

HKTDC Hong Kong's Global wine trading platform uncorks potentials for emerging markets

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The 15th HKTDC Hong Kong International Wine & Spirits Fair, organised by the Hong Kong Trade Development Council (HKTDC), ended today after a successful three-day run (3-5 November). The fair drew keen buyers from emerging markets. Several regions stood out including Korea, Mainland China and Taiwan, as well as Southeast Asian countries such as Indonesia and Malaysia, showing healthy potential for development. The return of global buyers to the physical Wine and Spirits Fair underlines Hong Kong's status as a key trade and distribution hub for wine in the region.

The fair drew some 7,000 buyers from 49 countries and regions. On Public Day today the fair was open to ticket holders aged 18 or above, attracting around 9,000 wine enthusiasts to enjoy the beverages and attend events such as masterclasses, wine tasting and seminars.

The fair attracted renowned importers, wholesalers, retailers and e-tailers including JD.com, Inc (Mainland China), PT. Pantja Artha Niaga (Indonesia), Royal of Japan Ltd (Japan), NARA CELLAR (Korea), Albert International Wines & Spirits Sdn Bhd (Malaysia), KOT Selections LLP (Singapore), Rose & Young Hunters Global Inc. (Taiwan), Central Food Retail Company Limited (Thailand), African + Eastern (UAE), and Red Apron Fine Wines & Spirits (Vietnam).

The HKTDC's Deputy Executive Director Sophia Chong said: "The 15th Wine & Spirits Fair featured more than 500 exhibitors from 17 countries and regions, where wine sellers and buyers come together again and buyers were keen to source products".

Gary Lee, the Business Development Director of San Sesan Global Pte Ltd, a buyer from Singapore, said his firm's primary objective at the event was to source vegan and alcohol-free wines, with a specific focus on products from Spain and Germany. He welcomed the Click2Match platform, which facilitated meeting scheduling and record-keeping. Lee joined 20 business matchmaking sessions, engaging with eight exhibitors offering vegan and alcohol-free wines. "These meetings were highly effective, and I identified several exhibitors with significant potential. There is a good chance that I will place orders with two of them, and each deal we make is typically valued at approximately \$300,000."

Virginia Cikhita, the CEO of Project X and a buyer from Indonesia, visited the fair to source fine wines and accompaniments. She stated: "We have a great opportunity to order from a Hong Kong exhibitor at least 2,000 bottles of black truffle sauce imported from Finland. We also hope to buy custom water bottles from a Taiwanese exhibitor, as well as at least 3,000 boxes of hangover prevention pills. These products are truly excellent!" She was pleased with the services, including providing e-Badges for buyers, the Click2Match platform, and the new Scan2Match platform that conveniently connects buyers and exhibitors from offline to online.

The fair featured 36 exciting events, including the seminar Baijiu Journey: Savouring the Flavours of China and two Wine Industry Conferences, one of which featured the sole Chinese Master Sommelier in the world, Lu Yang, discussing wine market opportunities in China and Asia. In addition to informative seminars for industry professionals, Public Day featured engaging events such as wine tasting sessions, attracting enthusiastic participation from buyers and visitors, creating a vibrant atmosphere.