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Uncorking Opportunities for New Zealand Wine Producers in Hong Kong and China

For New Zealand wine producers looking to tap into the lucrative wine industry in Hong Kong and China, the Hong Kong SAR's announcement of the abolition of wine duty and the launch of the inaugural Hong Kong International Wine Expo presents fruitful opportunities.

The new fair, Hong Kong International Wine Expo (HKIWE) is a complementary development in the creation of a wine hub for Asia. It will be held from 14-16 August 2008 at the Hong Kong Convention and Exhibition Centre organized by the Hong Kong Trade Development Council (HKTDC).

HKIWE will feature leading wine dealers, cellars and vineyards from around the world in exhibitor categories including liquor and beverage products, wine production and logistics and wine accessories. Wine investors, hoteliers, distributors, restaurants, catering companies and sommeliers from the Asian market, China in particular and around the globe will attend this event.

HKIWE will be held concurrently with the long-standing Hong Kong Food Expo running since 1990 and attracting over 8,000 trade buyers annually.

An expression of interest is being called for a formation of a New Zealand Pavilion at the HKIWE. The Hong Kong Trade Development Council (Australia / New Zealand) Office together with Hong Kong wine commentator and winemaker Simon Tan will be a guest speaker at a Wine and Food seminar which will be held in Auckland on May 21.

The event is being hosted by the Hong Kong New Zealand Business Association with support from New Zealand Winegrowers, NZTE, and Minter Ellison Rudd Watt.

Ms Bonnie Shek, Director of HKTDC (Australia / New Zealand) quoted that "Last year, Hong Kong imported 20 million litres of wine from around the world, a 28% increase on the previous year (excluding sparkling wine). New Zealand wine exports to Hong Kong in the same period equated to HK\$28.2million (NZ\$4 million), a staggering 48% increase on the preceding year"

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About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing

business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. For more information, visit www.hktdc.com.