

International Wine & Spirits Fair Hong Kong November 7-9, 2013

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 7-9, 2013, and would like to invite you to participate.

With its cosmopolitan ambience, Hong Kong is the ideal place for international winemakers and distributors of wine and other beverages to gather and connect with markets in this booming part of the world. Demand for wine and premium spirits in the Chinese mainland market is strong in particular. As consumers there become more knowledgeable about wine, their tastes are becoming more sophisticated. According to Euromonitor International, wine sales in China amounted to US\$33.1 billion in 2011, increased 143% compared to five years ago. Hong Kong itself has a long track record in the wine and spirits industry. Its status as a trading hub for wine has been strengthened in recent years. The Hong Kong International Wine & Spirits Fair is more than just a trading platform. In keeping with a convivial industry where personal relationships are important, the show seeks to educate, inform and entertain. It offers a premium opportunity for wine & spirits producers and distributors to introduce their philosophy, their methods and their branding. Exhibiting at this event will give you the opportunity to gauge Asian tastes as well as test consumer reaction to new products. In 2012, 957 exhibitors were able to gauge the interest of 20,369 trade visitors from 80 countries and regions and 20,226 public visitors. To learn more about this event, please visit their website at <http://www.hktcdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>.

The cost to participate in a 9sqm booth will be CDN \$9,160.00 for CFEA members and CDN \$9,260.00 for non-members or a 4.5sqm booth will be CDN \$4,992.00 for CFEA members and CDN \$5,092.00 for 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. The above cost also includes two pages in a country pavilion catalogue that will be widely distributed at the fair.



To register complete the attached form and return it to info@cfea.com or register online at <https://www.cfea.com/events/hkwinespirits2013form.aspx>

Reimbursement Details: pending funding approval under AAFC's new AgriMarketing Program's Market Development stream, you will be provided with a claim form to apply for a reimbursement of your booth, travel and shipping expenses. The reimbursement could consist of CDN \$4,057.00 for a 9sqm space/\$2,228.00 for a 4.5sqm space, 50% of an economy class airfare up to a maximum reimbursement of CDN \$1,050.00 (maximum 2 per company for 9sqm and one per company for 4.5sqm), a per diem of CDN \$200.00 per day (maximum 2 per company for 9sqm and one per company for 4.5sqm) up to a maximum of 6 days and a partial reimbursement of your sample shipment expenses (up to a maximum of CDN \$750.00). **Note: the CFEA no longer adds a 5% member/6% non-member admin fee to reimbursement expenses. It is important to keep the following documentation for the claim process: a copy of your airline itinerary that shows the travel dates and price paid for the ticket, boarding passes and a shipment invoice with proof of payment.**

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.

Susan Powell, Tel: (416) 445-3747/1-888-227-8848, Email: susanp@cfea.com
Rebecca Ring, Tel: (416) 445-3747/1-888-227-8848, Email: rebbeccap@cfea.com

**Program funding has been submitted to Agriculture & Agri-Food Canada's
AgriMarketing Program's Market Development stream**



CANADIAN FOOD EXPORTERS ASSOCIATION (CFEA)
100 Sheppard Avenue East, Suite 600, Toronto, ON M2N 6N5
Tel: 416-445-3747/1-888-227-8848, Fax: 416-510-8043
Email: info@cfea.com, Website: www.cfea.com