

**A world of fine
wine and spirits**
全球美酒薈萃
滿溢商機



Hong Kong International Wine & Spirits Fair

香港國際美酒展

6-8/11/2014

Hong Kong Convention and Exhibition Centre

香港會議展覽中心

Hong Kong International Wine & Spirits Fair 2014

Table of Content

1. Overview of Hong Kong International Wine & Spirits Fair 2014	2
I. Fact Sheet.....	2
II. Booth Layout.....	3
III. Exhibiting Package for Non-Hong Kong Exhibitors	6
IV. Value-Added Packages (Optional).....	9
2. Review of Hong Kong International Wine & Spirits Fair 2013	11
I. Fair Information and Statistic	11
II. Photo Gallery.....	24
III. Newsclippings.....	28
3. Recent Development of Wine Market in Hong Kong and China	30
I. Hong Kong Wine Trading	30
II. Hong Kong Wine Consumption	31
III. Hong Kong Top 10 Wine Importing Countries.....	31
IV. Development of Wine Market in Hong Kong.....	32
V. Booming China Opportunities	33
4. The Cathay Pacific Hong Kong International Wine & Spirit Competition .	34
5. About HKTDC	35

As of 2014-03-24

1. Overview of Hong Kong International Wine & Spirits Fair 2014

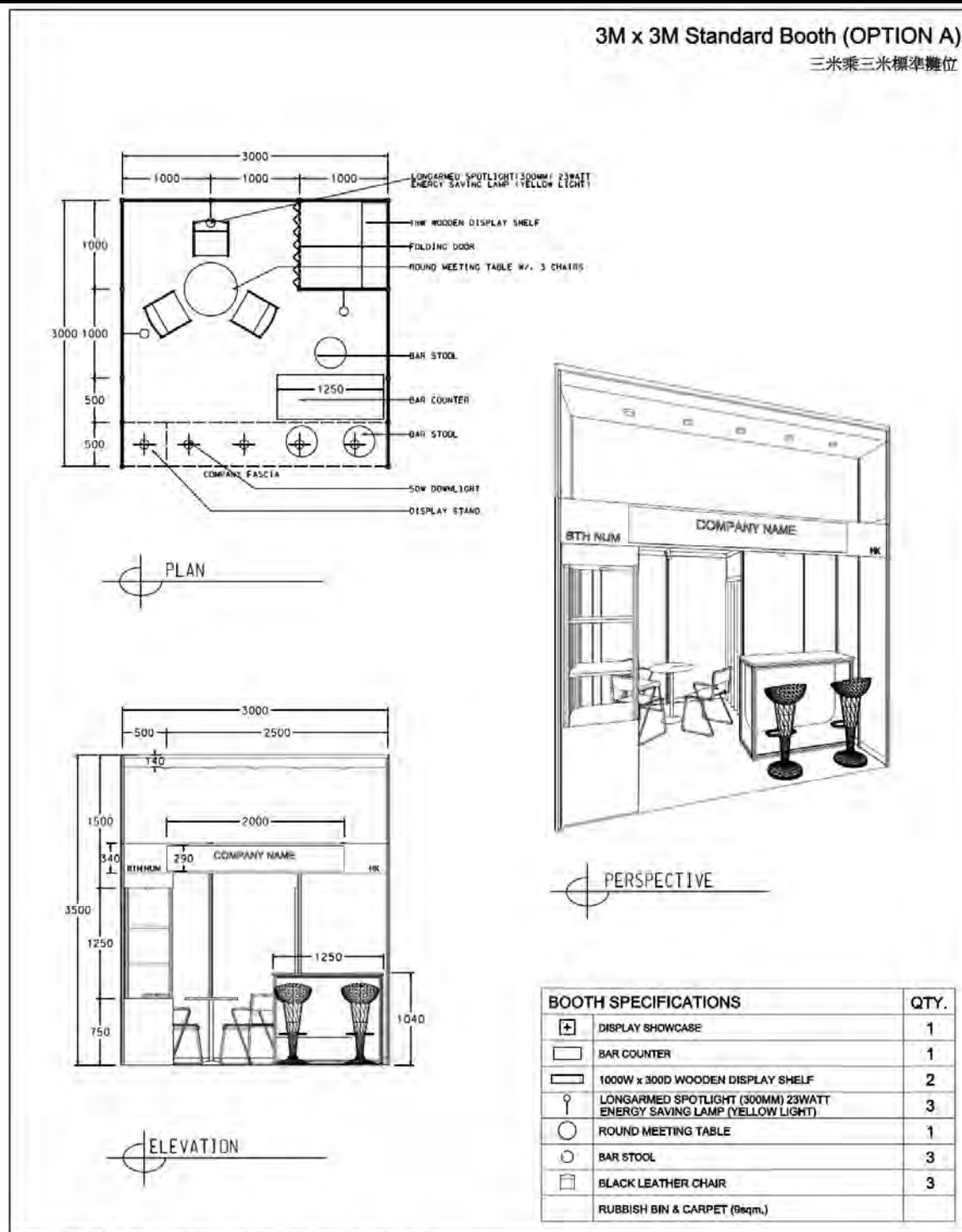
I. Fact Sheet

Edition	7 th			
Fair Dates	6-8 November 2014 (Thur – Sat)			
Venue	Hong Kong Convention and Exhibition Centre			
Fair Admission	6-7 Nov (Thur – Fri) : Trade Only (aged 18 and above) (HK\$100 per person) 8 Nov (Sat) : Trade & Public (aged 18 and above) (Open to public by ticket admission.)			
Opening Hours	6-7 Nov : 10:30am – 7:30pm ; 8 Nov : 10:30am – 6:00pm			
Organiser	Hong Kong Trade Development Council			
Supporting Organisations	<ul style="list-style-type: none">- Hong Kong Food Council- Hong Kong Food, Drink & Grocery Association- Hong Kong Sommelier Association- The Hong Kong & Kowloon Provisions Wine & Spirits Dealers' Association			
Exhibit Categories	<ul style="list-style-type: none">✧ Liquor & Beverage Products: Wine, Spirits, Brandy, Beer, Sparkling Wine, Sake, Whisky, Champagne, Cocktails, Vodka, Tequila, Soju, Rice Wine, Yellow Wine✧ Wine Services: Wine Bottling, Wine Labelling, Packaging, Wine Storage & Logistics, Wine Tourism, Trade Association & Media✧ Wine Education: Wine Education✧ Wine Investment: Wine Investment✧ Wine Accessories & Equipment: Wine Glasses and Glassware, Spittoons, Decanters, Wine Cooler, Corkscrew, Wine Bag, Wine Stopper, Cocktail Shaker, Ice Bucket, Wine Bucket, Wine Rack✧ Friends of Wine: Bakery Products, Confectionery, Dairy Products, Fresh Seafood, Nuts, Cooking oil and fat , Spaghetti / Pasta, Preserved Food, Processed Food, Snacks			
Statistical Data	Year	No. of exhibitors	No. of Buyers	Gross Exhibition Space
	2013	1,005 (40 countries / regions)	20,452 (80 countries / regions)	22,086 sqm
	2012	957 (36 countries / regions)	20,369 (80 countries / regions)	21,582 sqm
	2011	934 (37 countries / regions)	19,403 (71 countries / regions)	21,049 sqm
Exhibitor Profile	The Wine Fair 2013 was attended by 1,005 exhibitors from 40 countries and regions. They included Argentina, Australia, Austria, Belgium, Bulgaria, Canada, Chile, Chinese Mainland, Czech Republic, France, Georgia, Germany, Hong Kong, Hungary, India, Italy, Japan, Jordan (NEW), Korea, Lebanon, Lithuania (NEW), Mexico, Montenegro (NEW), Morocco (NEW), Netherlands, New Zealand, Poland, Portugal, Romania, Russia, Singapore, Slovakia, South Africa, Spain, Taiwan, Tunisia, Turkey, Ukraine, United Kingdom and United States			
Booth Service Fee	Standard Booth (3m x 3 m) US\$6,015		Custom-built Participation US\$572 per sqm (min. 18sqm)	
Sales Enquiry Contacts	Ms. Dawn Chan	Tel: (852) 2240 4077		Email: dawn.hf.chan@hktdc.org
	Ms. Angel Leung	Tel: (852) 2240 4127		Email: angel.leung@hktdc.org
	Mr. Savi Au	Tel: (852) 2240 4231		Email: savi.th.au@hktdc.org
Visitor Enquiry Contact	Ms. Yvonna Sze	Tel: (852) 2240 4234		Email: yvonna.ht.sze@hktdc.org
	Ms. Fanny Wong	Tel: (852) 2240 4888		Email: fanny.sf.wong@hktdc.org
Website	http://www.hktdc.com/hkwinefair			

II. Booth Layout

Standard Booth – Option A

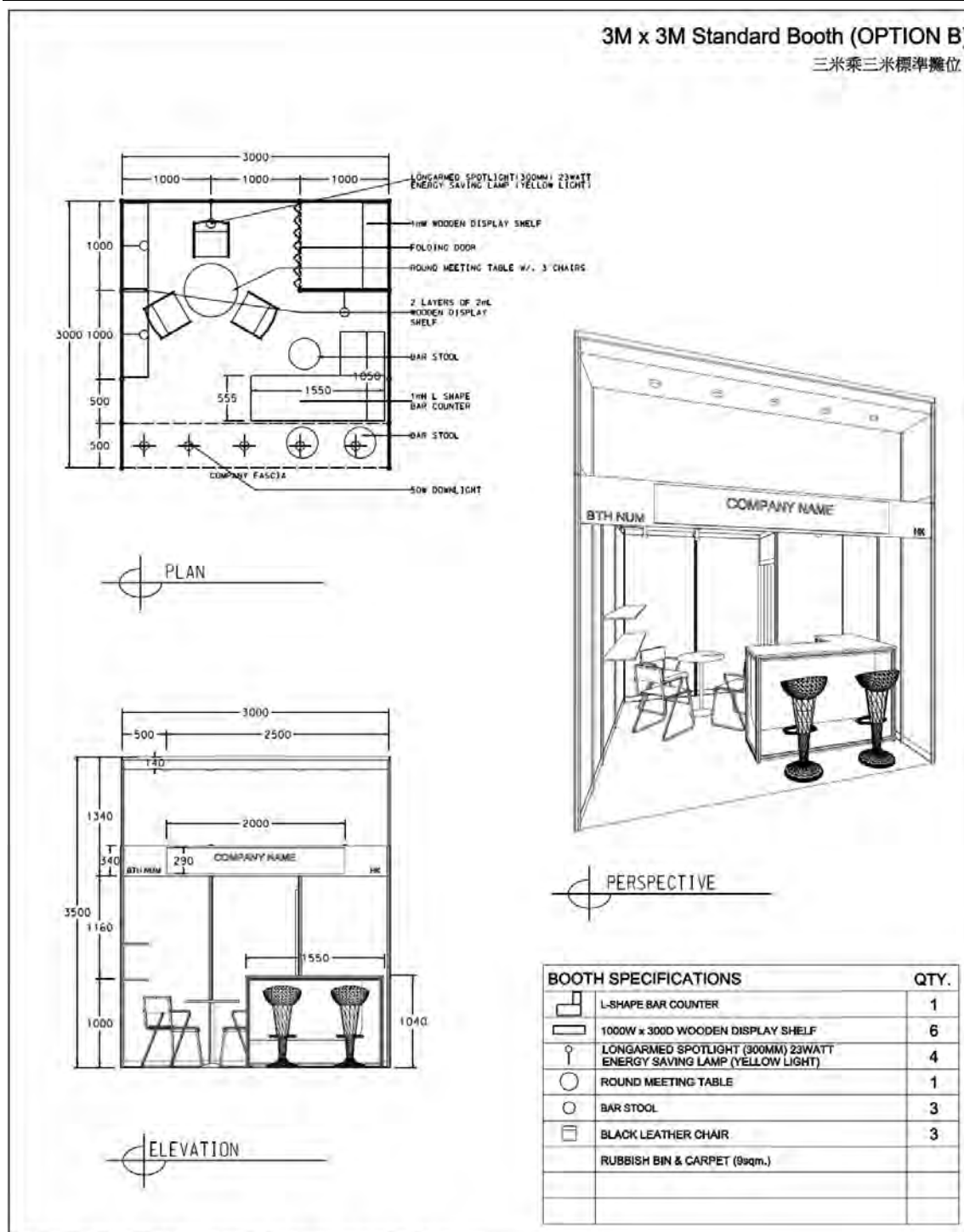
Booth Size	Facilities Provided	Booth Service Fee
9 sqm (3m X 3m)	Frontage Showcase, Bar Counter, Meeting Table, Bar Stools, Black Leather Chairs, Storage room, Wooden Shelves, Spotlights, Fascia, Partitions, Carpeting	US\$6,015 per booth



*The Hong Kong Trade Development Council reserves the right to change the configuration if necessary.
*如有需要，香港貿易發展局有權更改攤位結構。

Standard Booth – Option B

Booth Size	Facilities Provided	Booth Service Fee
9 sqm (3m X 3m)	Wooden Display Shelves, Bar Counter, Meeting Table, Bar Stools, Black Leather Chairs, Storage room, Spotlights, Fascia, Partitions, Carpeting	US\$6,015 per booth



The Hong Kong Trade Development Council reserves the right to change the configuration if necessary.
如有需要，香港貿易發展局有權更改攤位結構。

Booth design of standard booth layout

Perspective



Standard Booth

III. Exhibiting Package for Non-Hong Kong Exhibitors

1 Booth Discount (The maximum discount rate to be offered to each individual exhibitor shall not exceed 20%)

(i) Early Bird Discount (Application with payment received on or before 30 June 2014)

Criteria	Discount %
Loyal Customers – exhibitors of Wine Fair 2013	10%
New Customers	5%

(ii) Volume Discount

Total Exhibition Area Committing	Discount %
18 to 44 sqm	3%
45 to 143 sqm	5%
144 to 269 sqm	8%
270 sqm or above	10%

(iii) Referral Discount **(NEW)**

Criteria	Discount %
Individual exhibitor who had successfully referred a new exhibitor to join Wine Fair 2014	5%

*Please refer to below for Terms and Conditions on Referral Discount for Individual Exhibitors

(iv) Bundle Discount **(NEW)**

Criteria	Discount % on <u>Wine Fair</u> only
Exhibitors participating in HKTDC Food Expo Gourmet Zone 2014 and Wine Fair 2014	5%

2 Special Booth Request (Apply to Standard Booth option only)

Booth Request	Premium Charge per Booth Rental
Booth of Two-side open (min. 18 sqm)	5%
Booth of Three-side open (min. 36 sqm)	7.5%

* Requests are subject to availability at the discretion of the Organiser. The surcharge (if any), will be calculated and confirmed after the booth location is confirmed. Discount is not applicable.

3. Booth Allocation Policy (for Overseas Group Pavilions only)

- I. Booth location for overseas pavilions will be assigned by HKTDC based on the following criteria (listed in order of priority)
 1. The larger the size, the better the location
 2. Custom-built Participation will have better location than Standard Booth
 3. The longer the history with the fair, the better the location
 4. For pavilions having the same score on the above, date of application and payment of the pavilion will be considered in the location assignment.

Application deadline – 15 July 2014

- II. Pavilions submitted their applications after the application deadline will be considered late applications. They will be put under our waiting list. Booth space for their pavilions is not guaranteed subject to space availability. All booth assignment for late pavilion applications will follow our booth allocation policy as set out in above.

Frontage Allocation Policy

- III. Due to space limitation, "frontage location" cannot be guaranteed if the pavilion size is smaller than 270sqm. Please always check with HKTDC for latest update on our assignment of pavilion location.
- IV. "Frontage location" refers to first block of booths that are facing the side /wall of the main entrance of the respective exhibition hall. Pavilions are welcome to contact HKTDC for more details of the "frontage location".

4. Booth Allocation Policy (for Individual Overseas Exhibitors only)

- I. Booth location for overseas exhibitors will be assigned by HKTDC based on the following criteria (listed in the order of priority)
 1. The larger the size, the better the location
 2. Custom-built Participation will have better location than Standard Booth
 3. The longer the history with the fair, the better the location
 4. For exhibitors having the same score on the above, date of application and payment of the pavilion will be considered in the location assignment.

Application deadline – 15 July 2014

- II. Exhibitors submitted their applications after the application deadline will be considered as late applications. They will be put under our waiting list. Booth space is not

guaranteed subject to space availability. All booth assignment for late applications will be on first-come-first-serve basis.

Important Note:

- ◆ Application Deadline is **15th July 2014**. Applications received from **1st July 2014 to 15th July 2014** will not be entitled to the Early Bird Discount.
- ◆ Early Bird, Volume, Referral and Bundle Discount can be applied in one application. **The maximum discount rate to be offered to each individual exhibitor shall not exceed 20%.**
- ◆ **Terms and Conditions on Referral Discount for Individual Exhibitors:**
 1. HKIWSF 2014 individual exhibitors can enjoy a maximum one-off 5% discount on the booth service fees (with a maximum of 20% discount ceiling on the booth service fees subject to the respective discount's qualifiability) if it (hereinafter "referrer exhibitor") can directly refer a first-time participating company to join HKIWSF 2014 as a paid individual exhibitor (hereinafter "new exhibitor").
 2. The referral discount is only applicable to HKIWSF 2014 individual exhibitors which made successful referral. Exhibitors in national/group pavilion will not be entitled to the referral discount.
 3. The new exhibitor must be exhibited as an individual exhibitor (instead of a member in national/group pavilion). The new exhibitor must inform the Organiser the name of referrer exhibitor by writing within 30 working days after its application is submitted electronically via the Exhibitor Online Platform of HKIWSF official website. Any late notification will not be entertained.
 4. Each new exhibitor can only be referred by one referee exhibitor. In the event that a new exhibitor is referred by more than one referrers, the successful referral will be based on the details of the referrer exhibitor confirmed by the new exhibitor.
 5. The referral discount will be applied only if the new exhibitor has made full payment and successfully exhibited in HKIWSF 2014. The discount will be refunded to the referee exhibitor within 60 working days after HKIWSF 2014 is held.
 6. The Organiser reserves the right to vary the terms and conditions, change or terminate the referral discount without prior notice.
 7. In case of disputes, the Organiser's decision is final and binding.
 8. Shall there be any discrepancy between the English and Chinese versions of Terms and Conditions, the English version shall apply and prevail.

IV. Value-Added Packages (Optional)

(i) **Wine & Spirits Tasting / Wine & Food Pairing / Seminars**

(US\$2,190 for 1 hour session; US\$3,270 for 1.5 hour session)

Exhibitors are welcome to book a timeslot(s) of the multi-function rooms at the exhibition hall of the fair, which are fully furnished as below, to organise, for example, wine tasting, Wine and Food Pairing and/or Seminars for dedicated promotions.

- ◆ Capacity: 50 pax classroom style
- ◆ Duration: 1 or 1.5 hours
- ◆ Furniture: tables; backdrop
- ◆ Facilities: AV system, 3 tasting glasses per head; ice supply; spittoons
- ◆ Service: waiters, corkage
- ◆ Extra F&B and equipment may be ordered on fee charging basis.

** Schedule of the time slot(s) booking will be assigned and confirmed, subject to the availability on a first-come-first-serve basis, by the Organiser.

(ii) **Official Fair Magazine**

(US\$1,392 per full page - 20% off from Original Price of US\$1,740)

Exhibitors may also consider further promoting their products and services in the HKTDC Wine & Spirits Official Fair Magazine*.

* HKTDC Wine & Spirits (Nov 2013 issue) is the official fair catalogue of HKTDC Hong Kong International Wine & Spirits Fair. Annual readership: 45,000

(iii) **Online Promotions on www.hktdc.com**

(US\$2,120 for 100 product photos or US\$440 for 30 product photos at www.hktdc.com for 1 year)

Exhibitors can enjoy additional exposure at www.hktdc.com and obtain more buyer contacts through this package.

(iv) Other Onsite Advertising Opportunities

- a) Giant Lightbox at Harbour Road Entrance (US\$8,590 up)
- b) Lightbox along Hall Concourse
 - ◆ Size: 0.925m (W) x 1.425m (H) (US\$2,500)
 - ◆ Size: 3.01m (W) x 1.425m (H) (US\$3,590)
- c) Escalator Advertisements US\$6,450 up)
- d) Insert in Tote Bag (US\$5,130 up)
 - ◆ Format: Insert leaflets in tote bag for 5,000 pcs

(v) Duty Exemption for Liquors Carried by Overseas Exhibitors
(Handling charge to HKTDC: USD15 per 1 kilogram of shipment)

- ◆ Under the current regulations of Hong Kong, all liquors with over 30% alcohol are dutiable items with 100% duty.
- ◆ We have been working with Hong Kong Customs and Excise Department and applied for duty exemption on liquors for overseas exhibitors.
- ◆ Exemptions from duty on liquors can only be granted when the liquors are deemed to be samples or advertising matter with no commercial value and not intended for re-sale.
- ◆ HKTDC will appoint a freight forwarder to take care of the duty exemptions of hard liquor carried by overseas exhibitors once they enter Hong Kong SAR's territory.
- ◆ This duty-exemption arrangement will only cover the trade days (6-7 Nov 2014). If the exhibitor would like to display and/or sell the liquor on the 3rd day (public day, i.e. 8 Nov 2014), the exhibits must be duty-paid.
- ◆ Exhibitors, who wish to have their hard liquors duty-exempted, should contact HKTDC in advance for further action.

Conditions:

The Organiser, Hong Kong Trade Development Council (HKTDC), reserves the absolute rights to screen any individual party receiving part of the offer or whole offer or change any terms of the package or replace the recipient or withdraw the package at any time before its written confirmation. In case of any dispute over the special package, the decision of HKTDC should be final and binding.

2. Review of Hong Kong International Wine & Spirits Fair 2013

I. Fair Information and Statistic

(i) Exhibitors' Profile

Total no. of Exhibitors

	Wine Fair 2013
HK Exhibitors	134
Non-HK Exhibitors	871
Total	1,005

Number of Exhibitors by Country / Region (Outside Hong Kong)

Countries / Regions	No. of exh	Countries / Regions	No. of exh
<i>Argentina</i>	24	<i>Mexico</i>	13
<i>Australia</i>	25	<i>Montenegro</i>	1
<i>Austria</i>	3	<i>Morocco</i>	1
<i>Belgium</i>	1	<i>Netherlands</i>	1
<i>Bulgaria</i>	2	<i>New Zealand</i>	2
<i>Canada</i>	9	<i>Poland</i>	1
<i>Chile</i>	9	<i>Portugal</i>	49
<i>Chinese Mainland</i>	52	<i>Romania</i>	2
<i>Czech Republic</i>	1	<i>Russia</i>	3
<i>France</i>	154	<i>Singapore</i>	1
<i>Georgia</i>	12	<i>Slovakia</i>	2
<i>Germany</i>	28	<i>South Africa</i>	28
<i>Hungary</i>	10	<i>Spain</i>	91
<i>India</i>	4	<i>Taiwan</i>	3
<i>Italy</i>	162	<i>Tunisia</i>	1
<i>Japan</i>	98	<i>Turkey</i>	20
<i>Jordan</i>	1	<i>Ukraine</i>	4
<i>Korea</i>	2	<i>United Kingdom</i>	6
<i>Lebanon</i>	1	<i>United States</i>	43
<i>Lithuania</i>	1	Total	871

Country Pavilions Participation

Countries / Regions	Pavilions / Groups
Argentina	Consejo Federal de Inversiones
Australia	Hong Kong Australia Business Association - SA Chapter Inc. Wine Australia
Austria	Austrian Wine Marketing Board
Bulgaria	Wine Story
Canada	Canadian Food Exporters Association
Chinese Mainland	Penglai Vine and Wine Bureau Xining City Municipal Bureau of Commerce
France	Bettane & Desseauve Sopexa
Georgia	Georgian Wine Association
Germany	Federal Ministry of Food, Agriculture and Consumer Protection Deutsches Weininstitut GmbH - Wines of Germany
Hungary	Hungarian Investment and Trade Agency
India	Indian Grape Processing Board
Italy	Chianti Wine Consortium
	Consorzio di Tutela della DOC Prosecco
	Consorzio I Vini del Piemonte
	Enoteca Regionale Emilia-Romagna
	Movimento Turismo del Vino Apulia - Consorzio
	Piemonte Land of Perfection Scarl
	Unione Consorzi Vini Veneti DOC
	Veneto Region - Departement of Tourism and Food Marketing Vinitaly
Japan	Japan External Trade Organization Niigata Sake Brewers Association Kagoshima Prefectural Government
Mexico	ProMexico
Portugal	Comissao Vitivinicola Regional do Tejo ViniPortugal Fenadegas
South Africa	Wines of South Africa
Spain	ICEX – Espana Exportacion e Inversiones
Turkey	Wines of Turkey Istanbul Exporters' Association
USA	New York Wine & Grape Foundation Centers for International Trade Development Hong Kong Association of Washington

(ii) **Buyers' Profile**

No. of Trade Visitors

	Wine Fair 2013
Hong Kong	12,720
Asia and China	6,139
Rest of the World	1,593
Total	20,452

No. of Public Visitors

	Wine Fair 2013
Total	23,888

(iii) **Exhibitors' Comments**

"We are happy that Spain is the Partner Country of the Hong Kong International Wine & Spirits Fair 2013 because it brings a lot of attention to Spanish wines. ICEX has brought a large Spanish wine delegation to Hong Kong with 86 wineries to showcase a great variety of Spanish wines. We are organising a variety of seminars and wine-tasting sessions to promote Spanish wines and wine education. Buyers enjoyed Spanish food and wines at the gala dinner which was held on the first day of the fair. The fair provides the right place for Spanish wineries to tap the wine markets on the Chinese mainland and in Hong Kong and the rest of Asia."

Javier Sanz Munoz, Consul, Senior Trade Commissioner, Consulate General of Spain (Trade Commission), Spain

"Our company was established this year after the merger with Sinolink, which has 18 years of proven track record in fine wine distribution. Now, we are not only a distributor of various branded wines but also a trading firm of well-known brands. It is our first time exhibiting at this fair. We hope to introduce our company to more buyers and promote our own brands. Hong Kong and Macau are our target markets. Many buyers have pre-registered for a series of fine tasting events organised by us at our booth. We have received overwhelming response from buyers. Our booth is always crowded with buyers. Some wine shops have already expressed their interest in buying our special wines in order to broaden their product range."

Derrick Wu, Deputy General Manager, Milon Wine (Hong Kong) Co., Ltd., Hong Kong

"In business for 15 years, our company is an importer and wholesaler of a huge variety of medium to high-end wines such as cognac, red wines and white wines mainly from France. The Chinese mainland and Hong Kong are our major markets. We are keen to develop the Southeast Asian market and emerging markets such as India and Russia. We have joined the Hong Kong International Wine & Spirits Fair for the first time this year because it is an iconic wine fair in the region that attracts quality buyers from all over the world. Buyer traffic has been quite good and all our colleagues have been busy answering buyers' enquiries. So far, we have met with more buyers from the Chinese mainland and Hong Kong."

Andrew Li, Officer, Amazing Wine Global Limited, Hong Kong

"It is our second-time participation in this fair. Last year, the Japanese Pavilion featured 15 wineries, but this year we have expanded our Pavilion, bringing together 46 wineries from different parts of Japan to introduce sake, shochu and awamori. To promote our culture and lifestyle, we have a new zone showcasing Japanese cups and glasses from seven companies."

The Hong Kong fair is a truly international event that draws many buyers from Asia, the Chinese mainland, Europe, Hong Kong, the Middle East and the US. It is an important place for our small to medium-sized enterprises to expand their overseas business."

Hiroshi Onomura, Director-General, Japan External Trade Organization (JETRO) Hong Kong, Japan

"Turkish wines are exported to European countries, Japan and the US. To expand our business in Hong Kong and on the Chinese mainland, we are promoting a wide variety of wines from Turkey at the Hong Kong International Wine & Spirits Fair for the first time. A total of 10 companies from Turkey have formed a country pavilion here to show the quality of our wines and to look for importers and distributors who can sell our wines to Hong Kong and the Chinese mainland. As Hong Kong is a gateway to the mainland market, the fair serves as a great platform for us to expand into the mainland market via Hong Kong."

Ali Basman, President, Wines of Turkey, Turkey

"We have organised the French Pavilion at the Hong Kong International Wine & Spirits Fair since its inception. Currently, French wines represent 58 per cent of the market share in Hong Kong. This year, we have brought together 140 companies from all over France to offer a great variety of red wines, white wines, rose wines, sparkling wines, champagne and spirits. Hong Kong is a wine trading hub in Asia. The Hong Kong fair is important to French exhibitors because it attracts many buyers from Asia. Due to increasing competition from other wine-producing regions, French companies need to be here to present their wines and to expand their market share in Asia. The fair is a very good place to establish new contacts and meet with existing customers."

Adeline Vancauwelaert, Director, International Exhibitions & New Business for Companies, Sopexa, France

"It is our fourth year at the fair. This year we have come with 134 wine producers from different parts of Italy, up 40 per cent over last year. The increase in the number of exhibitors is mainly because the Hong Kong International Wine & Spirits Fair is the only wine trade fair in Hong Kong this year. Moreover, Italian wine producers are interested in the mainland market. Fifty per cent of Italian exhibitors have importers and distributors in Hong Kong while another 50 per cent of Italian exhibitors are looking for importers and distributors for Hong Kong and other Asian markets. The business atmosphere was pretty good on the first day of the fair, so we hope that Italian exhibitors will achieve good results this year."

Stevie Kim, Managing Director, Vinitaly International, Italy

(iv) **Buyers' Comments**

"Mövenpick is a large conglomerate in Germany operating a wide spectrum of businesses including resorts and hotels, restaurants, wines and fine food. Currently, Mövenpick imports wines mainly from France, Germany, Italy, Spain and the US. It is my first-time visit to this fair. I am keen to find new products for the German market because wine consumption in Germany is rising. So far, I have found potential suppliers from South Africa and Chile. It is likely that I'll cooperate with these suppliers. I like this fair because there is a good concentration of international exhibitors and it is divided into clear product zones which make sourcing easier."

Gernot Haack, CEO, Mövenpick Wein AG, Germany

"L'hotel De Chine Group operates 11 hotels in different parts of Taiwan. Red wines from France and Italy are very popular in our market. It is my first time attending this fair. I am looking for new wine varieties to meet the varied tastes of Taiwanese consumers. The Hong Kong International Wine & Spirits Fair is an international trade event with so many wine varieties from all over the world. I am particularly interested in Spanish wines. So far, I have identified about three Spanish suppliers, and I hope to bring Spanish wines to our market in the near future."

Chris Mao, Assistant Director of Sales, L'hotel De Chine Group, Taiwan

"We are a leading wine importer, retailer and distributor, with operations in Singapore, Malaysia and the Philippines. With 12 retail wine bars across Singapore, we not only offer a wide range of fine wines and spirits but also organise private wine parties and outdoor wine events. This is my first-time visit to the fair. At this fair, I am sourcing budget wines especially for the wholesale market. So far, I have identified three potential suppliers from Chile, Portugal and South Africa."

Joyce Ma, Corporate Sales Manager, Singapore Straits Wine Company Pte Ltd, Singapore

"Based in Thailand, we are a supermarket chain operator with more than 1,000 outlets throughout the country. Apart from supplying our outlets, our Wine & Spirits division also distributes wines to hotels and restaurants. It is the first time that I have visited this fair. It offers me a good opportunity to meet with existing suppliers and also to look at new business possibilities. Consumers in Thailand like wines from Argentina, Australia, Chile, France and Italy. I have found two to three potential suppliers from Spain and Portugal, so I'll try to bring new varieties to Thailand."

Ross Edward Marks, Vice President, Wine & Spirits, Central Food Retail Company Ltd, Thailand

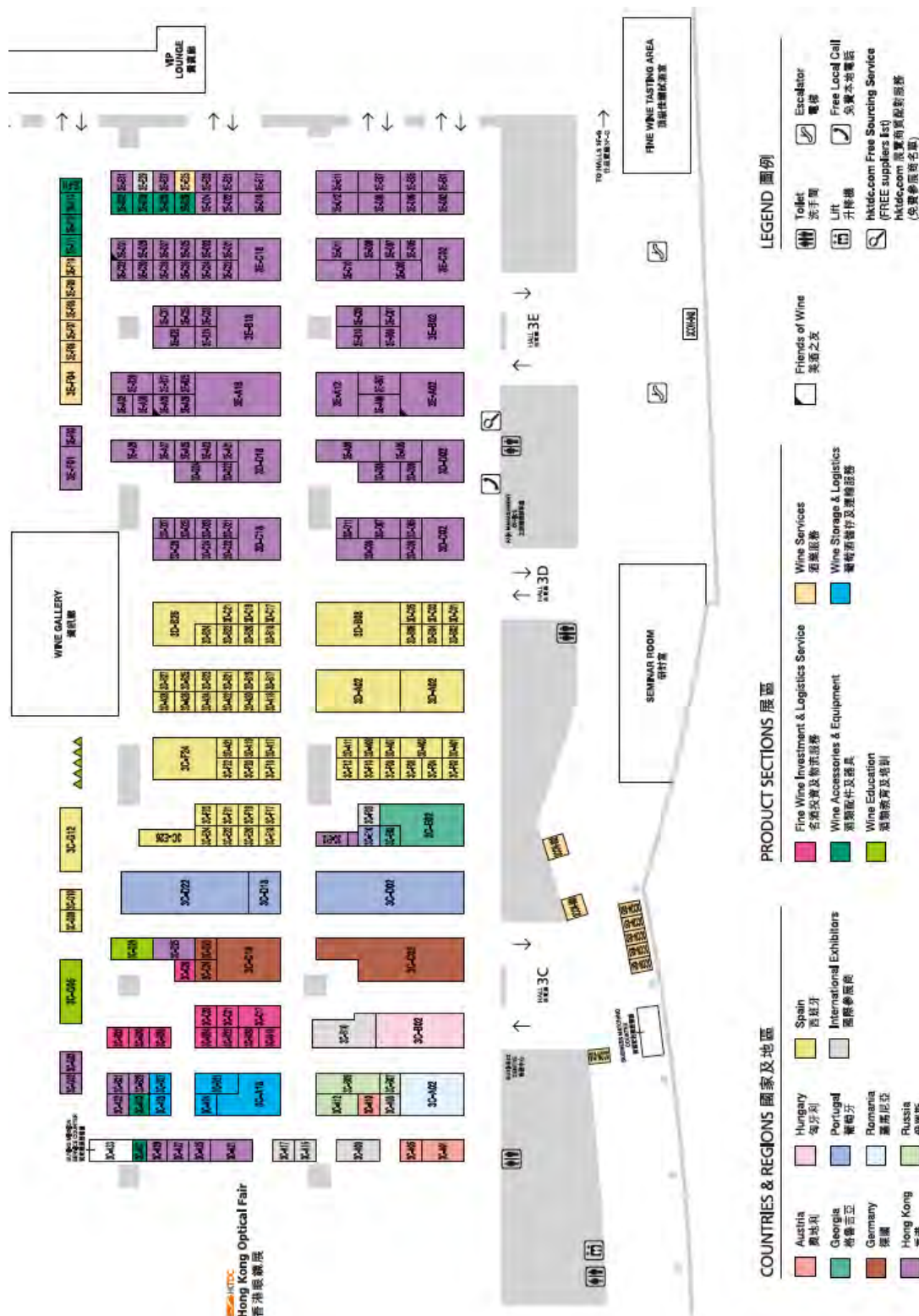
"T&E Terroir imports red wines, white wines and sparkling wines from Australia, Chile, France, Italy, Spain and the US, and supplies more than 100 wholesalers and retailers all over Korea. It is the first time that I have attended the Hong Kong fair. I am particularly interested in Italian sparkling wines, French red wines and Canadian ice wines, and I have found three potential suppliers so far. I am confident that I can find more potential suppliers after attending the business matching meetings arranged by the HKTDC. The Hong Kong International Wine & Spirits Fair is a good show with many suppliers coming from around the world. I enjoy meeting suppliers and attending a series of activities like wine seminars and wine tasting sessions held during the fair."

Kelly Lee, Assistant Manager, T&E Terroir Inc., Korea

"Based in Bulgaria, we produce white wines and red wines with the grapes coming from our own vineyards. Apart from operating eight wine shops in Bulgaria, we also export our wines to other European countries such as the Czech Republic, France and Russia, as well as the Chinese mainland and Hong Kong. It is our first time attending the fair. We are looking for business partners or distributors who can help us to promote our wines to the Chinese mainland and Hong Kong. So far, we have talked to more than 20 exhibitors, 30 per cent of whom will be our potential partners. The Hong Kong International Wine & Spirits Fair is a professional trade fair of its kind. We'll come back next year as an exhibitor to explore more business opportunities."

Emil Raynov, Production Manager, "Wine Union" JSC, Bulgaria

(v) 2013 Floor Plan



COUNTRIES & REGIONS 國家及地區

Argentina 阿根廷	South Africa 南非
Australia 澳洲	Taiwan 台灣
Canada 加拿大	The USA 美國
Chile 智利	Turkey 土耳其
Chinese mainland 中國內地	Ukraine 烏克蘭
Japan 日本	International Exhibitors 國際參展商

Friends of Wine
美酒之友

LEGEND 圖例

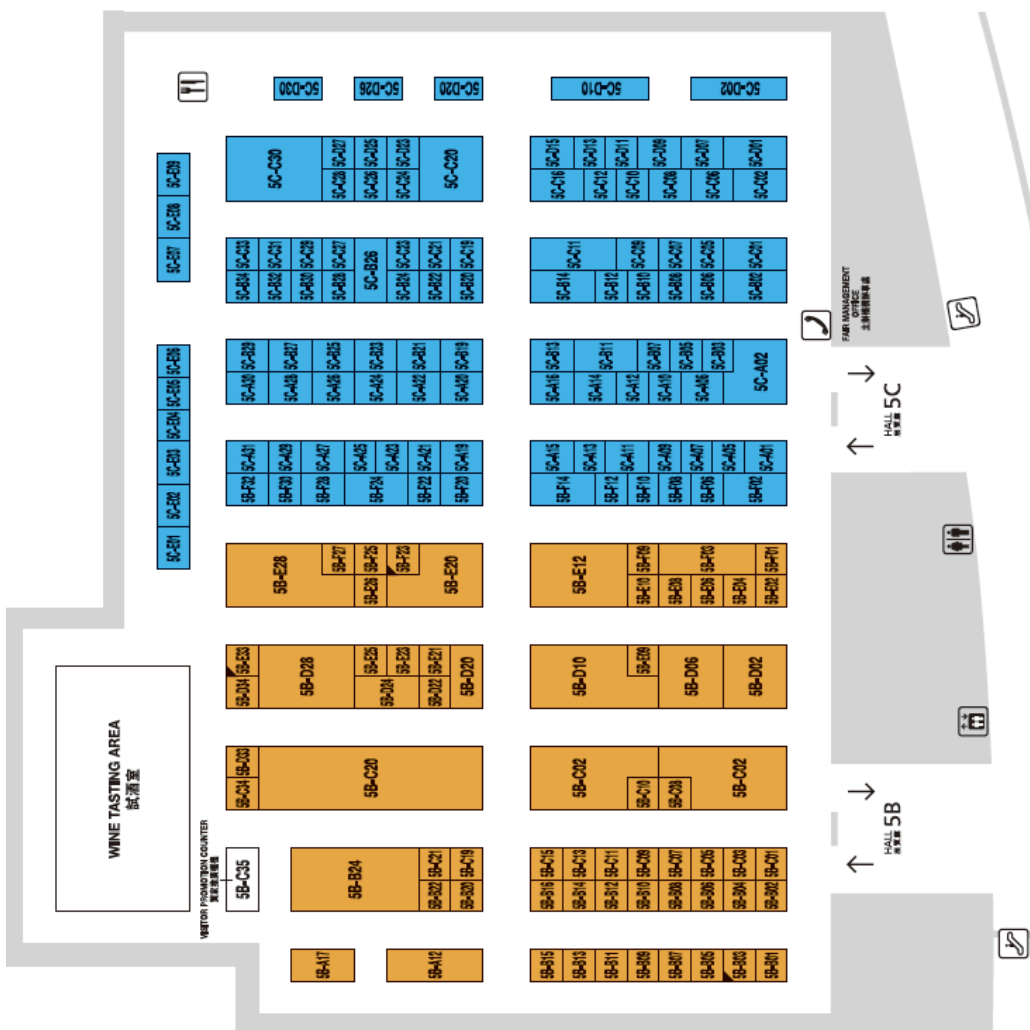
Toilet 洗手間	Free Local Call 免費本地電話
Lift 升降機	hktcdc.com Free Sourcing Service (FREE suppliers list) hktcdc.com 免費商貿配對服務 (免費參展商名單)
Escalator 電梯	



COUNTRIES & REGIONS 國家及地區



LEGEND 圖例



(vi) **2013 Activity Schedule**

7/11/2013 (Thursday 星期四)			
Time 時間	Activities 活動	Venue 地點	Remarks 備註
9:30am-10:30am	Opening Ceremony 開幕典禮 9:30am — Tea Reception 招待茶會 10am — Ceremony 開幕典禮	Expo Drive Entrance 博覽道入口	By Invitation Only 憑柬出席
11am-12noon	WSET: A Tasting Journey Through Gin, Uncovering Styles and Flavours 葡萄酒與烈酒教育信託基金會: 杜松子酒之旅	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	
11am-6:30pm	Wine Tasting Sessions 試酒會	Wine Tasting Room A and B, Hall 3G and 5B 展覽廳3G及5B 試酒室 A及B	
12noon-7pm	Cocktail Demonstrations 雞尾酒調配示範	Ice Bar, Hall 3E South Concourse 展覽廳3E南面大堂冰窖	
2pm-4pm	Wine Industry Conference 酒類行業會議	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室	
2:30pm-3:30pm	Opportunities in the Chinese Mainland Wine & Spirits Market 中國內地酒類市場新機遇	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	
2:30pm-4:30pm	Top German Riesling Wines 德國雷司令珍釀試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E 大堂 頂級佳釀試酒室	Admission Fee: HKD500 入場費: 港幣500元正
4pm-5pm	The Latest Market Development & Opportunities in Asia's Wine & Spirit Industry 亞洲酒類市場新機遇	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	
6pm-8pm	Grand Tasting of Australian Wines 頂級澳洲珍釀試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E大堂頂級佳釀試酒室	By Invitation Only 憑柬出席
7pm-8pm	Cocktail Reception and Cathay Pacific Hong Kong International Wine and Spirit Competition Award Presentation Ceremony 招待酒會暨國泰航空美酒品評大賽頒獎典禮	Convention Foyer 香港會議展覽中心大會堂前廳	By Invitation Only 憑柬出席
8pm-10pm	Gala Wine Dinner 晚宴	Convention Hall 香港會議展覽中心大會堂	By Invitation Only 憑柬出席

8/11/2013 (Friday 星期五)

Time 時間	Activities 活動	Venue 地點	Remarks 備註
10:30am-6:30pm	Wine Tasting Sessions 試酒會	Wine Tasting Room A and B, Hall 3G and 5B 展覽廳3G及5B 試酒室 A及B	
11am-12noon	WSET: Alternative Bubbles: Sparkling Wines Beyond Champagne 葡萄酒與烈酒教育信託基金會: 香檳? 還是起泡葡萄酒?	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	
11am-12:30pm	The Chinese Wine Drinker: Consumer Behaviour Purchase Drivers & Preferences 洞悉中國買家動態及市場趨勢	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室	
11am-1pm	International Fine Wine Tasting 環球佳釀試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E 大堂 頂級佳釀試酒室	By Invitation Only 憑柬出席
11:30am-6pm	Cocktail Demonstrations 雞尾酒調配示範	Ice Bar, Hall 3E South Concourse 展覽廳3E南面大堂冰窖	
2pm-4pm	Asia Top Sommelier Summit 亞洲侍酒師高峰會	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室	
2:30pm-3:30pm	Premium Port Wines 頂級波特酒佳釀試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E 大堂 頂級佳釀試酒室	Admission Fee: HKD500 入場費: 港幣500元正
3:30pm-5:30pm	HKQAA — Hong Kong Wine Registration Scheme Kickoff Ceremony cum the 5th Wine Storage Management Systems Certificate Presentation 香港品質保證局「香港葡萄酒註冊計劃」啟動 儀式 暨「葡萄酒儲存管理體系認證」證書頒授 典禮	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	By Invitation Only 憑柬出席
6pm - 8pm	Grand Tasting of Champagne 法國珍藏—香檳試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E大堂頂級佳釀試酒室	By Invitation Only 憑柬出席

9/11/2013 (Saturday 星期六)

Time 時間	Activities 活動	Venue 地點	Remarks 備註
11am-12noon	Hong Kong: Asia's Wine Retail Hot Spot? 亞洲熱門葡萄酒零售店:香港站	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	
11am-3pm	Wine Tasting Sessions 試酒會	Wine Tasting Room A and B, Hall 3G and 5B 展覽廳3G及5B 試酒室 A及B	
11am-5pm	Cocktail Demonstrations 雞尾酒調配示範	Ice Bar, Hall 3E South Concourse 展覽廳3E南面大堂冰窖	
1:30pm-2:30pm	Master Class on "Yum Cha, Yum Jiu: Chinese Sauces and Wine" 品酒大師課程: 飲茶 • 飲酒 — 中國醬油配美酒 典禮	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室	Admission Fee: HKD350 入場費: 港幣350元正 With Certificate 獲發證書
2:30pm - 4:30pm	Finest Wines from Spain - Grand Tasting 頂級西班牙佳釀試酒會	Fine Wine Tasting Area, Hall 3E Concourse 展覽廳3E 大堂 頂級佳釀試酒室	Admission Fee: HKD500 入場費: 港幣500元正
3pm-4pm	To Learn or Not to Learn 你「智」識飲	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊	

II. Photo Gallery

Fairground





Country Pavilions





Country Pavilions



Events



Gala Dinner



Fine Wine Tasting



Wine Tasting Session



Ice Bar



Guided Tour for Buyers



Master Class



Wine Industry Conference



Seminar

Civiltà del bere

Il magazine del vino italiano. L'informazione in difesa della qualità



Hong Kong e Cina. Due mercati diversi, almeno per il vino

- Autore: [Elena Cacciari](#) mar, 12 nov 2013
- Tag: [Ana Meridionale business oriented buyer](#); [Cina edizione](#)
- 2013, [fiere](#), [Francis](#), [Hong Kong](#), [Hong Kong International Wine & Spirits Fair, Italia](#)
- Pubblicato in [Aziende e vini](#), [Dal mondo](#), [In Evidence](#), [Mondo del Vino](#), [Notizie](#)

Sono tornati dall'Hong Kong Vite Fairs con un'idea ben chiara in testa che ha sfidato i totalitarismi e i nostri dubbi. La metropoli asiatica è una cosa: la Cina un'altra. Stop. Non si può proprio pensare che vendere vino a Hong Kong sia in qualche modo una scorciatoia per arrivare alla grande nazione dell'Est. Lo sono 7 milioni di abitanti della grande città asiatica (abbiamo parlato a lungo con alcuni dei buyers più noti che operano in città), lo siamo i cinesi (abbiamo ascoltato le relazioni di alcuni docenti universitari), lo siamo i francesi (abbiamo preso atto della nostra supremazia sulle vendite di vino francese soprattutto in Cina) e lo siamo anche gli italiani.

와인 산업 종사자를 위한 완벽한 글로벌 플랫폼

2013 홍콩국제와인&주류박람회

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Hong Kong International
**WINE & SPIRITS
FAIR 2013**

[illegible]

3. Recent Development of Wine Market in Hong Kong and China

I. Hong Kong Wine Trading

(i) Hong Kong Advantages on Wine

- First major economy with no Wine Duties & Sales Tax
- Impartial as no Wine Production
- Wine importers with strong network in China
- Relatively mature wine culture
- Experience in wine trading

(ii) Wine Import to Hong Kong

- Hong Kong's wine imports have expanded fast since the elimination of import duties in February 2008. In 2012, imports of wine amounted to US\$1.033/HK\$8.1 billion, a four-fold increase from 2007
- Most of the imported wines originated from European countries such as France and the United Kingdom, but there has also been a significant share coming from the New World such as Australia, the USA and Chile
- In volume terms, Hong Kong imported some 50 million litres of wine in 2012, up 4.9% from 2011

(iii) Wine Export from Hong Kong

- About 37% of the imported wines were re-exported in 2012. The rest about 63% of wine imports were brought away from Hong Kong by individuals or retained in Hong Kong, for storage or immediate consumption
- Mainland imposes a 48% duty on wine imports and Hong Kong is the ideal hub for wine re-export to China

(iv) Wine Sales Channels in Hong Kong

- Wines are sold through off-trade channels such as supermarkets, specialty stores and convenience stores, and on-trade channels such as bars, restaurants and club houses.
- According to Euromonitor International, wine sales in Hong Kong amounted to US\$416 million, or 12.9 million liters in 2012, up 33% and 22% respectively compared to five years ago.
- For 2013 to 2017, it is forecast to grow 9% per annum in value terms and 4% per

annum in volume terms. Off-trade channels account for approximately 46% of total wine sales in value terms and 64% in volume terms in 2012.

II. Hong Kong Wine Consumption

(i) Wine consumption

- Wine drinking is believed as healthy to life in Hong Kong
- 5.3 litres per capita in 2012, the highest compared to other Asia countries including China, Japan and Singapore
- Reached 41.7 million bottles in 2012, in which over 80% were red wines
- Expected to be increased by 40% in 2016

III. Hong Kong Top 10 Wine Importing Countries

VALUE: USD (MIL)

RANK	ORIGINS	- 2012 -			- 2013 -		
		VALUE	VALUE	%CHG	VALUE	%SHR	%CHG
	TOTAL	1,033	100	-17.7	1,029	100	-0.4
1	FRANCE	599	57.9	-24	609	59.2	1.8
2	UNITED KINGDOM	119	11.5	-26.8	108	10.5	-8.5
3	AUSTRALIA	73	7	2.4	90	8.7	23.8
4	USA	67	6.4	-11.9	68	6.6	2.8
5	ITALY	33	3.2	19.9	32	3.1	-5.6
6	SWITZERLAND	15	1.5	-40	18	1.8	21.4
7	CHILE	22	2.1	28.3	18	1.7	-19.1
8	GERMANY	17	1.6	6.4	17	1.7	3.1
9	SPAIN	13	1.2	-19.4	16	1.5	23.2
10	NEW ZEALAND	13	1.3	24.2	13	1.3	-2.5

Based on HS2204, 2205

IV. Development of Wine Market in Hong Kong

(i) **HKSAR Government signed 13 MOU with different countries to promote wine trading**

- France (and its Bordeaux and Burgundy regions), Spain, Australia, Italy, Hungary, New Zealand, the USA (and its Washington and Oregon states), Portugal, Chile and Germany
- Custom Facilitation Measures launched for wines re-exported from Hong Kong
- Custom clearance in mainland normally takes more than a month
- Hong Kong and China customs signed a cooperation agreement in Feb 2010 and launched a 3 tier Customs Facilitation Measures:
 - a) If wines imported were sent to China customs for pre-valuation 10 working days prior to the shipment exported from HK, the China customs will clear the shipment within 1 working day
 - b) Wines imported into mainland before, it takes no more than 3 working days to clear the China customs
 - c) Wines new to China market, it takes only 7 working days to complete the custom clearance

(ii) **Hong Kong as the largest Wine Auction Centre**

- Hong Kong has kept its title as the largest wine auction centre in the world for three consecutive years since 2010
- Wine auction sales reaching HK\$1.2 billion in 2012, according to Wine Spectator

(iii) **World's first Wine Storage Accreditation Scheme launched**

- Hong Kong Quality Assurance Agency (HKQAA) launched the Wine Storage Management Systems Certification Scheme in Dec 2009
- Certified wine storage providers should meet the requirements in 9 aspects including temperature, humidity, lights, vibration, maintenance, security, inventory management, hygiene and insurance
- The scheme assures that the certified wine storage services and conditions in Hong Kong are up to the international standard. This is particularly important for the fine wines stored in Hong Kong

V. Booming China Opportunities

(i) **Growth in Wine Sales and Consumption in Asia and particularly China**

- According to Euromonitor International, wine sales in Asia amounted to US\$70.7 billion or 5.9 billion litres in 2012, up 64% and 45% respectively compared to five years ago.
- For 2013-2017, wine sales are forecast to grow 11% per annum in value terms and 8% per annum in volume terms
- Sales in China are more spectacular, with an amount of US\$40.5 billion or 4.3 billion litres in 2012, up 125% and 55% respectively compared to five years ago.
- For 2013-2017, sales are forecast to grow 17% per annum in value terms and 10% per annum in volume terms.

(ii) **New World wines receive increasing demand in China**

Case Study: Australia

- Sold about US\$127 million of wine in China in 2009
- Expect China would become their biggest market in 5 years
- Over the past 6 years, wine sales to China, mostly of Shiraz and Cabernet Sauvignon, have risen by more than 80% a year
- China is ranked number one in the international growing markets for Australian wines since 2008

4. The Cathay Pacific Hong Kong International Wine & Spirit Competition

The Cathay Pacific Hong Kong International Wine & Spirit Competition is a unique event. Run in partnership with the London-based International Wine & Spirit Competition, which has been running for 40 years and is the world's premier platform for recognising quality in the industry, the Cathay Pacific Hong Kong International Wine & Spirit Competition is created specifically for the Asian market by those who know and are intimately involved in the region.

It is the first truly Asian wine competition in the world, supported by key factors such as: Chinese food and wine pairing awards; an award for Best Wine produced in China; and judging will be conducted by Asia's most esteemed wine judges from China, Singapore, Japan, Korea, Taiwan and India – including the competition's Director and Master of Wine, Hong Kong-based Debra Meiburg MW and Chinese food and wine expert Simon Tam.

The competition results will offer the Asian wine consumer the ultimate guide to purchasing wine that is sensitive to the Asian palate and cultural consumption patterns.

Being recognised by the Cathay Pacific Hong Kong International Wine & Spirit Competition provides winemakers with instant prestige in the market. With the competition being the first truly Asian wine competition, the vast population of wine consumers in Asia, will be eagerly anticipating the results.

For the list of trophies winners, please visit the competition website at
www.hkiwsc.com

5. About HKTDC

The Hong Kong Trade Development Council (HKTDC) was established in 1966, and serves as a statutory body dedicated to promoting Hong Kong trade. Its mission is to create opportunities for Hong Kong companies, especially small and medium-sized enterprises, by promoting trade in goods and services globally. With more than 40 overseas offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a comprehensive business platform that is increasingly recognised as Asia's central business district.

The HKTDC connects millions of international buyers and sellers through a variety of integrated services, namely its trade fairs, online marketplace and product magazines.

One of the world's major trade fair organisers, the HKTDC puts on more than 30 international trade fairs annually in Hong Kong. Nine of these are the biggest of their kind in Asia, three are the largest in the world.

The HKTDC website, www.hktdc.com, features about 1,200,000 buyers and more than 120,000 quality suppliers from Hong Kong, the Chinese mainland and beyond.

With 15 product magazines and dozens of industry supplements reaching five million readers, the HKTDC is a major publisher.

Supporting these services is HKTDC Business Matching, which helps companies find the right partners, resulting in 3,000 potential business opportunities annually.

The HKTDC also produces more than 160 seminars, conferences, workshops and forums a year to help Hong Kong companies develop new markets for their products and services. As well, it organises about 800 Hong Kong promotional events around the world, reaching nearly 100,000 business people in key markets each year, and receives about 600 international business missions a year.

Please visit www.hktdc.com for the latest information about the HKTDC and Hong Kong-related opportunities.