



Hong Kong International Wine & Spirits Fair

Hong Kong
November 7-9, 2019

Hong Kong remains an important hub for the Asia Pacific wines and spirits markets. Consumers in Hong Kong are becoming more educated about wine from different regions. Red wine is the main segment with 83.2% market share, followed by white wine which represents 14.3% of the market. Furthermore, premium wines have been losing its market share in the past year, as people are shifting from premium wines to middle level wines. There exists a huge potential for U.S. wines as the market share for French wine is declining due to consumers shifting from premium wine to middle level wine. U.S. wines have registered a massive growth of almost 40% in the last five years.

Aside from wine the fair is also a platform for promoting sake, beer and other types of spirits. In view of the zero-tariff policy, Hong Kong remains an important gateway for both wine and spirits to enter the Asian market. Therefore, taking part in the Hong Kong International Wine & Spirits Fair, which attracts over 20,000 buyers and has more than 1,070 exhibitors, is definitely an important element in raising awareness of the U.S. high quality wine, spirits and alcoholic beverages to the professional traders in Hong Kong.

Participation Fee: \$1,715 (if you register and pay before June 7, 2019);
\$1,915 (if you register after June 7, 2019)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services
- Sample shipping of up to 200 lbs. gross weight (which includes the weight of all packing materials) from a US consolidation point to the show using SUSTA's designated freight forwarder*
**Fresh/frozen/chilled products may be subject to separate allowances*
- Market Briefing & Tour
- Also includes 5 co-exhibitor badges per company, ice and overnight cold storage

Registration Deadline: September 1, 2019 (No refunds for cancellation after August 7, 2019)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Product Description: Wine, Beer and Distilled Spirits (ex. Still red and white wines and whiskey, Brandy and Cognac)

Industry Focus: Retail Products

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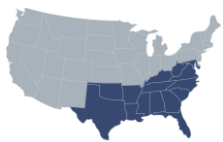
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