

2015

HKABA-SA



DELEGATION to the **HK** *Wine Fair*

November 2015 saw HKABA-SA lead a delegation to the **Hong Kong International Wine & Spirits Fair**. The delegation led by **HKABA-SA Board Member Tony DeCorso**, included SA wine exporters exhibiting at the fair, and members of the **University of Adelaide's** "Masters Students from the Professions including Masters in Wine Business and Innovation and Entrepreneurship". Working with **HKABA-SA** to deliver this program for the students was Lecturer from The Professions **Maria Galatsanos**. Maria was supported by **Marni Ladd**, University of Adelaide Program Director, Wine Business.

The week long program included participation in **HKABA-SA's** exclusive "**IN-Market**" **Research Program**, Pre-Show preparation and set up, and the 3 day **Hong Kong International Wine & Spirits Fair** where more than a thousand exhibitors welcomed around **25,000 Trade Buyers** from around the World, in particular **Hong Kong & Mainland China**.

The **HKABA-SA** exhibition space was part of the **Wine Australia Pavilion**. The **HKABA-SA** provides in depth market intelligence prior to the fair. During the fair **HKABA-SA** provides it's highly regarded "**Concierge Service**" enabling exhibitors to focus all their attention on **selling their wine**.

University of Adelaide Students provided excellent support to **HKABA-SA** participating in the delivery of the concierge service. Delegates chose to travel with **Cathay Pacific**.

Please find our official delegation photo gallery on the following pages.

For more info, contact: Tony DeCorso

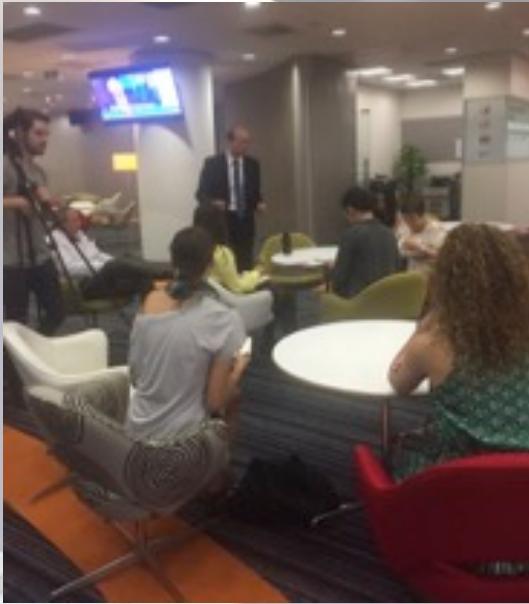
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Day 1 Started with a “Behind the Scenes” Tour of the **Hong Kong Convention & Exhibition Centre** with HK Trade Development Council’s Benjamin Yau. This included the HKCEC’s research library and insight into the numerous exhibitions held at the venue every year.



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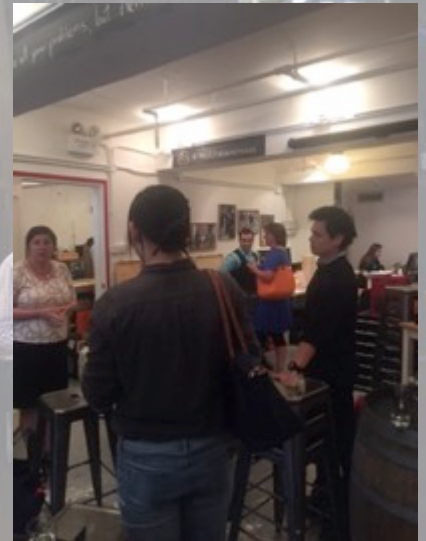


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Next stop was to boutique Hong Kong Importer & Distributor **“The Flying Winemaker”** to gain insight directly from the buyer into nuances of the local HK Wine Market.



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“Ponti Wine Cellars” is a leading boutique Hong Kong Wine retailer and Premium Wine Specialist. The group visited the Ponti Store and spoke to buyers and retailers.



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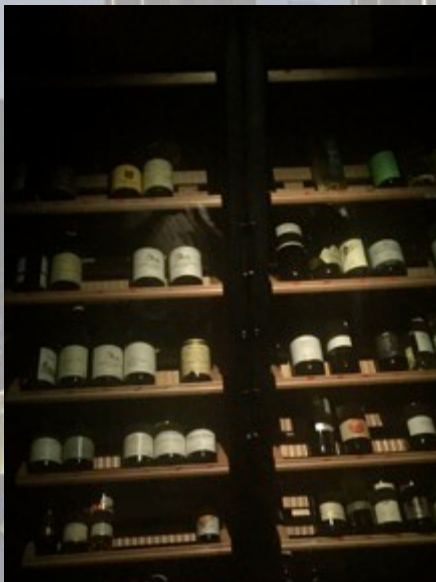
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Day 1 finished with a Spectacular 5 Star Dinner at the **Famous Shangri-La Hotel** with their **Sommelier Nerea Sorribes Gomez**. Delegates enjoyed an amazing meal and extraordinary accesses to Nerea's experience and insight, culminating in a VIP visit to the Shangri-La's Underground Wine Cellars. Topics included strategies for getting YOUR wine into 5 Star Hotels in Asia!



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Day 2 started with a visit to the Famous **Watson's Wine Cellar**, a leading Hong Kong importer & Retailer. **Buyer, Mr Jeremy Stockman** was extraordinarily generous with his time sharing the latest intel on the Hong Kong Wine Market and wonderful advice on how to present YOUR wine to Hong Kong importers.



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Day 2 continued with a visit to **Macro Wine and Spirits**, Importers and distributors. Buyer **Mr Scott Mitchell** gave a great overview on the Hong Kong Wine Market from an importer and distributor's perspective. This was followed by a return to the Hong Kong Convention & Exhibition Centre for Wine Fair Set Up.

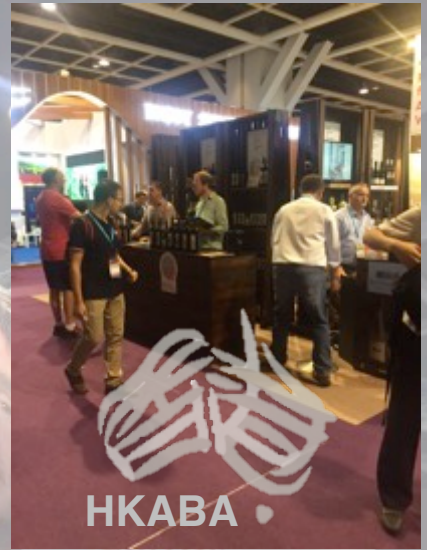


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Day's 3, 4 & 5 at the 2015 Hong Kong International Wine & Spirits Fair.



HKABA-SA Chapter is made up of South Australian SMEs who have a wide variety of experience in International Trade. Strong Relationships enable programs such as our Exclusive In-Market Research Program to help buyers fast track their knowledge and grow their network quickly. Join **HKABA-SA today!**

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