

HKTDC spearheads 16th Hong Kong International Wine & Spirits Fair

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The 16th Hong Kong International Wine & Spirits Fair, organised by the Hong Kong Trade Development Council (HKTDC), concluded yesterday. The three-day Fair attracted some 8,200 trade buyers from 61 countries and regions. The event attracted some 10,000 visitors aged 18 and above, who enjoyed fine alcoholic beverages from around the world and participated in master classes, tasting sessions, and seminars in the Wine Fiesta zone.

Sophia Chong, Deputy Executive Director of the HKTDC, said: “This year’s Fair has attracted more than 8,200 trade buyers. The number of buyers from some countries and regions increased, including ASEAN countries such as Indonesia, Thailand, Malaysia, the Philippines and Vietnam, as well as Japan, Taiwan, Mainland China and more. Global buyers are keen to come to Hong Kong to participate in the Wine and Spirits Fair, promoting Hong Kong as a regional trading hub for wines and spirits.”

Ms Chong added: “The latest Policy Address announced a lower duty rate for liquor, which is expected to enhance the trade of high-end spirits. More than one quarter of exhibitors at the Fair brought spirits from around the world, including Chinese baijiu, whisky, vodka, brandy and more. We are glad to see that so many exhibitors and buyers interacted with each other, seizing the business opportunities brought about by the new policy.”

Importers, wholesalers, retailers and e-commerce buyers who attended the Fair included: Awini Barratt Siegel Wine Agencies from the United Kingdom; Grupo Alpom Importaciones SL from Spain; Le Clos (MMI) from the United Arab Emirates; ASC Fine Wine (Shanghai) Ltd, Beijing WJ E-Commerce Co, Ltd. and Vinehoo (Chongqing) Co. Ltd. from Mainland China; Mercian Corporation from Japan; Thevincsr from Korea; Luen Heng F&B Sdn Bhd from Malaysia; Wine Creek Pte Ltd. from

Singapore; Thai Beverage Distribution Co Ltd from Thailand; Phu & EM Group from Vietnam and more.

Trading and marketing opportunities for spirits exhibitors

This year's Fair showcased a wide selection of Chinese baijiu from various regions, including Moutai and Zhenjiu from Guizhou, Fenjiu from Shanxi and Zhongmao from Sichuan. Exhibitors are capitalising on the Government's reduction in liquor duty to expand their business opportunities.

50 events were held during the Fair, with 12 of these related to spirits. At a seminar themed "A Review and Outlook of the HK Spirits Market (Taste Changes and Taxation)", speakers noted that Hong Kong's reduction of duty on high-end spirits has prompted many businesses in the industry to immediately lower their prices, which helps stimulate demand for spirits.

The Fair also presented fine wines from Mainland China, including wines from Ningxia, Yantai in Shandong, Xinjiang and Yunnan, as well as yellow wine from Shaoxing. Chateau Xianghai, a wine exhibitor from Xinjiang, connected with potential buyers from the United States as well as Malaysia and Vietnam from the ASEAN Region. The company's General Manager **Guo Cong** said, "The Fair is an international platform providing us with numerous opportunities to expand into overseas markets."

A seminar hosted by Master of Wine **Debra Meiburg** explored consumption trends and preferences among Gen Z and millennials, an emerging consumer group. Industry representatives speaking at the event noted that young adults have a strong preference for cocktails. The vibrant colours of cocktails are perfect for sharing on social media, allowing the industry to achieve significant promotional results.