



# 16th Hong Kong International Wine & Spirits Fair

Date: 7-9 November 2024(Thu-Sat)  
(Physical)

Venue: Hong Kong Convention & Exhibition Centre



# HKTDC HK Int'l Wine & Spirits Fair 2024

Edition	16 <sup>th</sup>
Fair dates	7-8 November 2024 (Trade only) 9 November 2024 (for both Trade and Public visitors) 31 October - 16 November 2024 (Click2Match)
Venue	Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong

The Hong Kong International Wine & Spirits Fair serves as a specialised platform for the promotion of wine and spirits products for international businesses. With the participation from global promotional bodies, the Fair is dedicated to all professionals for conducting business and exchanging marketing information.

In 2023, the fair drew some 7,000 buyers from 49 countries and regions. The last day of the fair, which was a public day, attracted around 9,000 wine enthusiasts to enjoy the beverages and attended events such as masterclasses, wine tasting and seminars.

# 5 Reasons Why you should join us

We are one of the most  
established wine fairs  
in Asia

1 

Prevailing Hong Kong  
wine market

2 

One-stop Access to Asia &  
Mainland China markets

3  50 global offices

International influence  
through HKTDC network

4 

B2B + B2C for first-hand  
market responses

5 


Flexible hybrid  
participation model

# Prevailing Wine Market in HK

To establish Hong Kong as a trading and distribution wine hub for the region, the Hong Kong government has signed co-operation agreements with various countries, such as Australia, Chile, France, Germany, Italy, New Zealand, Spain, US, etc. These agreements aimed to strengthen wine-related trade, investment and tourism.

In particular, trade fair in Hong Kong provide good business matching opportunities, support new wines and label launches, and allow products attractive to the Asian palate.

According to *Statista*, wine industry revenue in Hong Kong is expected to reach US\$661 million in 2023, with an expected market sales growth at an average yearly rate of 5.52% between 2023 and 2027.

A decorative background graphic featuring a bar chart with six bars of increasing height from left to right. The bars are colored in a gradient from light orange to light red. A large, semi-transparent arrow points upwards and to the right, following the general trend of the bars.



# Snapshots of Wine Fair 2023



Craft Beer Zone



Friends of Wine



Wine



Whisky & Spirits Zone



# Snapshots of International Pavilions

Australia Pavilion



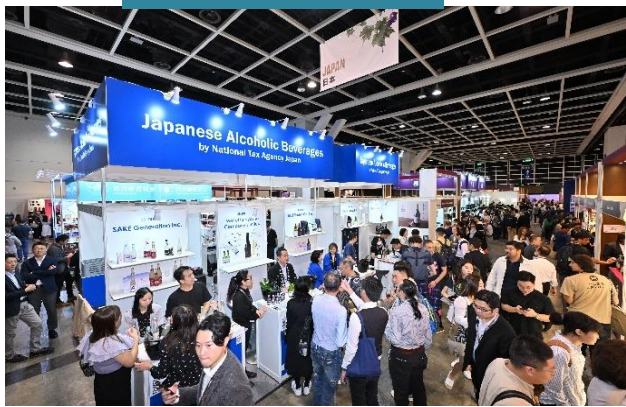
Germany Pavilion



France Pavilion



Japan Pavilion



Italy Pavilion



Mainland China Pavilion





# Snapshots of the Happenings



Opening Reception



Competitions



Seminars



Masterclasses



# Important Buyers from around the World



Slovakia



Spain



UAE



Korea



Indonesia



Malaysia



Japan

KOT Selections



Singapore

老実洋行

Taiwan



Thailand



Vietnam

Mainland  
China



GUOYANG  
国洋酒行



杭州联华华商集团有限公司  
Hangzhou Lianhua Huasheng Group Co., Ltd



欧亚春酒业





# Important Buyers from Hong Kong



King Power Group (Hong Kong)



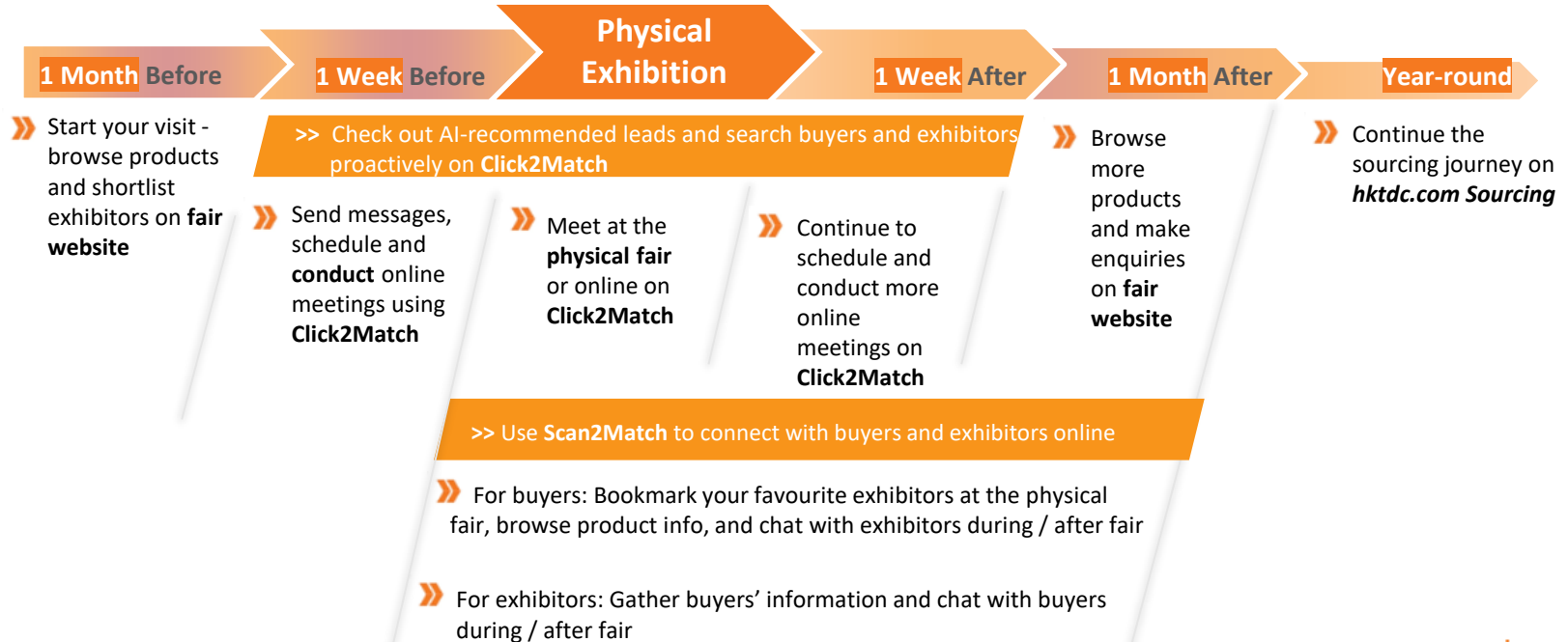
**EXHIBITION<sup>+</sup>PLUS**

## **EXTEND • EXPAND • ENHANCE**

‘EXHIBITION+’, a brand-new exhibition model integrating online-and-offline trade show formats, extending face-to-face interactions from its world-class exhibitions in Hong Kong to an online smart business matching platform to help you connect business partners proactively



# Experience a unique journey

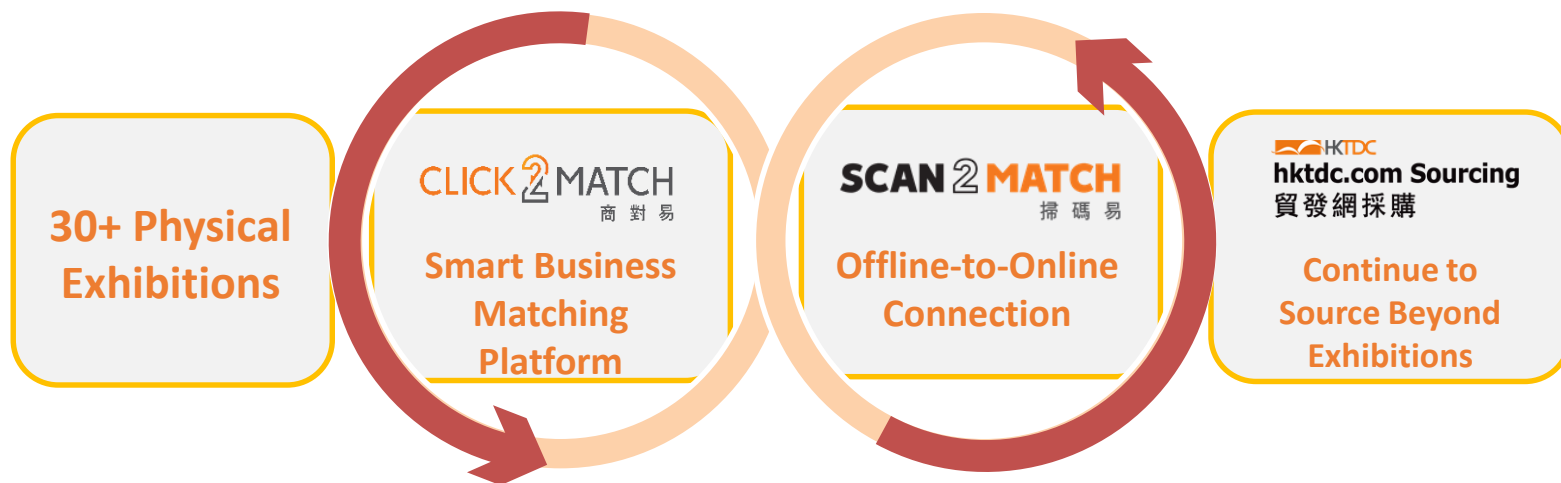




# EXHIBITION<sup>+</sup>PLUS

This hybrid “EXHIBITION+” package will include the fee for the physical booth plus the default access to the online platform, which for the first time, will allow you to reach out the registered buyers in advance and this will be charged at a discounted fee of

**US\$420** (Original fee: ~~US\$1,560~~) per exhibitor.



# Participation Package

Format	Custom-built Participation (min. 18sqm, multiple of 3sqm)	Standard Booth (9sqm)
Original Booth Rental	US\$682 / sqm x 18 =US\$12,276	US\$6,855
Early Bird Discount (10% off - new exhibitor; 18% -off returning exhibitor)	-US\$1,227.60	-US\$685.50
Default Online Package (per exhibitor)	US\$420	
Booth Participation Fee	= <b>~US\$11,468.40</b> + Booth Construction Cost	= <b>US\$6,589.50</b> + Corner Surcharge (if any)
<ul style="list-style-type: none"> <li>• Custom-built Participation rate includes space rental, security, stand cleaning and catalogue entry. HKTDC has an Exhibition Services team to provide design and construction for custom-built booth/pavilion based on your requirement on fee-basis.</li> <li>• Standard Booth rate includes space rental, partition wall (2.5m high), wall to wall carpet, fascia board includes company name, booth number and country, table, chairs, cabinet(s), shelves, 13W LED Lamp spotlight, ceiling beam, waste basket, and catalogue entry.</li> <li>• Subject to 5% surcharge for actual corner area.</li> <li>• Only the name of the multiplier will be used on all fascia. If each company takes up at least 9 sqm, the name of the individual company can be used on the fascia.</li> </ul>		

***Early Bird Application Deadline: 30 June 2024***

# Exhibit Categories

- ✧ **Liquor & Beverage Products:** Wine, Spirits, Baijiu, Brandy, Beer, Sparkling Wine, Sake, Whisky, Champagne, Cocktails, Vodka, Tequila, Soju, Rice Wine, Yellow Wine
- ✧ **Wine Education:** Wine Education
- ✧ **Wine Investment:** Wine Investment
- ✧ **Wine Accessories, Equipment and Services:** Wine Glasses and Glassware, Spittoons, Decanters, Wine Cooler, Corkscrew, Wine Bag, Wine Stopper, Cocktail Shaker, Ice Bucket, Wine Bucket, Wine Rack, Wine Bottling, Wine Labelling, Packaging, Wine Storage & Logistics, Wine Tourism and Association
- ✧ **Wine Media:** Trade Media
- ✧ **Friends of Wine:** Bakery Products, Confectionery, Dairy Products, Nuts, Cooking oil and fat , Vinegar, Spaghetti / Pasta, Preserved Food, Processed Food, Snacks



# Enquiry

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Your business · Our mission |

