

The Hong Kong Wine Market Export Training Seminar (by video conference), August 27, 2013 In-Market Events in Hong Kong, November 11-12th, 2013

Building on the high level of industry interest generated by the recent trade and media “REDISCOVER Canadian wine” tasting in London, England, the Consulate General of Canada in Hong Kong, and Foreign Affairs, Trade and Development Canada, with support from the Wine Council of Ontario and British Columbia Wine Institute, are organizing an Export Training Seminar by video conference on August 27, 2013 for Canadian producers to learn about opportunities in the Hong Kong market, along with several trade and media events to take place in Hong Kong on November 11-12, 2013. This will be the first time that events of this scale will take place in the dynamic Hong Kong market and we invite all interested producers from across Canada to participate.

WHY PARTICIPATE?

As Asia’s wine hub, Hong Kong is home to a considerable number of high profile trade and media leaders for the Hong Kong, Mainland China and Asia Pacific markets. Hong Kong is therefore a key market for Canadian wine products to improve local awareness and understanding of Canadian wines and wine growing regions, while at the same time gaining exposure to the broader Asia Pacific region.

WHO SHOULD PARTICIPATE?

All Canadian producers who are currently doing business in the Hong Kong market, or who wish to enter the Hong Kong market, are invited to participate in both the Export Training Seminar and in-market events to take place in Hong Kong.

SCHEDULE OF EVENTS

A number of trade and media events will take place in Hong Kong on November 11-12th, 2013, following the Hong Kong International Wine and Spirits Fair (HKIWSF)¹, so as to leverage the presence of a number of Canadian producers who will be exhibiting at Fair. The program of events includes: a luncheon/dinner at the Official Residence of the Canadian Consul General to Hong Kong; a Trade and Media table top tasting; an expert-led master class; and B2B meetings arranged with Hong Kong agents and distributors. Participants are invited to attend all activities during the two-day program with specific details on the list of trade and media participants to come.

¹ The Hong Kong International Wine and Spirits Fair (<http://www.hktdc.com/fair/hkwinefair-en/>) will run this year from November 7th to 9th. Although the Canadian Consulate will not be organizing a trade show presence at the HKIWSF, a Canada booth is being organized and supported by the Canadian Food Exporters Association with matched funding for participation available through AAFC AMP (TBC).



The Hong Kong Wine Market

Export Training Seminar (by video conference), August 27, 2013

In-Market Events in Hong Kong, November 11-12th, 2013

VIDEO CONFERENCE EXPORT SEMINAR FOR CANADIAN PRODUCERS – AUGUST, 27, 2013

To familiarize Canadian producers with the Hong Kong market, a video conference (in English) will be held on August 27, 2013 (8am PST/11amEST/11pm Hong Kong). The seminar will be led by Debra Meiburg MW, author of *Guide to the Hong Kong Market* and renowned specialist on the Hong Kong and Asian markets (www.debramasterofwine.com).

HONG KONG IN-MARKET ACTIVITIES – NOVEMBER 11 AND 12TH, 2013

Canadian Trade Luncheon or Dinner at the Official Residence

A Canadian luncheon or dinner and roundtable discussion on the market potential for Canadian wines and alcoholic beverages in Hong Kong and Greater China markets will be held at the Official Residence of the Canadian Consul General in Hong Kong. Canadian producers will be joined by distributors, media representatives and top local sommeliers.

Trade and Media Table Top Tasting

In a format similar to the 2013 REDISCOVER Canadian Wine trade and press tasting that took place in London at Canada House in May 2013, a table top tasting event will take place for Hong Kong trade and media representatives. Canadian producers who attend are encouraged to pour products that are available in the Hong Kong market or those that they wish to introduce to the local market.

Canadian Wine Master class

The program will also include an expert-led master class for trade and media representatives on Canada's major producing regions and the products we make. The master class will include between 15 to 20 key trade and media participants and feature 8 to 10 Canadian products.

B2B meetings

Participating producers will have the opportunity to partake in pre-arranged one-on-one meetings with Hong Kong buyers and/or distributors.

The Hong Kong Wine Market Export Training Seminar (by video conference), August 27, 2013 In-Market Events in Hong Kong, November 11-12th, 2013

REGISTRATION

To register in the Export Seminar for Canadian Producers on Opportunities in the Hong Kong market to be held by Video Conference on August 27, please contact janet.dorozynski@international.gc.ca by August 16, 2013.

To register your participation for the November 11-12, 2013 trade and media events to take place in Hong Kong, please contact janet.dorozynski@international.gc.ca no later than September 13, 2013. A participation fee of \$500 is due by September 30 to confirm your participation.

2013 KEY DATES

DATES	ACTIVITY
Friday, August 16, 2013	Registration Deadline for Export Seminar on the Hong Kong Market to be held by Video Conference
Tuesday, August 27, 2013 (8am PST/11amEST/11pm Hong Kong)	Export Seminar on the Hong Kong market opportunities for Canadian Producers with Debra Meiburg MW to take place by Video Conference (in English)
Friday, September 13, 2013	Registration Deadline for Participation in Hong Kong Trade and Media Events
Monday, November 11, 2013	Hong Kong Events <i>Canadian Trade Luncheon or Dinner at the Official Residence</i> <i>B2B Meetings</i>
Tuesday, November 12, 2013	Hong Kong Events <i>Trade and Media Table Top Tasting</i> <i>Canadian Wine Master Class</i> <i>B2B Meetings</i>

FOR REGISTRATION AND FURTHER INFORMATION:

Janet Dorozynski, Global Practice Lead, Canadian Wine, Beer and Spirits
Foreign Affairs, Trade and Development Canada
E: janet.dorozynski@international.gc.ca T: 613 944 0181