

2018

Partner with
Winestate
at the
**Hong Kong
International
Wine & Spirits Fair**

November 8-10, 2018

WINESTATE
MAGAZINE

Vintec
WINE PRESERVATION TECHNOLOGY

DW Foxtucker
Lawyers

Phil Hoffmann
travel



Dear Winery Executive,

Winestate would like to present an opportunity to participate in one of Asia's biggest wine shows – the Hong Kong International Wine & Spirits Fair 2018. With a shared display organised by Winestate Magazine - Australia and New Zealand's leading private international wine marketing service.

Doing Business in China, Macau and Hong Kong

Since the removal of all duty-related customs and administrative controls in February 2008, the wine industry in Hong Kong has rapidly expanded, and infrastructure and business has developed to support the industry.

Imports of wine into this market have grown rapidly to support market demand. In 2007, imports were HK\$1.6 billion, compared to HK\$8.4 billion last year.

The Hong Kong Trade Development Council forecasts a growth rate of 7.8% per annum in terms of value for 2014 to 2019, so it shows no sign of slowing down.

The exhibition will play host to wineries from around the world and visitors include distributors of food and beverages, retail, trade, sommeliers, media and consumers.

With over 7 million people in Hong Kong and 1.3 billion on the mainland, the potential market size is vast.

What is Included

Winestate Trade Show Site

Winestate will organise a complete display site, furnishings, glasses, and ice.

Bonus Winestate Marketing Assistance

Each winery that is approved to participate will be provided a display advertisement in Winestate Magazine of one THIRD PAGE ADVERTISEMENT space valued at AUD\$3900.

Agents and Distributor Support

Your agent / distributors are welcome to attend. If you don't yet have a distributor in the region please remember this could be an ideal way to find one!

Customs and Shipping

A consolidated shipment will be organised by Winestate to keep costs to a minimum. Wineries will be responsible for any shipping costs to Hong Kong. No taxes are normally levied on table wine going into Hong Kong.

Sales Executive Attendance in Hong Kong

The Trade Show is designed (by the HKTDCC) so your winery has the potential to be introduced to as many qualified buyers as possible. If a winery has a sales representative at all tastings and events, better sales results may be achieved.

The person attending should be prepared to attend a minimum of the 3 days at the Trade Show and at least 1 other event during the week in Hong Kong, as well as networking / meeting possible contacts each day and evenings.

If the winery cannot send a representative Winestate will represent the winery.

What to Bring

Wine Quality, variety and price point

A minimum of 12 bottles of each wine is usually adequate for tasting samples.

Marketing Material –Wineries should bring at least 50 brochures, and we suggest you bring at least 200 business cards.

Passport and Visa

Attendees must have a valid Passport with 6 months validity. No Visa is required to enter Hong Kong for Australian or NZ Passport holders at time of writing.

If you wish to attend you must arrange your own travel and accommodation at your cost. If you are travelling to Hong Kong direct you can usually carry your wine with you (in aircraft hold, but excess luggage charges may possibly apply depending on airline and ticket class).

We advise you to speak with your travel agent on all Visa and travel requirements.

Export Funding Grants

Participants may be entitled to a State or Federal Government rebate/grant, although some restrictions may apply. You should seek your own advice regarding these matters.

Cost

The cost for participation is USD \$4,900. Participants will be invoiced and be required to pay the site fee by 1 July 2018.

Key Points

Event dates – 8-10 November, 2018

Location - Hong Kong Convention Centre

Bookings

To secure your spot please email or fax your application request to sales@winestate.com.au without delay. We will then assess applications received (reserving the right to be selective as to those accepted to attend). If accepted, we will advise confirmation of your participation.

Peter Jackson
Wine Marketing Director
1 November 2017

Why join with Winestate at our international trade shows

“Domaine Asmara had the opportunity to attend HK International Wine & Spirits Fair with Winestate. Many business leads were also generated through Winestate referrals. An event not to be missed”.

Andreas Greiving

Proprietor

www.domaineasmara.com

“Zitta Wines has attended wine shows internationally including Vinitaly with Winestate – we found the event to be very rewarding and a great investment in increasing our overseas exports through new engaged overseas distributors for our wines in Europe. Winestate organization before and during the event was very professional which made it easy for us and happy to say that sales have steadily increase”.

Angelo De Fazio

Proprietor

Zitta Wines

Barossa Valley

“Wines by Geoff Hardy has attended a number of wine shows over a number of years with Winestate Magazine. The shows we’ve done have been well attended with good sales results achieved as a direct result of our participation.”

Richard Dolan

General Manager

Wines by Geoff Hardy

“We have found it very beneficial for our business to attend international wine trade shows, such as the Hong Kong Wine Trade Fair, with the Winestate team.”

Eric Semmler

Proprietor

919 Wines

South Australia

APPLICATION FORM

Hong Kong International Wine & Spirits Fair 2018

☐ SINGLE SITE - USD \$4,900 (Includes single bench display area)

☐ DOUBLE SITE - USD \$6,900 (Includes double bench display area)

Name of Winery

ABN or ACN

Wine brand to be promoted

Contact Person

Contact Email

Mobile Phone

Do you have a HK or China agent?

Are you planning to send a person to the Trade Fair?

Their name

RE - Included Advertisement Winestate Magazine – SEP/OCT 2018 issue.

Do you need assistance with artwork / graphic design?

Re - Trade Show Offer letter (attached) dated 1 November 2017. I acknowledge that I have received this document and fully understand all the information within.

PLEASE SIGN AND RETURN TO FAX 08 8357 9212 or sales@winestate.com.au

Signed

Name **Title**

Date

Disclaimer: The Hong Kong International Wine & Spirits Fair is organised by the Hong Kong Trade & Development Council (HKTDC). Full details regarding the Trade Fair can be seen at www.hktdc.org

Like all trade shows no guarantee of securing or even meeting the right buyer or distributor is given or implied. Winestate Publishing Pty Ltd ABN 56 088 226 411 does not accept any liability to any person or persons claiming they have been misled or deceived by any material published herein.

Participants are advised to ensure they have full travel insurance, as well as insurance to cover damage and/or loss to stock if damaged or lost in shipment. Also participants are referred to ensure they understand and acknowledge all points and conditions available at the Hong Kong International Wine and Spirits Trade Fair.

Website <http://www.hktdc.com/fair/hkwinefair-en>