

International Wine & Spirits Fair Hong Kong November 6-8, 2014

Dear CFEA Members & Clients:

The Canadian Food Exporters Association in cooperation with the Hong Kong Economic and Trade Office, and the Hong Kong Trade Development Council, will be organizing a Canada pavilion at the Hong Kong International Wine & Spirits Fair, Hong Kong Convention & Exhibition Centre, Hong Kong, November 6-8, 2014, and would like to invite you to participate.

One of Hong Kong's most international and prestigious events, the HKTDC International Wine & Spirits Fair will be looking to build on the success of its 2013 edition which had 20,350 trade visitors from 80 countries & regions. Those eager to access the Asian market will be pleased to know that the 2013 saw an increase in regional buyers from Chinese mainland, Korea, Japan, Malaysia, Philippines and Indonesia with double digit growth. Demand for wine and premium spirits is definitely on the rise with 2013 imports of wine amounting to HK \$8 billion a four-fold increase from 2007. As consumers there continue to become more knowledgeable it will open the door to more opportunities for Canadian products so don't miss out on this opportunity to gauge Asian tastes and reactions to your products.

You can learn more about this event by visiting the official show website at <http://www.hktcdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>

The cost to participate is:

6sqm: CDN \$3,555.00/members and \$3,658.00/non-members
9sqm: CDN \$5,333.00/members and \$5,433.00/non-members.

The custom designed space will include surrounding walls, carpet, fascia, spotlight, power socket, shelves, bar counter, bar stools, meeting table and chairs, storage area, wine glasses & ice.

To register complete the attached form and return it to info@cfea.com or register online at <https://www.cfea.com/events/hkwinespirits2014form.aspx>



Reimbursement Details: upon completion of this event, you will be provided with a claim form to apply for a reimbursement of your travel and shipping expenses. The reimbursement will consist of 50% of an economy class airfare up to a maximum reimbursement of CDN \$1,050.00, a per diem of CDN \$200.00 per day up to a maximum of 6 days (travel reimbursement will be for a maximum 1 per company for 6sqm and 2 per company for 9sqm) and a partial reimbursement of your sample shipping expenses (up to a maximum of \$750.00). **It is important to keep the following documentation for the claim process: airline itinerary (showing dates travelled and price paid), airfare proof of payment (cancelled cheque or credit card statement), boarding passes or hotel receipts to prove you were in the country and if applicable the shipment invoice with proof of payment (cancelled cheque or credit card statement).** Please note: the CFEA no longer adds a 5% member/6% non-member admin fee to reimbursements.

If you are planning to participate in this program we urge you to sign up quickly as space is limited. Please do not hesitate to contact us if you have any questions.

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