

## **'Wine Festival @ Cyberport'** **The First Joint Promotion Effort for Comprehensive Activities with the Wine Industry Professionals**

(Hong Kong – 14th September, 2009) Wine has become increasingly popular ever since the HKSAR government announced the exemption of wine duties. To align with the government policy in promoting Hong Kong as an Asian wine and gourmet centre, The Arcade, Cyberport and the Wine Association of Hong Kong Ltd. partner with various wine industry and trade parties to hold the "Wine Festival @ Cyberport" with a series of wine activities for public from 25 to 27 October 2009.

### **Abundant Opportunities with Increasing Wine Sales**

Hong Kong is a leading alcoholic beverages trading hub in Asia. With its announcement of duties exemption on wine on 1st April 2008, Hong Kong has become the first free wine port among major economies that does not impose any import duties and tax on wine. The HKSAR government had also signed a number of co-operation agreements in wine-related business with leading trade partners of different countries to promote Hong Kong as the major wine and gourmet center in Asia. According to the Hong Kong Wine Report by The Nielsen Company in April 2009, the total wine sales in major supermarkets and convenience stores were HK\$490 million, representing a 26% growth in 2008. The report also indicated that Hong Kong people bought as many as HK\$8.5 million bottles of wine in 2008, up by 37% compared with 2007. On average, about 1.5 bottles of wine were sold to each Hong Kong consumer aged 18 or above.

Mr. Jacky Cheung, Chairman of the Wine Association of Hong Kong Ltd. pointed out that after the duties exemption on wine in Hong Kong, business opportunities in wine trading thrived. Besides, enjoying wine is now becoming a new trend for Hong Kong people. Statistics in August 2009 showed that the enrollment to wine courses has been more than double as compared to last year, and young women with a noticeable increase in numbers had shown great interests. He estimated the sales of wine would grow by 80% to 100% in the year 2009.

Ms. Lysanne Tusar, Director of The 8th Estate Winery, the first winery in Hong Kong, said that the proactive government policy in promoting Hong Kong as the regional wine centre and the rising popularity of wine in the society have made their company to establish their foothold in Hong Kong, producing their own wine with "Made in Hong Kong" label. She believed that the local winery could help promoting Hong Kong to be the capital of wine and occupy an important position in the world market.

### **Hong Kong Backed by Mainland Market**

China is the biggest wine importing country in Asia. With the strong economic growth and changing life-style of the people, the demand for wine has been increased tremendously in China. Mr. Cheung indicated that red wine has been welcomed by many ladies because of its mild flavor as compared to strong liquors and also its 'tannic acid' with its mysterious effect on oxidation resistance (an anti-ageing substance). Red wine has been gradually taking over the position led by traditional Chinese white liquors in the

market. Mr. Cheung continued, "Hong Kong is a shopping haven with trust-worthy source for the Mainland Chinese to buy genuine products. Tax on wine in China remains high (approx 50%), we can boldly predict that if 30 million tourists visit Hong Kong every year and each of them purchases 2 bottles of wine, it will then generate a big sale opportunity for 60 million bottles of wine."

Hong Kong provides an excellent trading platform for both the foreign suppliers & buyers for business and market development and becomes a transit centre for the Mainland market. Mr. Cheung also predicted that within the next 10 years, the wine market values in China would grow up to more than HK\$7 billion and China would become the 8th largest wine market in the world. At the same time, it is estimated that parallel importation of wine to China will bring another HK\$600 million to HK\$800 million worth of 'invisible' trade business.

### **'Wine Festival @ Cyberport' Offers Wine Education and Culture**

"Whilst Hong Kong has a low and simple tax system in addition to its freest economy for wine industry, we still need to put efforts in promoting wine trading, investment and business in Hong Kong," said by Ms Winnie Wong, Head of Marketing, Hong Kong Cyberport Management Company Ltd. "Therefore The Arcade, Cyberport invites the Wine Association of Hong Kong Ltd. and various wine partners to host this 3-day event 'Wine Festival @ Cyberport'. Through a series of programmes including 'Wine and Fine Food Fair', 'Wine Knowledge Bar', 'Wine and Food Matching', 'Wine Art Exhibition', 'Charity Wine Auction', 'Seminars on Tasting and Investment', and the 'The First Hong Kong Wine Angel Competition', the Festival will provide a great opportunity for all the wine lovers and public to enjoy themselves in the beautiful environment at Cyberport with a glass of wine on hand."

Renowned ink-painting artist Ms. Ku Ku Chai will use "Zui Hua" (Drunken Flower) as the main theme for her painting exhibition. Ms. Chai will showcase many pieces of her paintings coloured with red wine instead of regular painting materials for the first time. She explained, "The colour of red wine is similar to the red water colour we use in traditional paintings. Red wine containing alcohol is more translucent in nature. Therefore it is best suited for painting the beautiful blossoms."

In order to promote more effectively to the public, Hong Kong top model Ms. Rosemary Vandembroucke has been invited to be the Festival Ambassador and the Chief Judge of 'The First Hong Kong Wine Angle Competition'. The competition aims to select modern ladies with great wine knowledge to promote wine culture to the general public in Hong Kong. All contestants will be tested on their wine knowledge and wine serving manner in addition to their elegant catwalk style. The finalists will be offered a series of free professional training, including manners, make-up and wine-related knowledge.

### **'Wine Festival @ Cyberport'**

Date: 25-27 October 2009

Time: 12:00 nn – 8:00 pm

Venue: Ocean View Court, 2/F, The Arcade, Cyberport, 100 Cyberport Road

Enquiry: 3166 3111

Web: [wine.cyberport.hk](http://wine.cyberport.hk)

Note: Free shuttle bus running every 30 minutes between Admiralty MTR station and Cyberport.

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### **About The Arcade, Cyberport**

The Arcade, situated in the core zone of Cyberport, is a 27,000-sq. m. retail and entertainment complex with an international mix of supermarket, restaurants featuring fine cuisines, a variety of retail shops, and a state-of-the-art cinema. It is a one of its kind, high-end shopping arcade in the Southern District of the Hong Kong Island.

The Arcade's innovative design and unique architecture integrate nature, technology, retail, entertainment, and education/exhibition activities together, It offers unparalleled experience for the visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which the visitors can access information at any time and stay connected.

### **About Cyberport**

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four Grade-A intelligent office buildings, a boutique hotel, a retail entertainment complex and about 2,800 deluxe residences.

### **About Wine Association of Hong Kong Ltd.**

The association aims to provide a broad platform for the Chinese and foreign red wine connoisseurs, the wine merchant, the vineyards and the industry's practitioners to communicate. Also, the association strives to promote the wine culture to the Hong Kong's public and to inculcate the right and comprehensive wine knowledge through a light-hearted training scheme with wine tasting, fine wine selection and differentiation.

Meanwhile, as an import, promotion, preservation, transaction platform, the association hopes to lead the potential China market by the cultural exchange and affiliation opportunity.

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