

21 - 24
APRIL 2026GATEWAY TO
SOUTH-EAST ASIA**Pavilion Spotlight:****'2026 Colourful Guizhou Wind' - Qian Liquor Global Tour
– Guizhou Delegation Brings 10 Premium Distilleries to
ProWine Singapore**

ProWine Singapore 2026, Southeast Asia's premier wine and spirits trade event, kicks off from 21 to 24 April 2026. The Guizhou Provincial Department of Commerce leads a delegation of 10 premium Guizhou liquor enterprises, making a collective appearance under the theme 'Colourful Guizhou Wind – Qian Liquor Global Tour'. Together, they showcase the ecological brewing heritage and cultural charm of Guizhou's baijiu, while fully tapping into market opportunities in Singapore and the wider ASEAN region.

**Qian Liquor Goes Global:
Anchoring on Southeast Asia's Golden Hub**

Guizhou, the core production region of China's Jiangxiang-flavored (sauce-aroma) baijiu, is home to the Chishui River Basin, whose unique natural ecology and time-honored brewing techniques passed down for millennia have given rise to numerous high-quality liquor brands, with Moutai as the most renowned representative. As Southeast Asia's wine and spirits trade hub and one of the top three export destinations for Chinese baijiu, Singapore, with ethnic Chinese accounting for over 70% of its population, strong high-end consumption, and extensive reach across the entire ASEAN region — serves as a critical springboard for the internationalisation of Qian liquor.

The Guizhou baijiu delegation focuses on three core strategies: government-enterprise collaboration, cultural empowerment, and targeted market expansion. Leveraging the simultaneous holding of ProWine Singapore, the delegation will engage directly with global professional buyers, helping Guizhou liquors break into key ASEAN markets including Singapore, Malaysia, Thailand, and Indonesia.

**Ten Leading Qian Liquor Enterprises Gather,
Artisan Spirits Shine Together on One Stage**

The Guizhou delegation brings together leading enterprises such as Moutai and Dongjiu, covering a diverse range of categories including premium sauce-aroma baijiu, specialty fruit wines, craft beer, and wellness liquors. With this differentiated product matrix, the delegation aims to meet the international market's demand for high-end and experience-driven consumption.

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Kweichow Moutai – Premium
Sauce-Aroma Baijiu, A Top-Tier
Icon of International Spirits



Guizhou Dongjiu – State-Secret
Dong Aroma, Featuring a Unique
Baicao (Hundred-Herbs) Starter
Culture Process



黔醉酒业

Qianzui Liquor – A Core Sauce-
Aroma Baijiu Powerhouse from
the Chishui River Production
Region



Zhongjiang Huali – A Fine Gift of
Sauce-Aroma Baijiu Culture



LIAISEN – Internationally Inspired
Craft Beer



Guizhou Bangqiang – Eco-Health
Dendrobium Wine



Fanjingshan Craft Beer – 'Matcha
Craft Beer', a Specialty Brew
from a UNESCO World Natural
Heritage Site



Jinsha Guiqi – Mellow and Smooth
Sauce-Aroma Baijiu with a Time-
Honored Legacy



Zhongzhihao – Guizhou Specialty
Cili (Chestnut Rose) Craft Beer &
Baijiu



DAO YANG CHUN SHOU—
Innovative Fusion of Sauce-
Aroma Baijiu and Wellness
Culture

Exhibition Highlights –

A first look: Immerse in the Charm of Qian Liquor

- Guizhou Liquor Culture Tasting: Deeply experience the sauce-aroma baijiu brewing process and feel the legacy of intangible cultural heritage.
- Sauce-Aroma Cocktail Interaction: Unlock innovative ways to enjoy baijiu, tailored to appeal to international young consumers.
- Precision Business Matchmaking: One-on-one pairing with high-quality buyers and distributors from Southeast Asia.
- Government-Business Exchange Visits: Collaborate with the Guizhou Chamber of Commerce in Singapore to deepen China-Singapore liquor industry cooperation.

Promoting trade through exhibitions –

Setting a Benchmark for Qian Liquor's Global Expansion

The participation aims to achieve four major objectives: market expansion and customer acquisition, brand building, deepening economic and trade ties, and industry voice amplification.

- Connect with high-quality buyers from ASEAN and establish long-term distribution channels.
- Build a unified "Qian Liquor Global Tour" IP, reinforcing the brand identity of eco-brewing and authentic sauce-aroma baijiu.
- Form a complete closed loop from exhibition participation to contract signing and market entry, setting a benchmark for Qian Liquor's global expansion.

Join Us in tasting – Guizhou Toasts the World

Guizhou baijiu is more than just a spirit — it is the essence of a unique landscape and a thousand years of craftsmanship. During ProWine Singapore 2026, global wine and spirits importers, distributors, hospitality groups, and industry media to visit the Guizhou Pavilion at Hall 10 B2. Come savour the ecologically brewed excellence and explore business opportunities together in the ASEAN market.
