



GIOVANNI CATANZARO
LAW FIRM

意大利向中国出口葡萄酒 Wine Export From Italy to China

法规、关税和统计
Regulations, Tariffs, and Statistics

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Italy as a Key Supplier

- Italy is the 4th largest wine supplier to China in H1 2024 (**7.48% market share**), behind France, Australia, and Chile.
- China is Italy's largest export market in Asia, with exports reaching €19.1 billion in 2023 (+16.8% YoY, +47.8% vs 2019)
- Italian wine promotion in China has gained momentum through the “**I Love Italian Wines & Spirits**” masterclasses, organized by the Italian Trade Agency.
- Chinese consumers prefer **red wines** due to cultural and culinary reasons, favoring varieties like Barolo, Brunello di Montalcino, and Amarone della Valpolicella, which pair well with local dishes like pork and duck. The average price of an Italian **wine bottle sold in China is around €13**, emphasizing price sensitivity in the market.

意大利作为主要供应商

- 2024年上半年，意大利是中国第四大葡萄酒供应国（市场份额为**7.48%**），仅次于法国、澳大利亚和智利。
- 中国是意大利在亚洲最大的出口市场，2023年出口额达**191亿欧元**，同比增长**16.8%**，较2019年增长**47.8%**。
- 通过意大利对外贸易委员会组织的“**I Love Italian Wines & Spirits**”大师班，意大利葡萄酒在中国的推广取得了积极进展。
- 由于文化和饮食习惯的原因，中国消费者偏好红葡萄酒，喜欢的品种包括巴罗洛（**Barolo**）、蒙塔尔奇诺的布鲁奈罗（**Brunello di Montalcino**）和瓦坡里切拉的阿玛罗尼（**Amarone della Valpolicella**），这些酒与猪肉和鸭肉等本地菜肴非常搭配。中国市场上的意大利葡萄酒平均售价约为**13欧元**，反映出消费者对价格较为敏感。



Step-by-Step Process for Wine Export to China

1. Sign the agreement with your Chinese importer
2. Register your business with **AQSIQ**
 - You will receive a registration number. Informations about your company will be stored on the AQSIQ database.
3. Trademark registration
 - Before shipping your products, you need to register your label and send some documents to the **CIQ** for verification.
4. Prepare a correct label
 - It is recommended to mark the products before the shipping. Otherwise, they will be stored in a local warehouse until they are labeled properly.
5. Prepare the necessary documents to export wine to China
6. Testing before exporting
7. Ship your goods (by sea it generally takes between 4 to 6 weeks)
8. Inspection and CIQ labelling (upon arrival)
 - Your local importer or agent must declare the goods to the DIA office

出口葡萄酒到中国的逐步流程

1. 与中国进口商签署协议
2. 在中国国家质量监督检验检疫总局（**AQSIQ**）注册您的企业
 - 您将获得一个注册号，您的公司信息将被存储在 **AQSIQ** 数据库中。
3. 注册商标
 - 在发货前，您需要注册产品标签，并向 **CIQ**（中国检验检疫局）提交相关文件以供审核。
4. 准备合规标签
 - 建议在发货前对产品进行标注。否则，产品将被存放在本地仓库，直至标签符合规定后才可放行。
5. 准备出口葡萄酒至中国所需的相关文件
6. 出口前进行产品检测
7. 发货（海运一般需时 4 至 6 周）
8. 到货后进行检验及 **CIQ** 标签审核
 - 本地进口商或代理人必须向 **DIA** 办公室申报货物



Labeling

The first caution on how to export wine to China concerns **labeling**.

This must have the following characteristics:

- **height not less than 10 cm;**
- **width of less than 7 cm;**
- **size of Chinese characters less than 2 mm;**
- **the wording net weight and name of the wine not less than 4 mm;**
- **presence of bar code.**

Inside the label there must be several indications about **the origin** (region and country), **the type of wine** (dry, sweet or other), **the raw material** (year of the grape) and **the distributor** (address and name).

The name of the wine in both Italian and Chinese, **expiration date**, **bottling date**, **storage conditions** and **net weight** should also be specified.



标签要求

首要注意事项：葡萄酒出口中国的标签要求

标签必须具备以下特征：

- 高度不少于**10**厘米；
- 宽度不超过**7**厘米；
- 中文字符的字体小于**2**毫米；
- “净含量”和酒名的字体不小于**4**毫米；
- 必须有**条形码**。

标签内容必须包含：原产地（地区和国
家）、酒的类型（干型、甜型或其他）、
原料（葡萄采收年份）、经销商（名称和
地址）。

还应注明酒名（意大利语和中文）、保质
期、灌装日期、储存条件和净含量。



Export documents

You must prepare this documents before shipping your products:

1. Commercial invoice
2. Customs declaration by value
3. Freight insurance document
4. Export Package List
5. Certificate of Insurance
6. Certificate of Origin (for distilled spirits and beverages with malt)
7. Health Certificate (for distilled spirits and beverages with malt)
8. Certificate of Authenticity/Free Sale (for distilled spirits and beverages with malt)
9. Export certificate specific to wine



出口文件

在发货前，您必须准备以下文件：

1. 商业发票
2. 海关估值申报单
3. 货运保险文件
4. 出口装箱单
5. 保险证明
6. 原产地证明（适用于蒸馏酒和含麦饮料）
7. 健康证明（适用于蒸馏酒和含麦饮料）
8. 真实性/自由销售证明（适用于蒸馏酒和含麦饮料）
9. 葡萄酒专用出口证明

AQSIQ

One of the **latest changes** for Italian wine exports to China is the mandatory registration of the exporter of food and agricultural products with the **AQSIQ**, China's quality authority.

Here is an overview of the standards imposed by AQSIQ and what they imply:

1. AQSIQ Order 27 (2012) – Issued for pre-packaged food and wine labelling.
2. AQSIQ Declaration 55 (2012) – Issued to administer the registration of foreign exporters, agents and importers.
3. AQSIQ Declaration 59 (2011) – Used to register the labelling of products imported for the first time.
4. AQSIQ Decree 144 – For Administrative Safety Measures for Food Import and Export
5. AQSIQ Press Release No. : AQSIQ 44 (2006) – For adjustments to the import and export inspection system of food and cosmetic labelling.

中国国家质量监督检验检疫总局

意大利葡萄酒出口到中国的最新变更之一是，必须在中国质检总局（AQSIQ）注册食品和农产品出口商。

以下是AQSIQ发布的相关标准及其含义概览：

- 1.AQSIQ第27号令（2012年） – 适用于预包装食品和葡萄酒标签的规定。
- 2.AQSIQ第55号公告（2012年） – 用于管理外国出口商、代理商和进口商的注册。
- 3.AQSIQ第59号公告（2011年） – 用于首次进口产品标签的注册。
- 4.AQSIQ第144号令 – 关于食品进出口行政安全管理措施。
- 5.AQSIQ新闻发布第44号（2006年） – 关于食品和化妆品标签进出口检验制度的调整。

Other food and wine standards

- Food Security Law of the People's Republic of China (2015)
- National People's Congress (2015)
- President's Order 22 for Advertising
- SAIC : Measurement for the Administration of Specific Signs of Geographical Indication of Products

其他食品与葡萄酒标准

- 《中华人民共和国食品安全法》（2015年）
- 全国人民代表大会（2015年）
- 总统令第22号：广告管理
- 国家工商行政管理总局（SAIC）：产品地理标志专用标志管理办法



Taxes and Tariffs

Exporters have to pay three different taxes:

- TVA : 17%
- Customs duty: 14%
- Excise tax: 10%

Total taxation can reach up to 50% of the wine's CIF value

税费与关税

出口商需缴纳三种税费：

增值税（TVA）：17%

关税：14%

消费税：10%

葡萄酒的总税负可高达其CIF价格的50%。



Conclusions

- Italian wine exports to China present both challenges and **growth opportunities**
- **Compliance with regulations and strategic marketing are key**
- **The market continues to evolve**, making China a promising destination for Italian wine
- Italian exporters can leverage the success associated with Italian wine's reputation to save marketing costs



结论

- 意大利葡萄酒出口中国既面临挑战，也蕴含增长机遇
- 遵守法规与战略性营销是关键
- 市场持续发展，使中国成为意大利葡萄酒的有前景的目标市场
- 意大利出口商可借助意大利葡萄酒的良好声誉来节省营销成本



Thank you.
谢谢你。

