

Research and Markets: Asia Wine Insider - China - Top Level Strategic Insights

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Research and Markets (http://www.researchandmarkets.com/research/4ae773/asia_wine_insider) has announced the addition of the "Asia Wine Insider - China" report to their offering.

The ASIA WINE INSIDER-CHINA is a new market intelligence report giving you top level strategic insights and on-the-ground practical information about the wine industry. Highlights include:

- An insider's view of Chinas booming wine market
- Forecasts of key categories for growth
- Cultural and social aspects in the wine sector
- Practical and realistic challenges of doing business

EXECUTIVE SUMMARY

An on-the-ground insiders' view to help make sense of the growth figures inside Chinas booming wine market

- Where other reports give you facts and figures, we go beyond statistics to explain the why and how behind many market trends, drawing on both our firsthand personal experience and interviews and contacts with people working at all levels of the industry IN CHINA.

Forecasting and identifying key wine categories which are likely to grow over the next 1 to 3 years

- We tell you who will be the winners and losers over the next few years, focusing on particular opportunities for certain categories.

Cultural and sociological aspects that explain wine purchasing and wine preferences in China

- China is a rich, diverse nation with a totally unique experience of wine consumption and purchase. We help you to understand the cultural differences that impact wine sales and how to use them to your best advantage.

Communication and branding issues and opportunities

- Every market needs a specific approach to wine promotion, but in China this is even more important, with a relatively new consumer culture that is rewriting some of the rules of branding and communication.

Practical and realistic challenges of doing business in China

- Theory is fine, but at the end of the day, business is business. From logistics and imports to business meetings and banquets, we give you the cultural and practical advice you need to be able to avoid the pitfalls of cross-cultural, international business.

Key Topics Covered:

EXECUTIVE SUMMARY

INTRODUCTION

1. CHINA FACTS & FIGURES

2. CULTURE AND CONSUMERS

3. MARKETING AND COMMUNICATION

4. MARKET PRACTICALITIES

For more information visit http://www.researchandmarkets.com/research/4ae773/asia_wine_insider

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