

The World's Gateway to Businesses in Asia:

Only at WSA2010

Why Exhibit at WSA2010?

- **Strong Group Endorsements** For the first time, WSA2010 has received strong group endorsements from:



Australia



Austria



France



Italy



Singapore



South Africa



Spain

This indication has spurred WSA on to be re-branded in an exclusive area, co-locating with FHA.

- **Exclusivity and Cohesiveness** The move to re-brand WSA will better serve the wine & spirits sector as it strives towards exclusivity and cohesiveness. All businesses can now meet and establish contact with key decision makers, forge strong business alliances and cut business deals in a dedicated area. Your time spent at WSA will be maximised with impeccable logistical support.
- **Up close and Personal with the Business Buyer** We understand the business buyer and the complexities involved in reaching out and engaging him in his multi-step buying process. Over 30 years, we have established an extensive visitor database and put together a most extensive visitor promotion campaign that has proven to effectively bring in **top quality trade visitors**. Let us bring you face-to-face with **people who matter to your business**.
- **Tried & Tested and also New Marketing Initiatives** Over the years, we have enjoyed the success of a tried and tested marketing programme. The team is nevertheless always coming up with new initiatives to bring more quality international visitors to the event. At WSA, we strongly believe in **Refresh, Revitalise and Results**.
- **Get Noticed by the Media** WSA attracts increasing media attention with each edition. This simply means exhibitors get higher media exposure as well. Ride on the international media interest in WSA and get extra mileage from **media coverage opportunities before, during and after the show!**



**Book Your Space Now!
Invest in WSA2010.**

Unmatched by any other marketing tool, make WSA2010 an integral part of your marketing strategy. Leverage on this competent marketing platform to reach out to your target audience. Let us do the work for you.

Still Not Convinced? Hear what some of our WSA2008 exhibitors have to say!

"This is our 6th participation at WSA and is by far the best in terms of the quality of the buyers. We had one of our most intensive days on the second day of the exhibition, having closed deals worth AUD500,000 with buyers from Asia Pacific, all in three hours!"

Greg Corra, Managing Director, Inland Trading Co (Aust) Pty Ltd, Australia

"This is our first time here and we got to meet potential clients from countries such as Brunei, India, Nepal and Sri Lanka. We amassed over 1,200 business cards of very strong potential clients in the first three days of the exhibition. We also found new distributors from Tahiti and Indonesia on top of 20 new confirmed clients during WSA."

Bruno Baudry, Managing Director, Castel Asia, Japan

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Since 1978

**20 – 23 April 2010
Singapore Expo**



Organised by:



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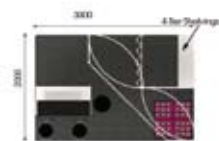
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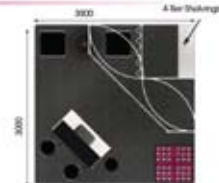
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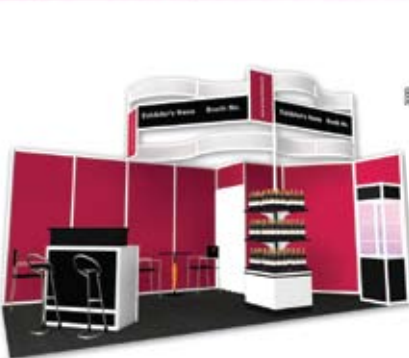
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6 sqm stand package
SGD4,260#



9 sqm stand package
SGD6,570#



18 sqm stand package
SGD13,140#



36 sqm stand package
SGD26,280#

Fax your reply to +65 6276 1206 / +65 6233 6633 or +44 20 7840 2111

Cost subject to prevailing GST, applicable to local exhibitors
Space only cost is available for 24sqm and above. Please contact the organiser for more information.

I am interested in:

- () **Exhibiting.** Please reserve ____ sqm (min. 6 sqm) for my company.
- () **Group Participation from my Country.** Please send me more details.
- () **Visiting.** Please add me to the WSA2010 mailing list.
- () **Wine&SpiritsChallenge.** Please send me more details on wine submissions for the Challenge.

Please attach your business card or complete your details below.

Name _____

Job Title _____

Company _____

Address _____

Country _____

Tel _____

Fax _____

Email _____

Website _____

Products / Services: _____

Attach your business card here