

April 2008

An Exhibition Full Of Promise

Vinexpo Asia-Pacific, the largest international wine and spirits exhibition in Asia returns to Hong Kong from 27 to 29 May 2008. More than 7,500 visitors are awaited to meet exhibitors from all over the world and to attend the many presentations and tastings that are scheduled.

2008 already promises to be another resounding success for the exhibition.

Exhibitors' record broken!

After the success of 2006, everyone in the wine and spirits world agreed that Vinexpo Asia-Pacific should return to Hong Kong. The coming exhibition obviously meets the expectations of industry players, because they have massively supported it in 2008.

By January the exhibition was full. To satisfy the many requests from producers, a further 1,200 sq. m of floor space was added in the main hall of the Hong Kong Convention & Exhibition Centre, reaching a total stand area of 7,000 sq. m.

A resolutely international exhibition

By gathering 700 exhibitors from 30 countries, Vinexpo Asia-Pacific confirms its position as a truly international exhibition and leader in its industry.

Production in the Pacific region will be represented by Australian companies Salena Estate, Xanadu and Mount Langi Ghiran Ltd. and the following organisations from New Zealand: Framingham Wine Company Ltd. and Clos Henri Vineyard.

On behalf of Asia, the emerging producer country China will be represented by Dynasty Fine Wines Group Ltd., MC Group, Oeno Wines Ltd., Bugeaud Wine Limited, etc. Singapore will be there with Red & White International Ltd. and for the first time there will be a Korean pavilion accommodating about 10 producers.

The US, another major production area will attend with a Californian pavilion (The Wine Institute of California). South America will be represented especially by Argentina and Chile, whose wine sales are booming in some Asian countries, with country pavilions but also with stands of prestigious companies such as Concha Y Toro and Santa Rita. Venezuela, Mexico, Uruguay and Canada will attend Vinexpo Asia-Pacific for the first time, represented by the following companies: Destilerias Unidas, Tequila Corralejo SA, Traversa and Mixology Inc.

For South Africa, KVV Ltd., Leopard's Leap Wines Ltd. and Robinson & Sinclair are coming to meet the Asian wine and spirits trade professionals.

Europe will be very well represented by companies from UK (Macleod Distillers, Hayman Distillers Ltd., Wemyss Vintage Malts, etc.), from Italy (Banfi Distribuzione, Santa Margherita, Casa Vinicola Zonin, Cavicchioli U & Figli and others), from Spain (Marqués de Cáceres, Masia Vallformosa, Marqués de Riscal), from Portugal (Sogrape, Sogevinus Fine Wines, Quality Estates), from Germany with many major companies (Henkell & Söhnlein Sektkellereien, Racke GmbH., Langguth Erben GmbH.), from the Netherlands, from Rumania and even Bulgaria (Vinex Preslav). Moldavia, Macedonia and Switzerland will also be represented.

A diverse French offering

France, the leading supplier of Asian countries with a 34% market share in Japan and China, confirms its position as main exporter to Asia with many exhibitors. As in 2006, a 100 sq. m French pavilion managed by Sopexa, will host a large number of French winegrowing companies. Some reputed names will also exhibit around this French area within the exhibition: Baron Philippe de Rothschild, Lanson International, Castel Frères, Maison Louis Latour, Les Grands Chais de France, Maison Louis Jadot, Champagne Thiénot, CVBG Dourthe Kressmann and Rémy Cointreau. This diverse French offering will total almost 3,500 sq m of stands.

Widen your knowledge at the Vinexpo Asia-Pacific University

Vinexpo is more than just an exhibition. It is also a venue for debates, presentations, seminars and tastings that are an opportunity for visitors to find out about new products and expertise, while improving their knowledge of the wine and spirits industry. A programme of more than 30 events covers the whole duration of the exhibition.

Amongst the presentations, we could cite Nelson Chow's, who is Chairman of the Hong Kong Sommeliers Association, entitled "The right glass for the right wine!". The Bordeaux Wine School, a training organisation that has taught more than 14,000 people throughout the world, will also organise a presentation in which it will introduce its partners, who are especially active in Asia, and its training programmes.

There will be a focus on Bordeaux wines with the tasting of the 2005 vintage organised by the Union des Grands Crus de Bordeaux. The 11th Saint-Emilion Crus Classés Cup will also be held at Vinexpo, the third time it is taking place outside France. Andreas Larsson, Best Sommelier of the World 2007, will conduct a tasting on "The eternal youth of the Great Sauternes and Barsac wines".

Argentinean, Spanish and Korean wines will also feature in some major tastings, as will a collection of single malts. Germany's Deutsche Weininstitut will present "The Riesling and pinot noir dream team".

Amongst the seminars that have been planned, Simon Tam, Director of the Hong Kong and Shanghai Wine Centre, will reveal secrets on how to marry wines with Chinese cuisine. There will also be a workshop entitled "What is a corked wine and how do you recognise one?"

The Vinexpo Asia-Pacific University certificate

Vinexpo Asia-Pacific is organising a certificate programme made of some of these events, including both tastings and presentations. The programme requires a University Pass, which can be bought on the Vinexpo website at the price of €95 www.vinexpo.com/fr/asia-pacific-2008/universite-asia-pacific

The programme consists of a total of 7 educational events organised around well-known people in the industry. To receive the Vinexpo Asia-Pacific 2008 University Certificate, candidates must attend at least three of these events.

Pre-register to save time

Electronic pre-registration using the on-line form enables both visitors and journalists to receive their electronic badges quickly and efficiently. Once printed out, these badges are a way for those who have them to miss out the queues on arrival at the Hong Kong Convention & Exhibition Centre and to obtain their personal name badges directly.

Please remember: the exhibition is strictly reserved for visitors from the Asia-Pacific region.

For all further information, please visit our website: www.vinexpo.com

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