

Welcome to Xinjiang · Changji



Birds flying high in the wonderful summer in Changji, the beautiful city welcomes guests from all over the world.

Meet through wine, cherish through wine, collaborate through wine, and blossom through wine, it is the host place for the 2023 (Xinjiang · Changji) 'Belt & Road' Wine and Spirit Competition. Please accept our warm welcome for every distinguished guest to the Northern Foothills of the Tianshan Mountain, to the "Pearl of the Silk Route" and the charming Changji.

Being an ancient fortress city with a long historical standing and rich cultures, Changji was an important crossroad in the ancient silk route for trade and a pivotal central hub for the North-western region of China.

Thanks to the natural geographical advantage, unique terroir condition, supportive governmental policies, and professional scientific research cooperations, the Northern Foothills of the Tianshan Mountain is created as the golden wine industrial belt and winery tourism zone with international influence and competitiveness.

The Northern Foothills of the Tianshan Mountain currently has a total vineyard size of 129,000 mu (approximately 8,600 hectares) and 40 wine companies (28 wine estates, 12 wineries) that account for 40% of the entire Xinjiang production. In 2021, an additional 13,000 mu of newly planting vineyards have been completed, and the construction of 20 new wineries has been promoted. The Northern Foothills of the Tianshan Mountain has become the only wine region with new wine grape areas and new wineries on the grand scale in Xinjiang.

This time, we are proud to host the competition in accordance with the international standards with a special touch of Xinjiang. We wish to carry forward a bright future of the wine industry along with other countries and regions, and we sincerely hope that a bridge symbolizing friendship, communication, and mutual benefit will be built from this competition through which we will together establish new channels, new fields and new chapters for future cooperations.

The Organizing Committee of the
2023 (Xinjiang·Changji) 'Belt & Road' Wine and Spirit Competition
May 20th, 2023



BRWSC 2023

Slogan



IDENTITY

INNOVATION

DIALOGUE



Introduction on the Northern Foothills of the Tianshan Mountain



The Northern Foothills of the Tianshan Mountain is located at the latitude 43° - 45° of the northern hemisphere and is recognized as the “golden” area for grape growing. It is also one of the few excellent production areas that can produce high quality wines in the world.

The Northern Foothills of Tianshan Mountain currently has a total coverage of 129,000 mu (approximately 8,600 hectares) and 40 wine companies (28 wine estates, 12 wineries) that account for 40% of whole Xinjiang. In 2021, an additional 13,000 mu of new planting bases have been completed, and the construction of 20 new wineries has been promoted. The Northern Foothills

of Tianshan Mountain has become the only wine region with new wine grape areas and new wineries on the grand scale in Xinjiang. Five leading domestic enterprises, Citic Guoan Wine, Changyu, Great Wall, Dynasty Winery, have become the backbone in the Northern Foothills of the Tianshan Mountain. Meanwhile, the region has been recognized by a number of locally distinguished wine companies such as Tangting Xialu Winery, Chateau Xiang Hai, Impression Gobi Winery, West Datang Winery as distinctive wineries in China.

The Northern Foothills of the Tianshan Mountain has won more than 400 awards in well-known competitions both



domestic and international, such as Concours Mondial de Bruxelles, Decanter World Wine Awards, International Wine Challenge, ‘Belt & Road’ International Wine Competition, etc.

After over 50 years of development, Xinjiang has reached 330,000 mu (approximately 22,000 hectares) vineyard area, 217,000-ton yields and 171,000 kiloliters of wine production, accounting for one-fourth of the country's total, among the first-tier wine regions in China. At present, Xinjiang has initially established four wine regions, including the Northern Foothills of the Tianshan Mountain, Ili River Valley, Yanqi Basin, and Turpan-Hami Basin, and cultivated

a number of wine brands with certain market recognition and influence, such as West Datang Winery, Niya Wines, Chateau Loulan, Xiangdu Winery, Chateau Aroma, Tiansai Vineyards, Chateau Zhong Fei, Yizhu Wine, Sunyard, Camel Wine, and Tangting Xialu Winery. The combined effect of wine industry development has been apparent. The rapid rise of wineries has integrated planting, winemaking, and cultural tourism together, establishing 134 wineries with their own characteristics and 10 wine companies with the trademark of “Estate Wine”, accounting for nearly 30% in China. China's first Concours Mondial de Bruxelles Grand Prize and Gold Prize are all from the Xinjiang wine region.

‘Belt & Road’ Wine and Spirit Competition

2016

Beijing · Fangshan

2018

Ningxia · Yinchuan

2019

Ningxia · Yinchuan

2023

Xinjiang · Changji



Under China’s ‘Belt & Road’ initiative, the Asia Silk Route Forum and Tasting was founded in 2016 and soon became an International platform dedicated for wines along the ancient ‘silk route’ in Asia. Since the successful organization of the competition in 2016, 2018 and 2019, the event this year will focus on Changji in Xinjiang as the birthplace of the ancient Silk Route wine culture.

During the competition, a conference and a professionally-organized competition facilitated by some of the most respected wine experts in the industry, and a series of winery visits and tastings are designed to stimulate dialogues and communications for the wine regions both within China and to the rest of Asia.



Beijing International Wine & Spirit Exchange



北酒所
BJIWSE

The BEIJING INTERNATIONAL WINE & SPIRIT EXCHANGE, a long-standing partner of Vinopres in China, is a wine trading platform approved by the Beijing Municipal Government. It is active in wine promotion and cultural communication as well as financial innovation for both domestic and overseas premium wines.

In collaboration with Vinopres, BJIWEX has been successfully organizing world-class wine and spirit competitions since 2015 and was the co-host of the 2018 Concours Mondial de Bruxelles in Beijing

Haidian when the competition first came to Asia.

BRWSC was founded in 2015 and has been held three times, including Beijing Fangshan Region (2016) and Ningxia Autonomous Region (2018, 2019). The first three competitions have collected more than 3,000 wine samples from over 30 countries and regions along the 'Belt and Road'. BRWSC has welcomed nearly 200 domestic and international experts, including 10 Master of Wines (MW) and Master Sommeliers (MS). The authority and reputation of the event have been comprehensively improved, comprehensively enhancing the authority and reputation of the competition.

Overview of the Competition

1079

Total sample numbers

17.9%

% of increase compared to 2019

22

Countries and regions

599

Chinese samples

55.5%

% of Chinese samples



782

Red wines

269

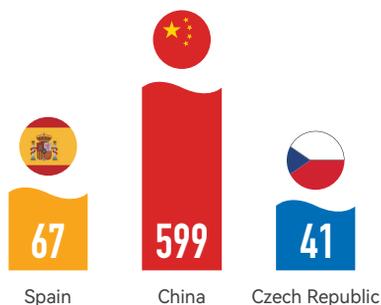
White wines

21

Rosé wines

7

Sparkling wines



67

Spain

599

China

41

Czech Republic

There are total of 1079 wines registered for the competition, including 480 are from international samples and 599 are from China, by a growth of 17.9% and an increase of 164 samples compared to 2019.

Among the 1079 samples, 782 are red wines, 269 are white wines, 21 are Rosé wines and are 7 sparkling wines. The sample origins have also become more diverse and dynamic, 22 countries will

be presented this year (China, Bulgaria, Northern Macedonia, France, Georgia, Czech Republic, Croatia, Romania, Moldova, Morocco, Mexico, Portugal, Switzerland, Slovakia, Slovenia, Türkiye, Spain, Greece, Hungary, Armenia, Italy and Chile).

The Top 3 countries with the most samples are: China (599 wines), Spain (67 wines), and Czech Republic (41 wines).



Grand Prize

A Grand Prize is only awarded to outstanding wines which stand out at every level and excel at all tasting criteria.



Gold Prize

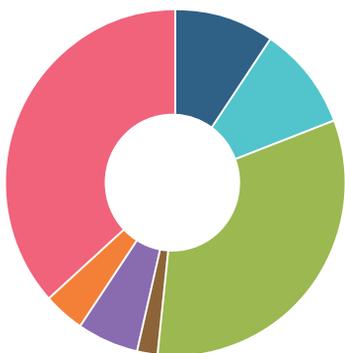
A Gold Medal is a wine that stands out for its intrinsic quality by displaying an above average impression of finesse, balance and expression.



Silver Prize

A Silver Medal is awarded to a wine with no faults, displaying clear quality features and definite balance.

Tasters



- 3.9% Wine Editor
- 1.9% Master of Wine
- 5.8% Academia
- 36.5% Wine Promoter
- 9.6% Winemaker
- 32.7% Management
- 9.6% Sommelier

This year, 52 tasters from 14 countries will join force for the 2023 (Xinjiang · Changji) Belt & Road Wine and Spirit Competition.

Country of origin: China, France, Italy, United Kingdom, Spain, United States, Colombia, Denmark, Malaysia, Hungary, Israel, Mexico, Chile, and South Korea.





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MEVIS Precision Metal Components Co Ltd General Manager

Alexa CAMUS

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Camus Wines and Spirits Vice President of the Board



Alberto CAMUSO

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Interprocom Shanghai Branch Manager

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Matteo CECCHETTO

ITALY

Summertime Fine Wines and Spirits Senior Brand Manager

Cassidy DART

UK

Master of Wine



Fernando DIAZ

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Wines of Chile Asia Director

Francois LEMONNIER

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Prolevin General Manager





Maxime GIBRAT
FRANCE
Bund Bank of Fine Wines Sales Director

Marco Maurizio GOBBO
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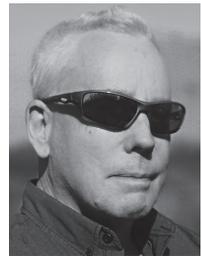
Claudio GRILLENZONI
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Kyunghwan KIM
SOUTH KOREA
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Fred NAULEAU
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Citic Guoan Wine Industry Chief Winemaker



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Alejandro Sergio RAMIREZ TORRES
MEXICO
Alpha Huamei Partner

Galia RAUTENBERG
ISRAEL
DeVine Owner





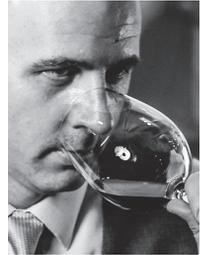
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 Montes Toscanini Wine Taster

Enrico RUFFINI
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 Qingdao Itateca Trading Co., Ltd Owner



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James TENG
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Tonny TONG
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 Tonny Wine Merchant General Manager





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Weidong YANG
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Xingyuan YANG
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 Modern Enology School of Xinjiang Agricultural
 University Chairman



Dongliang YU
CHINA
 Chateau Kings Chief Engineer

Felix ZHANG
CHINA
 Hakkasan (Shanghai) Restaurant Management Co.,
 Ltd. Head Sommelier



Agenda



05.19 | MAY 19th
Friday

All Day **Open Tasting (Wines of Xinjiang)**
Location: Garden Hotel

16:00-19:00 **2023 'BRWSC' Wine & Culture Forum**
Location: Garden Hotel-Tianmu Hall

20:00-22:00 **Welcome Dinner**
Location: Garden Hotel-Jinxu Hall

22:00-23:00 **Opening Ceremony of the Northern Foothills of the
Tianshan Mountains Wine Street and the Second
Wine Live Broadcasting Festival**
Location: the Northern Foothills of the Tianshan Mountains
Wine Street



05.20 | MAY 20th
Saturday

All Day **Open Tasting (Wines of Xinjiang)**
Location: Garden Hotel

09:50-10:40 **Opening Ceremony**
Location: Garden Hotel-Tianmu Hall

11:00-13:30 **BRWSC Tasting Day 1**
Location: Garden Hotel-Jinxiu Hall

15:30-16:30 **Masterclass on the Xinjiang Northern Foothills of the
Tianshan Mountain**
Location: Garden Hotel-Tianmu Hall

17:00-21:00 **Winery Visits (Changji City)**
 Impression Gobi Winery  Huaxing Manor

05.21

MAY 21st
Sunday

All Day

Open Tasting (Wines of Xinjiang)

Location: Garden Hotel

09:00-12:00

BRWSC Tasting Day 2

Location: Garden Hotel-Jinxiu Hall

15:30-20:00

Winery Visits



Chateau Xianghai



CITIC Guoan Wine Industry - Vineyard



CITIC Guoan Wine Industry



Wine Expo Park



Zhonghua Jade Garden



05.22 | MAY 22nd
Monday

- 11:00-15:30 Heavenly Lake of Tianshan and On-site Tasting
Location: Heavenly Lake of Tianshan (Tianchi)
- 15:30-16:30 Visit Kazak Cultural Resort
Location: Kazak Cultural Resort
- 19:30-20:50 Announcement of Competition Awards and Closing Ceremony
Location: Multi-media Room, Changji Guesthouse



Masterclass Agenda

2023 “BRWSC” Wine & Culture Forum

05.19

Friday / MAY 19th

Venue: Tianmu Hall, Changji Garden Hotel

15:45 Guest Reception

16:00 Opening for the Masterclass

Host: Mia Meng Zhang Beijing International Wine & Spirit Exchange

16:10 Azerbaijan--Land of Fire

Speaker: Cassidy DART MW

17:00 Video: The Diversity of Xinjiang Wines

Speaker: Demei LI Ph.D

Chairman & professor of Food Science and Technology College in Beijing University of Agriculture With special thanks to John Herman ISACS

17:40 Brand Construction and Public Communications of Wine Regions—A Case Study on Georgia Wine Promotions in China

Speaker: Yutong HUANG Ph.D

Senior Consultant and Senior Engineer of the China National Research Institution of Food & Fermentation Industries

18:30 Video Documentary: Marselan, China's True Flagship Grape Variety

Produced by: Concours Mondial de Bruxelles

Translated by: Beijing International Wine & Spirit Exchange

Masterclass on the Xinjiang Northern Foothills of the Tianshan Mountain

05.20

Saturday / MAY 20th

Venue: Tianmu Hall, Changji Garden Hotel

15:15 Guest Reception

15:30 Opening for the Masterclass

Host: Mia Meng Zhang Beijing International Wine & Spirit Exchange

15:35 “The Northern Foothills of the Tianshan Mountain, Enjoy the Sights, Savor the Wines ”——The Advantages and Future of the Changji Prefecture Wine Industry

Speaker: Xiaoli SU

Member of the Party Committee, Vice Mayor of the Xinjiang Changji People’s Government

16:05 A Brief Discussion on how Xinjiang Wines Gain its Market Confidence through Systematic Developments

Speaker: Xingyuan YANG Ph.D

Chairman of the Modern Enology School of Xinjiang Agricultural University

16:30 Masterclasses conclude, group photo

Speakers



Cassidy DART MW

Passionate, experienced and commercially focused, Mr. Cassidy Dart was granted the title of Master of Wine in 2018, and is the founder of Purple Grape Consultancy and co-founder of First Choice Wines. As an avid advocate of sustainable profitability and diversity in the wine industry, Mr. Dart also serves as the ambassador for Azerbaijan wines with in-depth expertise.



Demei LI Ph.D

Chairman and professor of Food Science and Technology College in Beijing University of Agriculture. Mr. Li won the 2012 Wine Intelligence 10-for-10 Business Award, and on the Decanter 2013 Power List, and named one of the Top 10 Most Influential Wine Consultants by the Drinks Business in 2013. Mr. Li is also a resident taster of the Concours Mondial de Bruxelles.



Yutong HUANG Ph.D

Senior Consultant and Senior Engineer of the China National Research Institution of Food & Fermentation Industries. In collaboration with the Ministry of Agriculture in Georgia, Mr. Huang has been dedicated to promoting Georgian wines in the Greater China area and has lent his expertise for Moldova and Azerbaijan wines as well. As the key organizer of the 'Silk Route Trade Seminar Series' since 2017, Mr. Huang facilitated a stronger tie between China and the global wine industries through multi-lateral dialogues and communications.



Xiaoli SU

Member of the Party Committee, Vice Mayor of the Xinjiang Changji People's Government



Xinyuan YANG Ph.D

Ph.D in enology, professor (T2), analyst, doctoral supervisor. Mr. Yang enjoys special allowance from the State Council and is a member of multiple trade institutions including but are not limited to China Alcoholic Drinks Industry Association, China National Food Industry Association. Mr. Yang currently serves as the Chairman of the Modern Enology School of Xinjiang Agricultural University.

Winery Visits

CITIC Guoan Wine Industry



Citic Guoan Wine Industry Co., LTD., a subsidiary of CITIC Guoan Group, is a leading domestic wine listed enterprise integrating grape cultivation, production, trade and scientific research. It owns many domestic well-known wine brands, such as Niya, Xiyu and Xintian. Relying on the unique original ecological grape growing areas of the industrial belt at the Northern Foothills of Tianshan Mountain in Xinjiang and the industrial belt in Yili River Valley, the company has become the advocate and practitioner of ecological grape garden construction in small producing areas. Tianchi Portuguese Garden, Manas small production area Portuguese Garden, Changji Tunhe Portuguese Garden and Yili River Portuguese Garden are planned

and constructed as four boutique small production area ecological Portuguese gardens. Among them, Tianchi Portuguese Garden, Manas small production Area Portuguese Garden and Changji Tunhe Portuguese Garden are located in the Bogda "Man and Biosphere" Protected area, which was established by UNESCO in 1990.

One of the company's brands "NIYA" is inspired from the Ruins of Niya in the Taklimakan Desert, also known as the "Sea of Death". For thousands of years, the ancient Silk Road has established a bridge of peace and cultural exchanges among where the aromas of NIYA wines flowed.

Xinjiang Huaxing Manor



Xinjiang Huaxing Manor Wine Co., Ltd. is currently one of the core members of the Wine Industry Alliance of the Northern Foothills of Tianshan Mountain in Xinjiang, and the demonstration zone with the Enology School of Xinjiang Agricultural University under the trade-academia research collaboration project. Huaxing Manor is accredited with a number of honorary titles in Xinjiang.

Today, the winery has completed its first stage construction spanning over 3,000 square meters, among which an organic grape viticultural base with 750 mu (organic growing certified), wine processing center, fermentation and bottling zone with 2,000 square meters

(which can process up to 300 tons grapes annually), a wine cellar and tasting room with 600 square meters are included. The Huaxing Manor has an integrated service offerings ranging from wine tasting, conference reception, cultural training, to winery tourism.

The Huaxing Manor manages 3 pillar collections under the brand names of "Morgana Dry Red Wine", "Morgana Rosé Wine", and "Morgana Dry White Wine". The company has won many awards in both domestic and international wine competition, and has been selected multiple times for the "Changji Gift" and "Xinjiang Gift".

Impression Gobi Winery



Changji Impression Gobi Winery has a wine production base of more than 1,000 mu, planting high-quality wine grapes such as Cabernet Sauvignon, Merlot, Pinot Noir, Syrah, Marselan, Petit Verdot, Petit Manseng, and Chardonnay. It has already passed the national organic viticulture certification by diligently practicing organic viticulture without any uses on pesticides and herbicides. Through green harvesting by hand, the yield is controlled within 500 kilograms to guarantee the quality.

At present, the winery has built a 500-square-meter working area for crushing, pressing, and fermentation, with a production capacity of 300 tons.

In addition, the winery also adopted a 500-square-meter state-of-the-art bottling line using advanced bottling technology in China.

Upon entering into the Impression Gobi Winery, the reception center is a classical courtyard (known in Chinese as ‘Si he yuan’), which can accommodate over 100 people for dining and entertainment. Since 2021, the winery has been focusing on its development in wine tourism by upgrading its winery with new plantations, transforming it into an ecological tourism base encompassing wine production area, wine culture exhibition area, and entertainment resort.

Château Xianghai



Located at the west region of the Xihai Park in Manas County, Château Xianghai is a National AAA Level Tourist Attraction. The total building area is 303 mu, including its own raw material base of 258 mu, winemaking area and tourism area of 45 mu, main building area of 5,500 square meters, and core area of 30,000 square meters. The whole winery is Gothic architectural style, and the interior is mainly decorated by the "Shikumen" style, reminiscent of the ancient Shanghai town. Chateau Xianghai has its own grape growing with vines' age at between 18 and 25 years, and a production line with a capacity of 100 tons.

The main building of winery is divided into two parts: winemaking area and entertainment resort area. The ground floor of the winemaking area focuses on fermentation, storage, and an oak barrel cellar of nearly 500 square meters. The first floor is for bottling production line and a wine cultural exhibition hall about 200 square meters. The second floor is for research and development center, inspection and testing center, and a multi-functional entertainment hall.