

Hong Kong International Wine and Spirits Fair 2011

Establish and expand your market coverage in Asia

About the show

The Hong Kong International Wine and Spirits Fair (HKIWSF) is one of the most important wine trade exhibitions in Asia. Organised by the Hong Kong Trade Development Council (HKTDC), HKIWSF 2011 is one of the key events for Australian wine exporters and service providers to attend and use as a platform to introduce new wines and promote their existing brands to buyers in Asia.

Last year, 680 exhibitors from 30 countries and regions (of which 69 from Australia) took part in the show, they were visited by 14,122 trade visitors from 67 countries and regions. In addition, there were 14,312 public visitors on the last day of the show.

For more details, please visit www.hktdc.com/hkwinefair

Reasons to join the Australian Pavilion

- Promote your company and brands by leveraging the Australian Pavilion group presence at international trade event
- Gain greater company exposure even before the show via the Australia Pavilion Buyer Guide on the Austrade Hong Kong official web site
- Meet Hong Kong and regional buyers invited by Austrade staff across Asia at networking event and in the Australian Pavilion
- Enjoy group discount on participation costs
- Enjoy pre-event briefing from Austrade staff and local wine trade, media opportunities, post-show follow up and other support from the Austrade network

Market Insights

- China and Hong Kong are respectively the 4th and 13th Australia's largest wine export markets. In Asia, China (58%), Japan (13%), Hong Kong (9%), Singapore (7%), South Korea (2%) and Taiwan (1%) are the major wine markets for Australia. Australia's wine exports to Hong Kong were valued at over A\$42 million in 2010. Australia has been the 2nd largest wine supplying country to Hong Kong just after France in the past 13 years.
- Hong Kong is a showcase and springboard to greater China for wine and related services. Hong Kong's strategic location, well-established wine related service sectors, zero wine import duty and the Hong Kong-China wine re-export facilitation arrangements have made Hong Kong the wine trade and service hub in Asia.
- Hong Kong wine consumption is currently around 4.3 litres per capita*, is the highest in Asia and is increasing (*source: WineBuzz).
- While the Hong Kong wine market is very open and easy to access, it is also highly competitive and crowded. The current wine market size is still considered 'small' and yet to be further developed.
- To be a successful and sustainable wine supplier to Hong Kong and the region, it requires continual marketing efforts and team work with your agent, or to set up your own in-market presence to own the customer network.

Important information

- Date:** 3-5 Nov 2011
- Location:** Hong Kong Convention & Exhibition Centre
- Apply Now:** Contact **HKTDC Sydney Office**

Who should attend?

Australian suppliers of wine and related services

Message from Austrade

"Hong Kong has rapidly established itself as Asia's premier wine trading and services hub. As wine consumption in Asia continues to grow, we see great opportunities for Australian wine exporters to use Hong Kong as a base for their marketing and expansion into Asia. HKIWSF 2011, now in its fourth year, will again provide a popular platform for the wine trade in Asia to meet and do business. The Australian Pavilion, with Austrade's assistance, will facilitate our existing wine exporters to expand their sales networks and promote their brands, and will enable our new-to-market exporters to identify and meet importers and distributors from across Asia".

Phil Ingram
Senior Trade Commissioner
Austrade, Hong Kong

Cost of Participation

Total cost	Australian Pavilion open-stand package direct costs and Austrade service fee
US\$4,650* per 9m ² walk-on stand in the Australian Pavilion (includes Austrade service fee of A\$380)	<p>The Australian Pavilion open-stand package costs include:</p> <p>1) Australian Pavilion walk-on stand</p> <ul style="list-style-type: none">9m² stand with Australian Pavilion brandingEach stand includes open-stand booth structure, company logo, spotlights, wine display/tasting counter, bar stool, carpeted floor, shared meeting table/chairs, centralised on-site storage room, and listing in the official show directory <p>2) Austrade in-market services</p> <ul style="list-style-type: none">Hosting of exhibitors' brief company profile on the Austrade Hong Kong websitePre-show email marketing campaign to targeted buyers in North East Asia and to encourage pre-show business matchingPre-show briefing and market update for exhibitors' better preparationOn-site assistance to introduce buyers invited by Austrade staff from around AsiaInvitation to Australian Pavilion networking event with selected local and regional buyers and wine media <p>* The package fee incorporates the 2 hours of Austrade in-market services (A\$190 per hour, detailed above) to help maximise the business outcomes of your participation.</p>
<ul style="list-style-type: none">Bookings and payment should be made through HKTDC Sydney office in Australia. The Austrade in-market service component of the package cost will be collected and passed to Austrade by the exhibition organiser.Booth sharing and State/Regional Group stand within the Australian Pavilion can be arranged.Additional print/online promotion and advertisement can be arranged by HKTDC. Please contact HKTDC for details.You may be eligible to claim your marketing and promotion costs associated with this trade show through the Export Market Development Grant scheme (EMDG). For more information visit www.austrade.gov.au or call 13 28 78.	

Australian Pavilion at HKIWSF 2010



How to Apply

To book your booth in the Australian Pavilion, contact:

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For more information on Austrade services, contact:

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Organizer:



Australian Pavilion Co-organizer:

