

Asia's biggest wine event 亞洲最大美酒展



Hong Kong International Wine & Spirits Fair

香港國際美酒展

8-10/11/2012

Hong Kong Convention and Exhibition Centre

香港會議展覽中心

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Hong Kong International Wine & Spirits Fair 2012

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As of 2012-02-03

1. Overview of Hong Kong International Wine & Spirits Fair 2012

I. Fact Sheet

Edition	5 th			
Fair Dates	8-10 November 2012 (Thur – Sat)			
Venue	Hong Kong Convention and Exhibition Centre			
Fair Admission	8-9 Nov (Thur – Fri) : Trade Only (aged 18 and above) 10 Nov (Sat) : Trade & Public (aged 18 and above) (* Open to public by ticket admission.)			
Opening Hours	8-9 Nov : 10:30am – 7:30pm ; 10 Nov : 10:30am – 5:00pm			
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
	2011	934 (37 countries / regions)	19,403 (71 countries / regions)	21,049 sqm
	2010	680 (30 countries / regions)	14,122 (67 countries / regions)	16,132 sqm
	2009	525 (34 countries / regions)	11,915 (62 countries / regions)	13,090 sqm
Exhibitor Profile	The HK Int'l Wine & Spirits Fair 2011 was attended by 934 exhibitors from 37 countries and regions. They include Argentina, Australia, Austria, Brazil, Bulgaria, Canada, Chile, Chinese Mainland, Czech Republic, France, Germany, Georgia, Hungary, India, Israel, Italy, Japan, Korea, Latvia, Malta, Mexico, New Zealand, Poland, Portugal, Romania, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Tunisia, United Kingdom, Uruguay and United States			
Booth Service Fee	Standard Booth (3m x3 m)		Custom-built Participation	
	US\$5,697		US\$540 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. June Wong	Tel: (852) 2240 4622		Email: june.ck.wong@hktdc.org
	Ms. Prudence PC Lee	Tel: (852) 2169 9173		Email: prudence.lee@hktdc.org
Website	http://www.hktdc.com/hkwinefair			

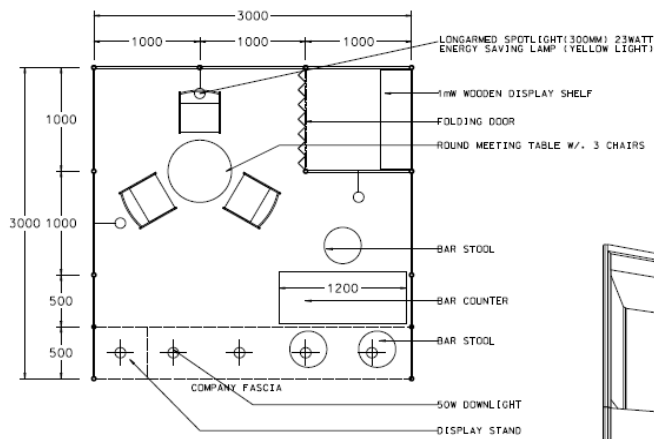
II. Booth Layout

Standard Booth – Option A

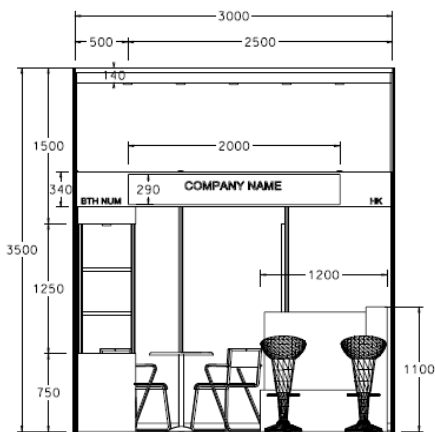
Booth Size	Facilities Provided	Booth Service Fee
9 sqm (3m X 3m)	Frontage Showcase, Bar Counter, Meeting Table, Bar Stools, Black Leather Chairs, Storage room, Wooden Shelves, Spotlights, Fascia, Partitions, Carpeting	US\$5,697 per booth

3M x 3M Standard Booth (OPTION A)

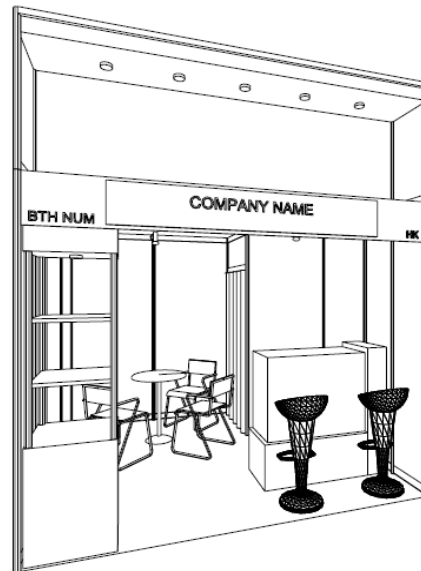
三米乘三米標準攤位



PLAN



ELEVATION



PERSPECTIVE

BOOTH SPECIFICATIONS		QTY.
	DISPLAY SHOWCASE	1
	BAR COUNTER	1
	1000W x 300D WOODEN DISPLAY SHELF	2
	LONGARMED SPOTLIGHT (300MM) 23WATT ENERGY SAVING LAMP (YELLOW LIGHT)	3
	ROUND MEETING TABLE	1
	BAR STOOL	3
	BLACK LEATHER CHAIR	3
	RUBBISH BIN & CARPET (9sqm.)	

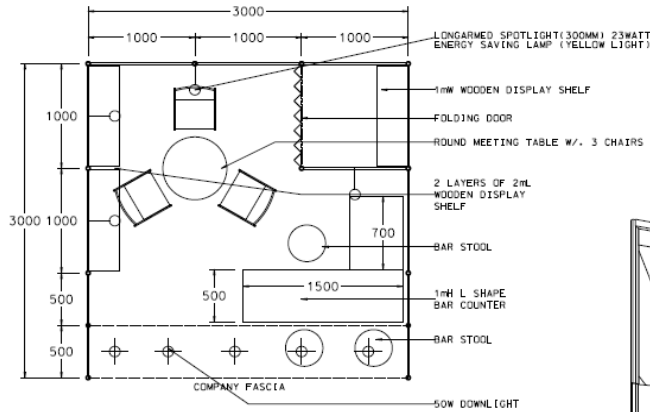
*The Hong Kong Trade Development Council reserves the right to change the configuration if necessary.
*如有需要，香港貿易發展局有權更改攤位結構。

Standard Booth – Option B

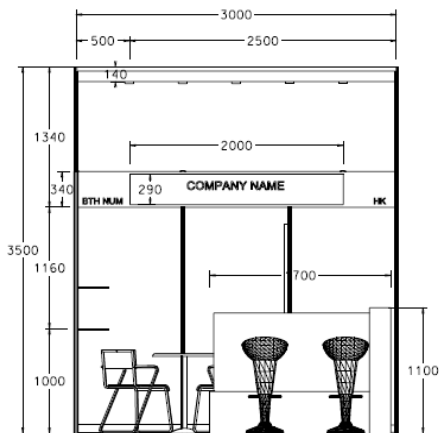
Booth Size	Facilities Provided	Booth Service Fee
9 sqm (3m X 3m)	Wooden Display Shelves, Bar Counter, Meeting Table, Bar Stools, Black Leather Chairs, Storage room, Spotlights, Fascia, Partitions, Carpeting	US\$5,697 per booth

3M x 3M Standard Booth (OPTION B)

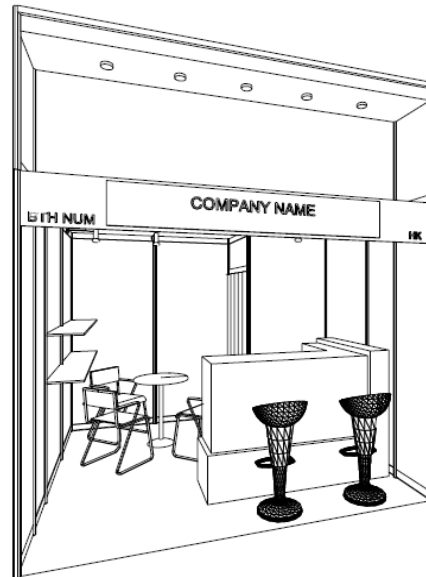
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PLAN



ELEVATION

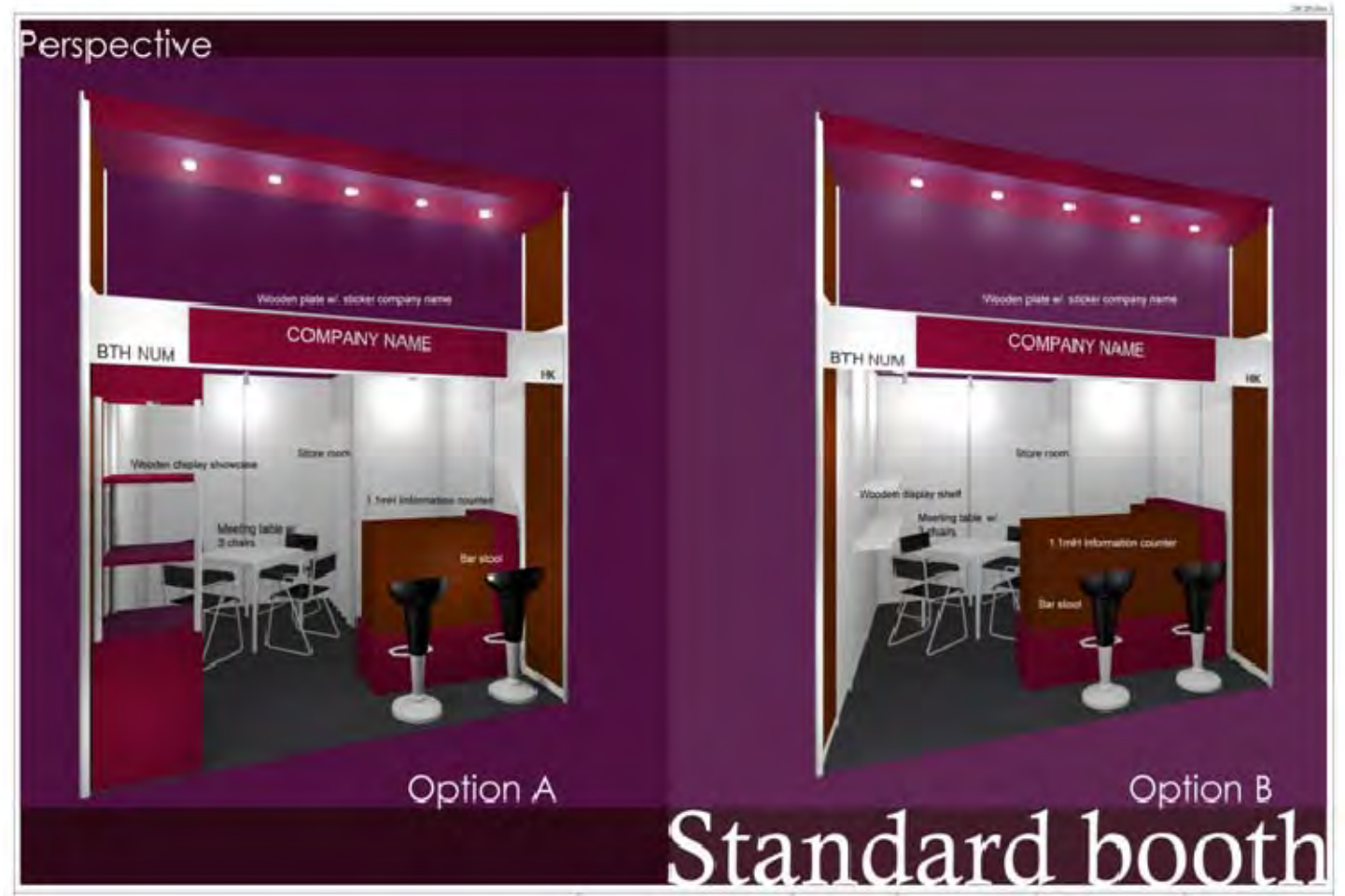


PERSPECTIVE

BOOTH SPECIFICATIONS		QTY.
	L-SHAPE BAR COUNTER	1
	1000W x 300D WOODEN DISPLAY SHELF	6
	LONGARMED SPOTLIGHT (300MM) 23WATT ENERGY SAVING LAMP (YELLOW LIGHT)	4
	ROUND MEETING TABLE	1
	BAR STOOL	3
	BLACK LEATHER CHAIR	3
	RUBBISH BIN & CARPET (9sqm.)	

*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



III. Exhibiting Package for Non-Hong Kong Exhibitors

1 **Booth Discount**

(i) **Early Bird Discount (Application with payment received on or before 29 June 2012)**

Criteria	Discount %
Loyal Customers – exhibitors of Wine Fair 2011	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 sq m	8%
270 sqm or above	10%

(iii) **Bundle Discount**

Criteria	Discount %
Joining both Gourmet Zone of Food Expo 2012 and Friends of Wine of Wine Fair 2012	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 – 16 July 2012

- 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 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 – 16 July 2012

- II. Exhibitors submitted their applications after the application deadline will be 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 **16th July 2012**. Applications received from **30th June 2012 to 16th July 2012** will not be entitled to the Early Bird Discount.
- ◆ Early Bird Discount and Volume Discount can be applied in one application.

IV. Value-Added Packages (Optional)

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

(US\$1,800 for 1 hour session; US\$2,700 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 Magazine**

(US\$1,232 - 20% off from Original Price of US\$1,540)

Exhibitors may also consider further promoting their wines in the HKTDC Wine & Spirits Magazine*.

* "Wine & Spirits Magazine", the official magazine cum fair catalog of the HKIWSF published by HKTDC with over 30,000 readership from 55 countries.

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

(US\$1,420 - 100 product photos at www.hktdc.com for 12 months)

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

(iv) Other Onsite Advertising Opportunities

a Overhead Hanging Banner Advertisements above the booth inside new wing of Hall 3 for booth size 9 sqm

(US\$1,770 per banner)

- ◆ Item: Hanging banner above the booth inside new wing of Hall 3 (HB3)
- ◆ Size: 2.4m(W) x 1.2m(L)

b Overhead Hanging Banner Advertisements above the booth inside new wing of Hall 3 for booth size 36 sqm or above

(US\$2,310 per banner)

- ◆ Item: Hanging banner above the booth inside new wing of Hall 3 (HB4)
- ◆ Size: 3m(W) x 1.8m(L)

c Onsite Lightbox Advertisements

(Ranges from US\$2,310 to US\$10,650)

- ◆ Location assignment is on first come first serve basis

d Escalator Advertisements

(Ranges from US\$5,520 to US\$11,669)

- ◆ Item: Escalator ad on glass panes/silver flats

e Insert in Tote Bag

(US\$5,130)

- ◆ Item: Insert leaflets in tote bag for 5,000 pcs
- ◆ Size: A4 size leaflet

(v) Duty Exemption for Liquors Carried by Overseas Exhibitors

(Handling charge to HKTDC: USD10 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 (8-9 Nov 2012). If the exhibitor would like to display and/or sell the liquor on the 3rd day (public day, i.e. 10 Nov 2012), 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 2011

I. Fair Information and Statistic

(i) Exhibitors' Profile

Total no. of Exhibitors

	Wine Fair 2011	2011 vs 2010	Wine Fair 2010
HK Exhibitors	155	+ 11.5%	139
Non-HK Exhibitors	779	+ 44.0%	541
Total	934	+ 37.4%	680

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

Countries/ Regions	No. of exh	Countries/ Regions	No. of exh
<i>Argentina</i>	28	<i>Latvia</i>	1
<i>Australia</i>	42	<i>Malta</i>	1
<i>Austria</i>	2	<i>Mexico</i>	9
<i>Brazil</i>	2	<i>New Zealand</i>	12
<i>Bulgaria</i>	11	<i>Poland</i>	1
<i>Canada</i>	7	<i>Portugal</i>	32
<i>Chile</i>	19	<i>Romania</i>	1
<i>Chinese Mainland</i>	13	<i>Slovakia</i>	3
<i>Czech Republic</i>	1	<i>Slovenia</i>	1
<i>France</i>	199	<i>South Africa</i>	29
<i>Germany</i>	12	<i>Spain</i>	69
<i>Georgia</i>	8	<i>Sweden</i>	1
<i>Hungary</i>	11	<i>Switzerland</i>	2
<i>India</i>	6	<i>Taiwan</i>	1
<i>Israel</i>	1	<i>Tunisia</i>	1
<i>Italy</i>	210	<i>United Kingdom</i>	6
<i>Japan</i>	1	<i>Uruguay</i>	9
<i>Korea</i>	1	<i>United States</i>	26
		Total	779

Country Pavilions Participation

Country	Pavilion / Group
Argentina	Consejo Federal de Inversiones (CFI) ProMendoza Foundation
Australia	Business SA Hong Kong Australia Business Association SA Chapter Industry & Investment NSW South Australia (Coordinated by Trade Start SA) Wine Industry Association of Western Australia
Austria	Austrian Wine Marketing Board
Brazil	Wines of Brasil
Bulgaria	Bulgarian SME Promotion Agency
Canada	Canadian Food Exporters Association
Chile	Prochile / Wines of Chile
France	Bettane & Desseauve Sopexa Le Harve
Germany	Federal Ministry of Food, Agriculture and Consumer Protection
Georgia	Georgian Wine Association
Hungary	Hungarian Investment and Trade Agency
India	Indian Grape Processing Board
Italy	Consorzio Asia Promotion Export Enoteca Regionale Emilia-Romagna The Tuscan Wine Masters Vinality Friuli Venezia Giulia
Mexico	Aserca - Sagarpa Embassy of Mexico
New Zealand	New Zealand Wine
Portugal	Comissao Vitivinícola Regional do Tejo ViniPortugal - Wines of Portugal
South Africa	Wines of South Africa
Spain	Spanish Institute for Foreign Trade (ICEX)
Uruguay	Wines of Uruguay
USA	Southern United States Trade Association (SUSTA) New York Wine & Grape Foundation Port of Oakland

(ii) **Buyers' Profile**

No. of Trade Visitors

	Wine Fair 2011	2011 vs 2010	Wine Fair 2010
Hong Kong	11,667	+ 27.5%	9,149
Asia and China	6,277	+ 66.1%	3,779
Rest of the World	1,459	+ 22.2%	1,194
Total	19,403	+ 37.4%	14,122

Top 10 Visiting Foreign Countries

	Countries/ Regions
1.	Chinese Mainland
2.	Australia
3.	France
4.	USA
5.	Taiwan
6.	Italy
7.	Macau
8.	Singapore
9.	Japan
10.	Korea

No. of Public Visitors

	Wine Fair 2011	2011 vs 2010	Wine Fair 2010
Total	19,690	+ 37.6%	14,312

(iii) Key Wine Industry Players Participating in the Fair

Country	Media
Australia	Winestate
Chinese Mainland	華廈酒報 (Beijing) Modern Weekly International (Guangzhou) Southern Metropolis Weekly (Guangzhou) WorldWine (Shanghai)
France	Edonys L'Ecole de Vin de France la Revue du Vin de France (RVF) Terre de Vignes V&S News VIGNERON
Germany	Vinum
India	Sommelier India
Italy	Civiltà del Bere Wine News Il Sole 24 Ore
Japan	Winart
Korea	Wine Review Wine21.com jTBC
New Zealand	Wine Orbit magazine
Portugal	O Jornale Económico
Singapore	Wine and Dine Magazine
South Africa	Business Day
Spain	Mi Vino
Taiwan	Decanter
United Kingdom	The Drinks Business
USA	Wines and Vines Wine & Spirits Magazine Wine Enthusiast Bloomberg News Zester Daily

(iv) Exhibitors' Comments

"Italy is the partner country of Hong Kong International Wine & Spirits Fair 2011 and Vinitaly has brought in the largest-ever Italian wine delegation to Hong Kong with more than 200 producers to showcase a great variety of Italian wines. We are here educating people and promoting Italian wines. Cooking shows, guided tastings and seminars have been organised to reveal the latest vintages and the pairing of Italian food and wines. It's an excellent partnership with HKTDC and the gala evening with Italian cuisine and wines has been very successful. As Asia's biggest wine fair, this exhibition attracts a large number of serious buyers from all over the world. It's a very good place to establish contacts and do business. HKTDC has profound experiences in running fairs and the quality of service is good."

Stevie Kim, General Coordinator, Vinitaly In The World, Italy

"The Hong Kong International Wine & Spirits Fair is a good exhibition. We've come with 92 wineries from different parts of France this year to show a great variety of vintages from red wines to white wines and champagnes. We see a tremendous potential for growth in wine consumption in the Chinese mainland and this fair is a key platform to gain access to the mainland market. We can also take advantage of the opportunity to explore new business and partnerships in Hong Kong and Asia. The show is getting better and better each year. It is growing steadily to become one of the most important wine and spirits fairs in the world"

Michael Bettane, Chairman, Bettane & Desseauve, France

"This is our third-time participation in the fair. We have come with about 70 wineries from different parts of Spain, in particular the regions of Navarra and Catalunya. About 40% of the wineries have exhibited in the Hong Kong fair over the last two years. They would like to come again as they have strong confidence in the exhibition. We are very impressed with the quality of buyers at the fair. Everything is being taken care of – from overall organisation to logistics and the provision of wine glasses. This is an excellent fair and the platform to build presence in the Chinese mainland market."

Sandra Chan, Trade Analyst and Chief Trade Officer, Trade Commission Hong Kong, Consulate General of Spain, Spain

"Australia has been a very active player and supporter of the Hong Kong International Wine & Spirits Fair, and we consider HKTDC a good partner. This year, we have brought together 50 wineries from different regions of Australia to promote their wines here. The results of exhibition have been encouraging. Since our first exhibition in 2008, we have seen strong

growth in the sales of Australian wines to Hong Kong and the Chinese mainland, which together have become our third-biggest export market today, after only the UK and the USA. Australian wineries have strong interest in the Chinese mainland market and we are using the fair as a hub to extend our presence."

Phil Ingram, Senior Trade Commissioner and Deputy Consul-General (Commercial), Australian Trade Commission, Australia

"A total of 18 wine companies have come from Chile for the fair this year. The response has been very good. Many buyers are looking for quality wines from Chile. Our pavilion has a prominent presence at the fair and we have been very busy with enquiries from buyers. I think many of our wine companies have secured initial orders with a lot of useful contacts for new business cooperation. The fair enables us to reach out to customers from Hong Kong, the Chinese mainland and other parts of Asia. Everything is perfect and the whole exhibition runs very smoothly."

Somavia Juan, Managing Director, Wines of Chile, Chile

"We have brought together eight wine companies from Uruguay for our first-time exhibition in Hong Kong. The Asian wine market is growing rapidly and consumers are looking for different wine products. This presents good opportunities to us. Uruguayan wines have developed their own personalities over the years with the famous grape variety Tannat. The Hong Kong fair is an ideal platform to promote our wines to Asia. There has been strong interest in our products."

Gustavo Magarinos, Manager, Wines of Uruguay, Uruguay

"Georgia has a long tradition in wine production. This is the first time we've exhibited in Hong Kong. Seven wine companies from Georgia are here promoting a wide range of wine products from fine wines to sparkling, brandy and beer. Our major markets include Ukraine, Kazakhstan and Belarusia. We like the fair as it offers a great opportunity for our expansion in Asia. The growth opportunities in Hong Kong and the Chinese mainland are very attractive. We are very impressed with the fair's organisation and superb service."

Georgie Apkhazava, International Relations & Marketing Manager, Georgian Wine Association, Georgia

(v) Buyers' Comments

"Established in 1978, Metro Wine Center imports wines and spirits from different places such as Spain, Chile, Portugal and France. With two retail shops in Manila, we sell wine products through a strong network of distributors across the Philippines. This is the second year I've visited the fair. I am placing about US\$200,000 worth of orders with two wineries from Italy. I also intend to make an order for 10,000 wine boxes from a Chinese mainland supplier. This is really a good fair with a great variety of exhibitors and wine-related activities."

Emilio Uy, Managing Director, Metro Wine Center, the Philippines

"Bouldevines Wine has about 30 hectares of vineyards in New Zealand. I am visiting the fair to work with our Hong Kong distributor to meet industry traders and find potential partners. This is the second time I've joined the fair. It is a very impressive event with everything about wines from different parts of the world. Hong Kong is a fantastic city and this well-organised fair offers a great opportunity to establish useful contacts and grow business."

Gwyn Thomas, Export Manager, Bouldevines Wine Ltd, New Zealand

"We operate the 7-11 convenient store chain with about 4,800 outlets across Taiwan. It is our strategy to make our stores bigger for customers. We are selling wines through our network and pre-ordering channel, and some of the imported wines will be sold under our 7-Select brand. The Hong Kong fair is growing with a greater variety of exhibitors and products each year. This time, we've spotted some interesting concepts such as the use of 12 constellations for branding and the pairing of food and wines at the fair. We've found an Australian winery and they produce a good range of red wines, white wines and sparkling wines. We will ask our distributors in Taiwan to liaise with them for business cooperation."

Masako Wang, Merchandiser, Pre-order and General Merchandising Department, President Chain Store Corp., Taiwan

"Taniguchi is a wholesaler of wines in Japan. This is the first time we've visited the fair. We've particularly interested in red wines from Spain. So far, we've identified 10 exhibitors in the Spain pavilion and will finalise business with one of them. Our initial order will be one container of red wines, involving about 1,500 cases. This fair is a good place to meet suppliers. Apart from wines from everywhere in the world, there are many interesting wine accessories such as openers and glasses. We are also pleased with the business matching services provided by HKTDC."

Hiromasa Arata, GM, Planning & Development Division, Taniguchi Co., Ltd., Japan

"Elegance is a distributor of fine wines from Europe. We have been visiting the fair over the last few years and the exhibition can really help us find quality wines from different places of the world. This year, we are here looking for white wines from Europe as well as champagne from France in particular. We've also identified some interesting wines from Spain and Romania, and will talk further with them for potential cooperation."

Jack Cheung, Executive Director, Elegance Culture Media Limited, Chinese mainland

"Wine consumption is growing fast in Vietnam. At present, the top selling wines in Vietnam are mainly those from France, Australia, Chile and Spain. Our company is distributing wines and we intend to introduce South African wines to wine lovers in our market. This is my first visit to the fair. I've already found three wineries in the pavilion of South Africa and they provide quality wines at reasonable prices. I will place trial orders with them and we hope to establish long-term business relationship. This is an excellent fair for wine traders. I will definitely come again."

Le Long H, Chairman, New World of Wine Distribution Corp., Vietnam

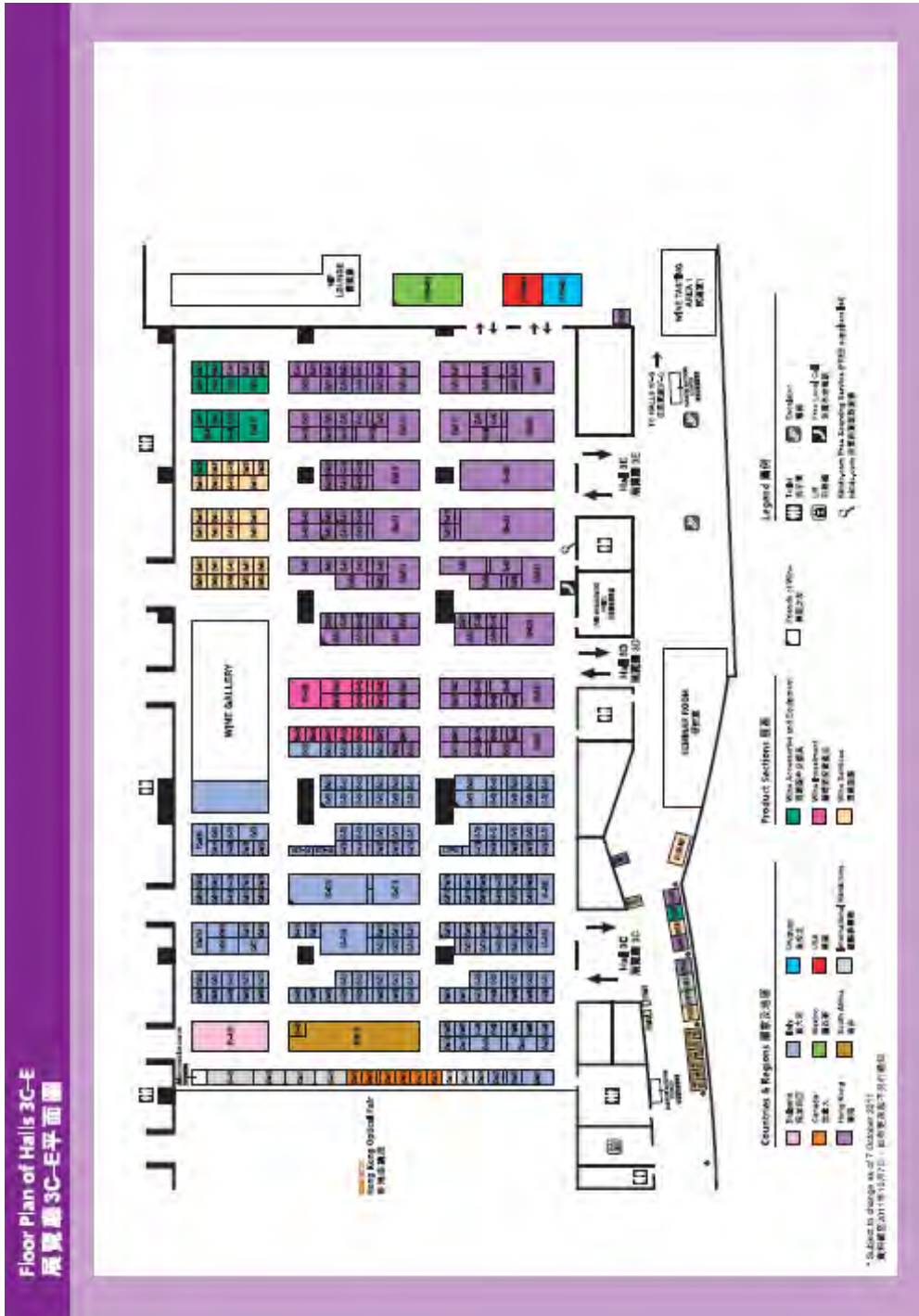
"Ladoga is one of the top 10 producers of spirits in Russia. We also distribute a wide range of wines and accessories. This is my first-time visit to the fair. Everything is well organised and it's so convenient to get around here. I am here looking for different wines and accessories. HKTDC is very helpful and its business matching service has arranged for us several meetings with exhibitors here. This is a good meeting place for everyone in the industry. We will come more often to Hong Kong for wine sourcing."

Ekaterina Moiseeva, Brand Manager, Imported Wines & Spirits, Ladoga Industrial Group, Russia

"Our company is a wholesaler and retailer of wines and related accessories, representing more than 120 wineries worldwide. We operate 13 retail outlets in Singapore, and we are engaged in the wine-related event management for different clients. The fair is professionally run. I've identified two wineries from Uruguay and the US so far. We will negotiate further the pricing and look into the quality of their wines before placing orders. We may place orders for two or three containers from each of the wineries."

Karen Ku, Senior Retail Manager, The Straits Wine Company Outlets, Singapore

(vi) 2011 Floor Plan





(vii) **2011 Activity Schedule**

Networking Events & Seminars
聯誼活動及研討會

3/11/2011 (Thursday 星期四)		
Time 時間	Activities 活動	Venue 地點
10am	Opening Ceremony 開幕典禮 9:30am—Tea Reception 茶會 10am—Ceremony 開幕典禮 (By Invitation Only 憑柬出席)	Expo Drive Entrance 博覽道入口
11am-12nn	Wine Tasting at Concourse Bulgarian SME Promotion Agency	Ha 3FG Concourse 展覽廳3FG 大堂
11am-12:30pm	The Fri Venezia Giulia Guide: from Tradition to the Excellence of Wines Organiser: the Chamber of Commerce of Udine-Fri Venezia Giulia	Wine Gallery, Ha 3D 展覽廳3D Wine Gallery 資訊廊
11am-6pm	Wine Tasting Sessions 試酒會	Wine Tasting Area 1-3 試酒室1-3
2pm-3:30pm	"Boutique Wines of Australia - Our Hidden Gems" 「澳洲佳釀—隱藏的寶石」試酒會	Wine Gallery, Ha 3D 展覽廳3D Wine Gallery 資訊廊
3pm-3:30pm	Cocktail Theatre Jebson Fine Wines Topic: Grey Goose La Jardin Cocktail Series	Ha 3FG Concourse 展覽廳3FG 大堂
3:30pm-5:30pm	Wine Industry Conference* 酒類行業會議*	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室
4:30pm-5pm	Cocktail Theatre Maxxium Hong Kong Limited Topic: The Famous Grouse Creative Cocktails	Ha 3FG Concourse 展覽廳3FG 大堂
7pm-8pm	Cocktail Reception cum Cathay Pacific Hong Kong International Wine and Spirit Competition Award Presentation Ceremony 招待酒會暨國泰航空香港國際美酒品評大獎頒獎典禮 (By Invitation or Ticket Only 憑柬/票出席)	Convention Foyer 會議廳前廳
8pm-10pm	Gala Wine Dinner 招待晚宴 (By Invitation or Ticket Only 憑柬/票出席)	Convention Ha 會議廳

Networking Events & Seminars 聯誼活動及研討會

4/11/2011 (Friday 星期五)		
Time 時間	Activities 活動	Venue 地點
10:30am-12:30pm	3rd HKQAA Wine Storage Management Systems Certificate Presentation Ceremony 第三屆「葡萄酒儲存管理體系認證」計劃證書頒授典禮 (By Invitation Only 憑柬出席)	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廳
10:30am-1pm	Vino Sangiovese Forum 2011* Vino Sangiovese 論壇2011*	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室
11am-12nn	Wine Tasting at Concourse Hungarian Investment and Trade Agency	Hall 3FG Concourse 展覽廳3FG 大堂
11am-6:30pm	Wine Tasting Sessions 試酒會	Wine Tasting Area 1-3 試酒室1-3
1pm-2pm	Wine Tasting at Concourse Slovakia Consul General Office in Hong Kong	Hall 3FG Concourse 展覽廳3FG 大堂
1:30pm-2:30pm	Portrait Winery Tasting Session	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廳
3pm-3:30pm	Cocktail Theatre Maxxium Hong Kong Limited Topic: The Famous Grouse Creative Cocktails	Hall 3FG Concourse 展覽廳3FG 大堂
3pm-5pm	Third Asia Top Sommelier Summit* 第三屆亞洲侍酒師高峰會*	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室
4pm-5:30pm	Semi-Blind Tasting with the Grand Jury Européen - European Fine Wines with Pinot Noir Grape 評酒新準則：與歐洲評酒委員會半噸瓶品評頂級歐洲黑皮諾葡萄酒 Admission Fee 入場費：HKD 400	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廳
6pm-7:30pm	Rhône Valley Seminar by InterRhône 隆河谷葡萄酒	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室

Networking Events & Seminars 聯誼活動及研討會

5/11/2011 (Saturday 星期六)		
Time 時間	Activities 活動	Venue 地點
10:30am-12nn	Master Class I: Japanese Wine and Chinese Wine 品酒大師課程一：日本酒與中國酒 Organiser 主辦機構: Asia Wine Institute (AWI) 亞洲葡萄酒學會 Admission Fee 入場費: HKD 200	Wine Tasting Area 3, Hall 3G 展覽廳3G 試酒室3
11am-12nn	Demystifying the Hong Kong Market: Debra Meiburg's Guide to the Hong Kong Wine Trade Book Launch (By Invitation Only 憑柬出席)	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊
11am-12nn	Wine Tasting at Concourse Wines of Brazil	Hall 3FG Concourse 展覽廳3FG 大堂
11am-12:30pm	Public Forum Appreciation of Italian Wines* 公眾論壇－意大利佳釀賞析	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室
11am-4:30pm	Wine Tasting Sessions 試酒會	Wine Tasting Area 1-3 試酒室1-3
11:30am-1pm	Fine Wine Tasting The Great Winemakers of Italy 頂級意大利佳釀試酒會 Admission Fee 入場費: HKD 500	Meeting Room S225 會議室S225
12nn-1pm	Cocktail Theatre Branded Spirits Ltd. Topic: Polynesian Delights	Wine Tasting Area 1 試酒室1
1pm-2pm	Wine Tasting at Concourse Wines of Germany	Hall 3FG Concourse 展覽廳3FG 大堂
1pm-2:30pm	Semi-Blind Tasting with the Grand Jury Européen - Italian Fine Wine 評酒新準則：與歐洲評酒委員會半矇瓶品評頂級意大利酒 Admission Fee 入場費：HKD 400	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊
2pm-3pm	Cocktail Theatre Branded Spirits Ltd. Topic: Power Drive	Wine Tasting Area 1 試酒室1
2:30pm-4:30pm	Wine Auction and Investment Forum* 酒類拍賣與投資論壇*	Seminar Room, Hall 3D Concourse 展覽廳3D大堂研討室
2:30pm-5pm	Finest Wines from Spain - Grand Tasting 頂級西班牙佳釀試酒會 Admission Fee 入場費: HKD 500	Meeting Room S225 會議室S225
3pm-3:30pm	「投資紅酒－細味人生」研討會 Co-organiser 合辦機構：Wing Lung Bank 永隆銀行	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊
3:30pm-5pm	Master Class II: Discover a World of Spirits 品酒大師課程二：烈酒品評之道 Organiser 主辦機構: Wine & Spirit Education Trust (WSET), UK 英國葡萄酒與烈酒基金會 Admission Fee 入場費: HKD 200	Wine Tasting Area 3, Hall 3G 展覽廳3G 試酒室3
4pm-4:30pm	Award Presentation of "The Most Beloved Wine" Voting Game 「我最喜愛的美酒」選舉頒獎儀式	Wine Gallery, Hall 3D 展覽廳3D Wine Gallery 資訊廊
4pm-5pm	Cocktail Theatre Branded Spirits Ltd. Topic: Margarita Hour	Wine Tasting Area 1 試酒室1

II. Photo Gallery

Fairground



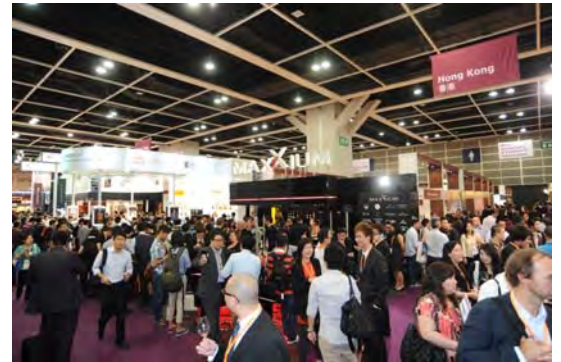


Country Pavilions





Country Pavilions



Events



Opening Ceremony



Gala Wine Dinner



Wine Tasting Session



Grand Tasting



Cocktail Theatre



Wine Industry Conference



Asia Top Sommelier Summit

III. Press Release

Attendance at Wine & Spirits Fair up Nearly 40 Per Cent

5 November 2011

With Some 930 Exhibitors, Hong Kong Show Now Asia's Largest

More than 19,000 buyers from around the world participated in the fourth Hong Kong International Wine & Spirits Fair, which closed today after a record-breaking three days at the Hong Kong Convention and Exhibition Centre.

“This year, the fair registered record numbers for both exhibitors and buyers,” said Hong Kong Trade Development Council (HKTDC) Deputy Executive Director Benjamin Chau. “After only four years, the fair has become the largest international wine event in Asia, playing an important role in establishing Hong Kong as the region’s wine-trading hub.”

Italian, Mainland Buyer Totals Up

Some 930 exhibitors and 19,400 buyers participated in the fair, with buyers up 37 per cent over last year. Apart from Hong Kong, countries and regions recording significant buyer growth included: Italy (up 86 per cent), the Chinese mainland (up 82 per cent), France (up 59 per cent), Taiwan (up 43 per cent), the United States (up 31 per cent) and Australia (up 18 per cent).

In addition, 19,690 public visitors took in the fair’s final day, up 38 per cent over last year.

Hong Kong Wine & Spirits Fair Opens as Asia's Largest**Partner Country Italy Featuring More than 200 Exhibitors****3 November 2011**

A record 934 exhibitors from some 37 countries and regions are taking part in the fourth HKTDC Hong Kong International Wine & Spirits Fair, which opened today and continues through 5 November at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair is now Asia's biggest wine show in exhibitor numbers.

Georgia, Israel, Latvia, Malta, the Slovak Republic and Sweden are participating for the first time, helping boost exhibitor numbers by 37 per cent over last year's event. Among the fair's buyers are 73 buying missions from 28 countries and regions. They represent 2,750 buyers and 1,774 companies.

Saluting Italy

Italy, this year's wine fair Partner Country, features the largest group pavilion, with more than 200 exhibitors, up 80 per cent over last year. The Vino Sangiovese Forum is one of many Italian spotlights at the fair, and there is a special tasting area at the Vinitaly Pavilion dedicated to Italian wine education. The organiser, Veronafiere, is also offering a forum on Italian wine, seminars, sommelier-led tastings and wine-pairing cooking demonstration. As well, this evening's Gala Wine Dinner features an Italian theme. The Public Forum – Appreciation of Italian Wines will also take place on Saturday (5 November), with Italian wine specialists sharing their expertise.

Wine Investment

Major exhibit categories this year are: Liquor & Beverage Products; Wine Services (storage, education and packaging); Wine Accessories & Equipment; and Friends of Wine (bakery products, confectionery, seafood, pasta). In addition, a Wine Investment Zone debuts at the fair. The zone has attracted such industry leaders as Acker Merrall & Condit, the biggest auction house in the United States; wine agent Berry Bros and Rudd, a royal wine supplier since 1903; Liv-Ex, the world's only online wine-trading business; Octavian, the world's largest wine cellar; and Wing Lung Bank, the first Hong Kong bank to provide wine loans. On Saturday (5 November), a Wine Auction and Investment Forum is also taking place.

Special Events

The fair presents close to 60 special events, including today's Wine Industry Conference, tomorrow's Asia Top Sommelier Summit, featuring sommeliers from some 10 countries and regions, and the third Cathay Pacific Hong Kong International Wine & Spirit Competition. Open to spirits for the first

time, the competition received over 1,700 applications, up 32 per cent over 2010. Guest judge Alberto Antonini is an Italian oenologist and wine consultant.

Grand Tastings

The fair's final day, 5 November, is open to the public. It includes a variety of seminars, a "World of Spirits" Master Class, and two "Grand Tasting of Finest Wine" sessions organised by Bordeaux Index (Hong Kong), Wines from Spain and the Spanish Trade Commission (Hong Kong), one on Spain, the other on Italy, with each wine rated 90+ by noted critic Robert Parker and wine magazine *Wine Spectator*. Online pre-registration is HK\$500, including fair admission.

"The Most Beloved Wine" voting game award presentation also takes place on the fair's final day. Public visitors receive a free Lucaris crystal wine glass on a first-come, first-served basis.

In the Spirit

Corkage-free days have also been arranged. Fairgoers need only present a business card at the Visitor Promotion Counter to receive a coupon waiving the corkage charge for one bottle of wine or spirits, 3-13 November 2011, when dining at one of Hong Kong's more than 110 participating restaurants.

Hong Kong imports of wine are up 57 per cent, year-on-year, to US\$940 million, over the first nine months of 2011.

IV. Relevant Press Clippings

France - L'Express (Nov 2011)

Hongkong La carte des vins

En quelques années, l'ancienne colonie britannique est devenue un carrefour mondial des ventes de grands crus. Et la plus importante place d'enchantées des millésimes de la planète !



DE NOTRE ENVOYÉ SPÉCIAL
BENOÎT SIMMAT

Lustres en cristal, miroirs géants aux encadrements dorés, moquette cire... Dans la kitschissime ballroom (= salle de bal) du Shangri-La de Hongkong, John Kapon connaît son rôle par cœur. « Que quelqu'un remplisse mon verre ! » hurle avec un lourd accent new-yorkais le président d'Acker Merrall & Condit, leader mondial des ventes aux enchères de grands crus.

Le vendredi 4 novembre, Kapon est monté lui-même à la tribune orchestrer la dispersion de la légendaire collection Don Stott (des bourgognes rares). Il trinque à chaque fois qu'il attrape d'un coup de martinet des lots fabuleux — marquée-croix, Georges Roumier, Henri Jayer, Louis Jadot, Leroy, Dujac... — à une grosse centaine de riches amateurs, dont une majorité de

EXPERTS Christie's a ouvert des bureaux à Hongkong pour se placer sur le marché du vin de collection.

Objectif : se substituer à Londres, où dorment les plus grandes réserves de la planète

Chinois. Les étiquettes magiques défilent. Les caisses de bois de 12 bouteilles s'envolent à des prix ahurissants : 4 000, 6 000, 10 000, 25 000 euros pièce. Une caisse de DRC La Tâche 1990 est même adjugée à plus de 50 000 euros ! Ce jour-là, Acker Merrall vendra pour plus de 10,5 millions d'euros de grands vins français.

De telles ventes, il y en a toutes les deux ou trois semaines dans les palaces de l'ancienne colonie britannique. Laffite, Petrus, Yquem s'y arrachent comme des oeuvres d'art. Christie's et Sotheby's, les deux géants mondiaux, ont ouvert des bureaux à Central, le quartier d'affaires aux mille bâtiments.

Pour concurrencer Acker, Christie's s'est payé les services de Simon Tam, icône de l'expertise viticole en Asie. De son côté, Sotheby's a conclu avec LVMH la vente de quelques magnifiques, des Krug Clos du Mesnil, par exem-

ple. Chaque mois, cent. Cette année pour l'instant à 150 000 euros.

Que se passe-t-il à Hongkong ? Une fois de plus, on a décidé de donner une nouvelle identité à un fait accompli. Les vins de collection sont vendus en Asie. En pleine crise, plus belles étiquettes ont effet à faire tomber le prix. Leur indice de bourse est en chute libre. C'est le cas de CAC 40 (cote de 4 000), de 40 % depuis le début de la crise.

Cette année-là, c'est un programme bien particulier, littéralement « hors du commun ». Les hommes les plus riches de la ville d'État et fait partie du top 10 de ces fameux collectionneurs hongkongais dont la chambre

de commerce affirme qu'ils possèdent à eux seuls un cinquième des réserves mondiales. « J'ai commencé à déguster du vin à l'âge de 14 ans, je suis devenu amateur, puis collectionneur. C'est notamment Henry T... qui m'a initié aux grands crus », raconte celui qui a un culte à Henri Jayer, signalant un mythe (et hors de prix) : il affirme posséder « quelques milliers » de bouteilles. Le quartier a apporté avec lui plus de vins français qu'ailleurs (le reste n'est pas décomptable) : romanée-conti, Lafleur 1989, Petrus 1971... « Petrus, de 4, c'est au bout de trente ans qu'il faut commencer à le boire... »

Depuis, Londres peut trembler. En trois ans, la valeur des importations de crus prestigieux via Hongkong a triplé (elle sera proche de 900 millions d'euros cette année).

En 2007, les importateurs installés ici n'étaient encore qu'une poignée. À présent, ils sont plus de 300, explique Johnny Wan, de la chambre de commerce de Hongkong. 18 centres de stockage de grands millésimes ont été agrandis, qui recèlent des millions de bouteilles, à l'image des étonnantes Crown Wine Cellars, installés dans le labyrinthe intérieur d'un ancien fort de l'armée de Sa Majesté. Surmont, Hongkong a déjà détrôné New York et Londres en tant que principale place d'enchantées au monde.

LE BUREAU-CAVE DU MILLIARDAIRE

Pénétrer dans le bureau d'Andrew Liu, PDG d'United Capital (un fleuron du capital investissement), au 30^e étage de l'International Financial Center, c'est risquer la pneumonie : « Je climatise à 12-13 degrés, comme une cave, car, voyez-vous, j'ai des caisses de vins qui arrivent de monde entier tous les jours... Mes collaborateurs viennent me voir en manteau ! » « Jamais l'espionnage bancaire. Avec plusieurs dizaines de milliers de bouteilles stockées dans l'île, mais aussi à Londres et à Singapour, j'ai été l'un des hommes les plus riches de la ville d'État et fait partie du top 10 de ces fameux collectionneurs hongkongais dont la chambre



AG/UGÉ | Certaines caisses s'emportent à 25 000 euros pièce.

Derrière cet étonnant projet, un homme : Henry Tang, 59 ans, chief secretary for administration (sorte de Premier ministre), riche homme d'affaires formé aux États-Unis (mais aux liens avérés avec Pékin), également un des plus importants collectionneurs de grands crus. C'est lui qui a poussé les pouvoirs publics et le lobby industriel à faire de l'archipel une « capitale » asiatique du vin.

C'est aussi sous son impulsion que la chambre de commerce a pu développer ce qui est devenu la manifestation incontournable du continent : la Wine Fair, dont l'édition 2011 vient de s'achever dans l'euphorie avec un million d'exposants venus de toute la planète.

« Tout simplement Pendoit où il faut être »

Ce « mondial » succède au Wine & Dine Festival, major fête populaire qui surfe sur cette nouvelle culture du vin, bel et bien perceptible en ville. « Ici, il y a un avant et un après Wine Hub. Notre chiffre d'affaires a tout simplement doublé depuis 2008 », constate Simon Staples, directeur du marketing de Berry Bros. Ce cariste, adoubé par Buckingham Palace depuis trois siècles, est désormais installé à Hongkong, dans de superbes locaux du quartier de Wan Chai. « Hongkong ? C'est tout simplement Pendoit où il faut être », affirme Olivier Thiénot,

un Français, créateur de l'École du vin, dont la première session hongkongaise a eu lieu pendant la Wine Fair 2011. Les 7 millions d'habitants de l'île sont devenus les plus gros consommateurs de vin en Asie (4,3 litres par an et par personne, deux fois plus qu'à Tokyo). Dans les centres commerciaux, les bars à dégustation fleurissent. Au gigantesque Cityplaza, on peut ainsi trouver dans la partie restaurant du magasin Agnès b., une riche carte de vins bio.

Le vin comme moteur de la croissance ? L'idée peut paraître surprenante, et pourtant la chambre de commerce a calculé que le projet devrait rapporter près de 300 millions d'euros par an à l'économie de la cité dès 2014. Pour cela, la ville compte aussi devenir une référence des gastronomes mondiales. « In fine, Hongkong ne peut pas rester un simple wine hub, car Singapour a les moyens de nous concurrencer », soutient Shaine De Venay, dirigeant local de Moët Hennessey Diageo. Également patronne du lobby des spiritueux en Asie, elle vient de demander à son tour la suppression des taxes sur les alcools. Pas de doute, si Henry Tang, candidat à la magistrature suprême, est élu en 2012, on verra surgir un... « spirit hub », pour capter l'énorme marché asiatique des spiritueux. ■ 5.



CRUS Andrew Liu, l'un des grands collectionneurs de la planète

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

- Increased 46.2% from 2010 to 2011 (Jan to Nov) to US\$1.14 billion.
- France is the 1st largest wine importing country in HK, accounting to 40.1% market share in 2011, followed by United Kingdom, USA and Australia.
- 96% wine imports to HK in 2010 were red wines and 3.4% were white

(iii) Wine Export from Hong Kong

- Some 30% of Hong Kong's wine exports are destined for the mainland market.
- Mainland imposes a 48% duty on wine imports and Hong Kong is the ideal hub for wine re-export to China.

(iv) Wine Bought in Hong Kong but Stored Elsewhere

- 18% of the world's fine wine is owned by Hong Kong collectors but only 20% are stored in Hong Kong.
- The rest are still stored in London and Europe and they are shipped to Hong Kong for consumption. This explains why U.K. is the 2nd largest wine importing country.

II. Hong Kong Wine Consumption

(i) Wine consumption

- Wine drinking is believed as healthy to life in Hong Kong
- 4.5 Litre per capita in 2009, highest compared to other Asia countries including China, Japan, S Korea, Singapore
- Increased 107% from 2005 to 2009 and reached 2.9 million cases
- Expected to reach 4.8 million cases and 57.5m bottles in 2013
- Cabernet Sauvignon, Merlot and Shiraz were most popular grape varieties for red wines accounting for 80% of total sales volume
- Chardonnay was the most popular grape variety for white wines accounting for 60% of total sales volume

(ii) Consumption distribution

- 2m HK population drink more than one glass
- 200,000 are "active" or repeat drinkers
- 20,000 are wine collectors owning 10 cases of wine or more

III. Hong Kong Top 10 Wine Importing Countries

VALUE: USD (MIN)

RANK	ORIGINS	- 2010 -			- Jan to Nov 2011 -		
		VALUE	%SHR	%CHG	VALUE	%SHR	%CHG
	TOTAL	895	100	73.2	1,141	100	46.2
1	FRANCE	326	36.4	90.1	458	40.1	62.2
2	UNITED KINGDOM	211	23.6	40	261	22.8	34.1
3	USA	92	10.3	74.8	120	10.5	54
4	AUSTRALIA	48	5.4	23.8	55	4.8	30.8
5	SWITZERLAND	35	3.9	150.4	40	3.6	38.4
6	SINGAPORE	24	2.7	53.6	38	3.4	84.9
7	ITALY	18	2	45.5	24	2.1	55.9
8	GERMANY	18	2	218	20	1.8	28.7
9	CHINA	19	2.1	896.5	16	1.4	52.5
10	SPAIN	7	0.8	45.9	14	1.2	129.1

IV. Recent Development of Wine Market in Hong Kong

(i) **HKSAR Government signed 12 MOU with different countries to promote wine trading**

- Australia, Chile, France (France, Bordeaux, Burgundy), Hungary, Italy, New Zealand, Portugal, Spain, US (US, Oregon, Washington)

(ii) **Custom Facilitation Measures launched for wines re-exported from HK**

- Custom clearance in mainland normally takes more than a month.
- HK 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.

(iii) **HK as the largest Wine Auction Centre**

- Hong Kong has overtaken New York as the largest wine auction centre in 2010.
- HK held 23 wine auctions between April 2008 and January 2010, with total auction sales amounting to US\$165 million in 2010, 157% higher than that in 2009.
- 18% of the world's fine wine is owned by Hong Kong collector.

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

- HK 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 mgt, hygiene and insurance.
- The scheme assures that the certified wine storage services and conditions in HK are up to the international standard. This is particularly important for the fine wines stored in HK.

V. Booming China Opportunities

(i) Tremendous Growth in Wine Consumption in China

- 10 millions cases of wine imported to China in 2009.
- More than 10 times growth since 2004.
- Enormous growth potential due to low per capita consumption (0.5 litre/capita in 2009).
- Sales of wine in China in 2009 were RMB 44 billion at retail price, up 12% on RMB 40 billion in 2008.
- Wine consumption is expected to reach 1.26 billion bottles in 2013.
- Order for wines valued more than US\$10 will increase most rapidly to 7.7 million bottles in 2013.

(ii) France is China's largest source of imported wine

- 40% market share.
- Consumed 5.58 tones of French wines in 2010.
- Expected to import 17 million cases French wines in 2013, 16% of total wine imports.

(iii) 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 five years.
- Over the past six 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

I. The Overview

The Cathay Pacific Hong Kong International Wine & Spirit Competition is a unique event and the first of its kind. 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.

II. Press Release

Results of the 3rd Hong Kong International Wine & Spirit Competition Announced

4 November 2011

Asian's largest wine & spirit competition A wine guide specifically for Asians

The results of the third Cathay Pacific Hong Kong International Wine & Spirit Competition (Cathay Pacific HKIWSC) were just announced last evening at the cocktail reception of the Hong Kong International Wine & Spirits Fair. This competition was organised jointly by the London-based International Wine & Spirit Competition (IWSC)—recognised as an international index throughout its history of 42 years—and the Hong Kong Trade Development Council (HKTDC). For the first time, the Cathay Pacific HKIWSC this year accepted all spirits entries. Subsequently, a record-breaking total of more than 1,700 entries had been received.

The guest VIP judge this year is famous Italian oenologist and winemaker Alberto Antonini. The judging panel is composed of specialists from around Asia, including several celebrity chefs from Hong Kong. A total of 33 awards are given out this year, including, among others, the Best Shiraz, the Best Riesling as well as the Best Red Wine in Hong Kong below HK\$200, a value-for-money choice. One of the categories of the competition is for the best wines to be paired with different cuisines, including Cantonese dim sum, Kung Pao chicken, braised abalone, Peking duck and sashimi. The Cathay Pacific HKIWSC has now become a comprehensive wine and spirit guide for Asian consumers.

Guests invited to present Cathay Pacific HKIWSC awards in the cocktail reception of the Wine Fair last evening included: Benjamin Chua, deputy executive director of HKTDC; Allen Gibbons, executive director of IWSC; and Quince Chong, service director of Cathay Pacific.

Organised by the HKTDC, the fourth edition of the Hong Kong International Wine & Spirits Fair was held for three consecutive days (3-5 November) in the Hong Kong Convention & Exhibition Centre in Wanchai. This year, more than 930 exhibitors (up 37% from the previous edition) from 37 countries and regions participated. A full range of products and services from all parts of the world were showcased: in addition to myriad types of alcoholic beverages, there were wine accessories and equipment, wine services such as training courses and logistics as well as all sorts of delicious treats to go with wines. In its effort to provide the global wine and spirits industry with an all-encompassing trading and exchange platform, the HKTDC had organised during the fair period some 60 special events, including a wine auction and investment forum, wine master classes, wine tasting sessions and the Cathay Pacific HKIWSC.

A list of the trophy winners of the 3rd Cathay Pacific HKIWSC is as follows:

TROPHY NAME	PRODUCT NAME
WINE VARIETALS	
Best Argentine Red	Finca Sopenia Synthesis Malbec 2008
Best Australian Shiraz	Deep Woods Block 7 Shiraz 2009
Best Cabernet and Cabernet Blend	Katnook Odyssey Cabernet Sauvignon 2008
Best Carmenère and Carmenère Blend	Mayu Carmenere Syrah Reserva 2009
Best Chardonnay	Petaluma Chardonnay 2009
Best Italian Red	Brancaia II Blu IGT 2008
Best Merlot	Willunga Creek Black Duck Merlot 2006
Best New World Bordeaux Style Blend	Justin Vineyards Isosceles 2008
Best New Zealand Sauvignon Blanc	Invivo Marlborough Sauvignon Blanc 2011
Best New World Chardonnay	Petaluma Chardonnay 2009
Best New World Pinot Noir	Framingham Pinot Noir 2009
Best New World Riesling	Rockburn Central Otago Riesling 2009
Best Other Red	Kindzmarauli Marani Saperavi Barrel Select 2006
Best Other White	Laurenz V Friendly Grüner Veltliner 2010
Crown Wine Cellars Best Pinot Noir	Framingham Pinot Noir 2009
Best Riesling	Rockburn Central Otago Riesling 2009
Best South African Red Wine	MAN Vintners Tormentoso Bush Vine Pinotage 2010
Best Sauvignon Blanc	Invivo Marlborough Sauvignon Blanc 2011
Best Shiraz/Syrah	Deep Woods Block 7 Shiraz 2009
Best Tempranillo and Tempranillo Blend	Ysios Reserva 2006
Best Touriga Nacional and Touriga Blend	Quinta Da Pedra Alta Touriga Nacional 2007
BEST STYLE CLASSES	
Best Sparkling Wine	Piper Heidsieck Cuvée Brut Champagne NV
Best Wine from Japan	Alana-Tokaj Kft Tokaji Aszú Eszencia 2006
BEST OF ASIA	
Best Wine from Japan	Château Mercian Ensemble Moegi 2009
BEST VALUE AT KEY PRICE POINTS	
Best Wine with Bubbles below HK\$400	Flor del Montgo Cava Brut 2009 \$350
Best White Wine HK150 and under	Flat Rock Riesling 2009 \$150
Best Red Wine below HK\$200	Five Oaks Yarra Valley Cabernet Sauvignon 2006 \$140

TROPHY NAME	PRODUCT NAME
BEST WINES WITH ASIAN DISHES	
Best Wine with Sashimi	Bird in Hand Sparkling Pinot 2011
Best Wine with Kung Pao Chicken	Jean-Baptiste Adam Gewurztraminer Grand Cru Kaefferkopf 2009
Best Wine with Peking Duck	Wooin Tree Pinot Noir 2009
Best Wine with Dim Sum	Paxton Thomas Block Chardonnay 2009
Best Wine with Braised Abalone	Escargot Barbera 2002
SPIRITS	
Best Single Malt Scotch Whisky 15 years and under	Auchentoshan Three Wood Single Malt Whisky 15 Year Old
Best Single Malt Scotch Whisky over 15 Years	Highland Park Single Malt Scotch Whisky 25 Year Old
Best Blended Scotch Whisky	Dewar's Signature Blended Scotch Whisky
Best Cognac	Louis Royer Extra Grande Champagne Cognac
Best Tequila	Tequila 30-30 Reposado

5. About HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 in the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia.

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. Eight of these are the biggest of their kind in Asia.

The HKTDC website, www.hktdc.com, features about 700,000 registered buyers and more than 100,000 quality suppliers from Hong Kong, the Chinese mainland and beyond. Users can browse through more than 4,500 clearly defined product categories to find products and services quickly and efficiently.

With 15 product magazines and industry supplements and more than five million readers, the HKTDC is a major publisher. The HKTDC also produces about 150 trade reports, sector-specific updates and business newsletters a year, providing timely market intelligence on Hong Kong, the Chinese mainland and international markets.

Supporting these services is HKTDC Business Matching, which helps companies find the right partners. Its global databank includes about 700,000 business contacts.

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 600 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.

The HKTDC's international reach is reflected in the six bilateral committees it serves. These high-level business forums promote economic ties between Hong Kong and the European Union, France, Japan, Korea, the United Kingdom and the United States. The HKTDC also serves as Secretariat for the Federation of Hong Kong Business Associations Worldwide.

For more information about the HKTDC, visit www.hktdc.com.