

Qiongjiu Announces Major South America Initiative and New Industry Cooperation Base



Chengdu, Sichuan Nov 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - Qiongjiu's global ambitions took a major step forward as industry leaders gathered at the China Liquor Industry DreamWorks Park in Qionglai, Sichuan, for the "Qiongjiu Going to South America" Investment Promotion Conference and the inauguration of the China Liquor Industry DreamWorks Cooperation Base.

The event was jointly hosted by the Global Alliance of SMEs (GASME), the Qionglai Qiongjiu Industry Development Center, and Chengdu Liquor Group DreamWorks Co., Ltd., with support from the Sichuan Liquor Industry Association and the Qionglai Municipal Government.

More than 120 attendees participated, including representatives of Chengdu's "Chengdu Brands Go Global" initiative and executives from leading liquor enterprises in Sichuan and Qionglai. The program aimed to build international pathways for the expansion of the Qiongjiu brand into South America and other global markets.

Comprehensive Program Showcased Regional Strengths

The conference featured five core segments:

- Presentation on Qionglai's core liquor-production region
 - Round-table discussion on "Qiongjiu Going to South America"
 - Exhibition of leading local liquor enterprises
 - Immersive Qiongjiu tasting experience
 - SME-focused investment and trade matchmaking

These activities highlighted Qionglai's industrial strengths, opened new partnership channels for small and medium-sized enterprises, and presented a clear roadmap for international expansion.

Four Major Highlights

- Global Insight Supporting Industrial Upgrading

Carlos Magariños, former Director-General of UNIDO and Chairman of GASME, delivered the keynote speech, "Market Opportunities for Chinese Enterprises in South America." He provided policy, market, and consumer-trend analysis essential to businesses seeking growth in the region.

- Launch of a Major Industrial Complex

Magariños also presented the official plaque for the new "China Liquor Industry DreamWorks Cooperation Base" to Chengdu Liquor Group.

With RMB 600 million in investment, the complex integrates liquor production, culture, and digital trade as a full-value-chain platform designed to accelerate Qiongjiu's global outreach.

- Strategic Initiatives Announced and Signed

The event released a new practical report, "Chinese Liquor Going to South America: Opportunities, Risks, and an Actionable Roadmap."

Three cooperation agreements were signed:

- GASME & Chengjiu Piaoxiang Brand Management Co. – Strategic Cooperation Agreement
- Hummingbird Americas International & Sichuan International Trade Cloud Service Technology Co. – Intent Agreement to establish a Mexico Overseas Service Station
- Zhimin Digital Technology & Sichuan Qionglai Hongda Distillery – Framework Agreement for on-chain digital asset services, valued in the tens of millions of RMB
- Digital Assets Reshaping Liquor Industry Growth

Zhang Hua, expert with the Global Data Element 50 Forum, presented the keynote, "From Inventory to Cash Flow: How Digital Assets Reshape the Growth Engine of Liquor Enterprises," exploring blockchain applications in traceability and supply-chain finance.

Qionglai Strengthens Position as a World-Class Liquor Capital

With more than 2,300 years of brewing heritage, Qionglai has transformed from the "Hometown of Original Chinese Liquor" into a global liquor hub supported by integrated production zones, modern industrial platforms, and full-category development.

A representative of the Qionglai Liquor Center stated:

“This event provides Qiongjiu enterprises with new channels to overcome traditional trade barriers and achieve sustainable global expansion through the South American market.”

The gathering brought together liquor makers, cross-border e-commerce companies, financial institutions, and other stakeholders. Many enterprises received tailored ‘Go Global’ consultations and South American market resources through on-site matchmaking.



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