

The Hong Kong Wine Market

In-Market Events in Hong Kong, November 3, 2014

The Consulate General of Canada in Hong Kong and Macao and Foreign Affairs, Trade and Development Canada, will be organizing events in Hong Kong on November 3, 2014 for Canadian producers to meet with trade, wine educator, and media contacts. This will be the second time that events of this scale will take place in the dynamic Hong Kong market, and building on last year's success, we invite all interested producers from across Canada to participate.

WHY PARTICIPATE?

As Asia's wine hub, Hong Kong is home to a large number of high profile trade and media leaders for the Hong Kong, Mainland China, and Asia Pacific markets. The Hong Kong International Wine and Spirits Fair drew over 20,000 trade attendees in 2013. Hong Kong is therefore a key market 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 the in-market events to take place in Hong Kong.

SCHEDULE OF EVENTS

Based on Canadian company feedback from last year's events, November 3rd was chosen in order to support both producers with in-market representation as well as those seeking importers or distribution partners: The Hong Kong Wine and Dine Festival, which targets consumers, will take place from October 30th to November 2nd; The Hong Kong International Wine and Spirits Fair (HKIWSF)¹, at which there will be a Canadian Pavilion, will take place November 6th to 8th. The Consulate's program of events on November 3rd will include an expert-led master class and a Trade and Media table-top tasting. Participants are invited to attend these activities and to provide the Consulate with market objectives in advance. The Consulate will reach out to local contacts as early as possible to ensure targeted introductions and a high level of attendees.

¹ The Hong Kong Wine & Dine Festival (<http://www.discoverhongkong.com/eng/see-do/events-festivals/highlight-events/wine-dine-festival.jsp>), organized by the Hong Kong Tourism Board. The Hong Kong International Wine and Spirits Fair (<http://www.hktdc.com/fair/hkwinefair-en/>) will run this year from November 6 to 8.

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HONG KONG IN-MARKET ACTIVITIES – NOVEMBER 3, 2014

Canadian Wine Master Class

This session will include an expert-led master class for trade, sommeliers, wine educators, and media representatives on Canada's producing regions and representative product styles. The master class will include between 25 to 30 local attendees and feature 8 to 10 Canadian products.

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, sommeliers, educators 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.

Those who wish to pour non-grape wines, spirits and beer, are welcome to join this tabletop tasting event. While only grape wine will be featured in the Master Class, both the Wine and Dine Festival and the Hong Kong International Wine and Spirits Fair include fruit wine, as well as beer and spirits.

There is no cost to participate but please note that Canadian participants will be responsible for staffing their own table-top booths and all of their wine samples for tastings. A market briefing session will be conducted for Canadian participants through webinar/teleconference in October 2014.

Exhibiting at the Hong Kong International Wine and Spirits Fair

As in past years, the Canadian Food Exporters Association will be organizing and supporting the Canadian pavilion at the Hong Kong International Wine and Spirits Fair. Cost to participate is \$5,333 for members and \$5,433 for non-members for 9 m²; and \$7,110 for members and \$7,210 for non-members for 12m². Upon completion of the event, those participating in the booth can apply for reimbursement of 50% of travel expenses (airfare and per diem) as well as shipping expenses. Conditions and maximum values apply. Full details are available through the CFEA at the contact below.

REGISTRATION

To register your participation for the Table Top tasting or to express an interest in the Master Class, taking place in Hong Kong on November 3, 2014, please contact janet.dorozynski@international.gc.ca no later than July 31, 2014.

To register for a booth at the Hong Kong International Wine and Spirits Fair in Hong Kong November 6-8, please contact Susan Powell at the Canadian Food Exporters Association, susanp@cfea.com, or go to <http://cfea.com/events/hkwinespirits2014invite.aspx> no later than July 31, 2014

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2014 KEY DATES

DATES	ACTIVITY
<u>Hong Kong</u> Thursday, July 31, 2014	Registration Deadline for in-market events and/or Canadian booth in the HKIWSF in Hong Kong
October 2014 (Date TBC)	Briefing on the Hong Kong market opportunities for Canadian participants by webinar/teleconference (in English)
Monday, November 3, 2014	Hong Kong Events <i>Canadian Wine Master Class</i> <i>Trade and Media Table Top Tasting</i>
Thursday-Saturday, November 6-8, 2014	Canadian Pavilion in the Hong Kong International Wine & Spirits Fair to be organized by the Canadian Food Exporters Association
<u>Asian Tour Options</u> End of October/Early November November 10 November 12-14	<i>Canada Food Expo in Japan (TBC)</i> <i>Canadian Wine Event in Seoul (TBC)</i> <i>Food and Hotel China in Shanghai</i>

FOR FURTHER INFORMATION:

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