

# THE TASTING OF EXCELLENT BUSINESS.



**07-09 September 2021**

**Hong Kong**

International Trade Fair  
for Wines and Spirits.



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## ProWine Asia 2021 Returns to Asia's Wine Hub 回歸亞洲葡萄酒之都

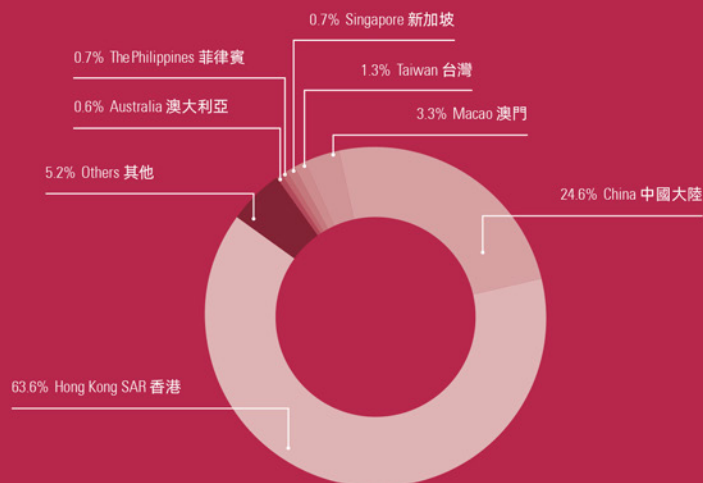
ProWine Asia, the fast-growing wines and spirits trade fair under ProWein World's family of international trade fairs, returns to Hong Kong again on 07–09 September 2021. ProWine Asia 2019 (HongKong) offered global producers an international business expansion gateway to Asia. Concurrently, regional importers could source from the latest and best-selling wines, spirits, and solutions for trade professionals from across the globe. In 2019, the spectrum space increased by 20% compared with the previous edition. More than 340 leading exhibitors, which were from 28 countries and regions, including 13 national pavilions and industry associations, took advantage of ProWine Asia (Hong Kong).

2021年9月7日至9日，ProWein全球系列展會旗下最新加入、發展最快的成員——ProWine Asia將重回香港。ProWine Asia 2019（香港）為全球葡萄酒生產商拓展亞洲業務提供了國際平臺。同時，地區進口商能夠在此獲取全球最前沿、最暢銷的葡萄酒與烈酒和貿易解決方案。ProWine Asia 2019（香港）的展覽面積比上屆增加20%。來自28個國家和地區的340多家大型展商參加了本屆ProWine Asia（香港）展會，其中包括13個國家展團和行業協會。

Christopher Beros, Asia Director of California Wine Institute stated: "The fair has been great. This is the first time we are doing ProWine Asia, and I must say it has been terrific. We have been seeing good traffic and meeting with many prospective Asian customers. In terms of engagement, in terms of having our presence known, and in terms of letting people in the trade here know that Californian wines is committed to the Asian market, I am pleased to share that the trade fair has fulfilled our participation and business objectives on those levels."

美國加州葡萄酒協會亞洲總監Christopher Beros說：  
「這個展會很棒。我們首次參加ProWine Asia，無可否認此展會令人印象深刻。展會帶來了眾多的觀眾，我們和許多亞洲潛在客戶進行了廣泛交流。無論在實現高參與度，在形象展示，在讓觀眾知道加州葡萄酒生產商致力於開拓亞洲市場的決心，本次展會上都實現了這些參展目的，為此我感到欣慰。」

## VISITING COUNTRIES 買家來源地



Source / 數據來源: ProWine Asia 2019

Khatuna Lagazidze, Co-founder and Director from KART-VALLEY commented: "In general, I would say Asian market is getting very popular for Georgian wines, we are a Georgian company, we also want to get a place in the Asian market. It's our first time to attend ProWine Asia and a great experience for us to be here. We have met some interesting people, for example, wine importers from Taiwan, Thailand and mainland China."

KART-VALLEY公司聯合創始人兼董事Khatuna Lagazidze評論道:「總體而言,我認為格魯吉亞葡萄酒在亞洲市場的受歡迎程度日漸增高。我們是一家格魯吉亞公司,我們也想在亞洲市場佔有一席之地。這是我們第一次參加ProWine Asia。對我們來說,這是一次很好的體驗。我們結識了一些關注格魯吉亞葡萄酒的朋友,例如來自臺灣、泰國和中國大陸的葡萄酒進口商。」



## Hong Kong: Global Marketplace for Wines and Spirits 香港：亞洲葡萄酒貿易中心

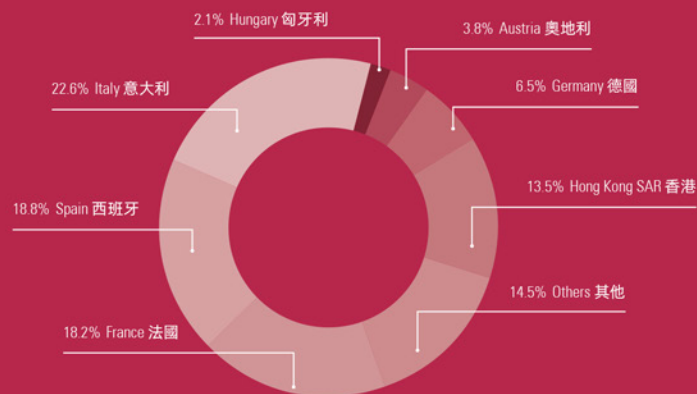
12,716 trade visitors (12,184 in 2017) from 62 countries and regions complimented high-quality international participation. 36% of the total visitors came from outside Hong Kong - predominantly from Southern China, Macau, Taiwan and Korea, which is an 8.4% increase over 2017. International exhibitors expressed great satisfaction regarding the audience at ProWine Asia, speaking to their professionalism and willingness to make orders on-site or directly after the trade fair.

來自62個國家和地區的12,716名專業觀眾(2017年12,184名專業觀眾)對展商品質和國際化程度稱讚有加。非香港地區觀眾高達36%,主要來自中國華南、澳門、臺灣地區和韓國,整體較2017年增長8.4%。國際參展商對ProWine Asia的觀眾深表滿意,他們表示觀眾具備較高專業水準,並且有意願在現場或展後進行採購。





## EXHIBITING COUNTRIES 展商來源國



Source / 數據來源：ProWine Asia 2019

## Strong International Support by Country Pavilions and International Wine Associations 國家展團和國際葡萄酒協會 鼎力支持

ProWine Asia 2019 (Hong Kong) received strong support from international trade networks, welcoming a total of 13 group pavilions organised country or regional trade associations. Gobierno de la Rioja made its first appearance in ProWine Asia 2019 (Hong Kong), along with PRODECA (Region of Catalonia), which showcased some of the more boutique and premium brands within its portfolio. Other highlighted participants included California Wine Institute, Business France and Wines of Germany (DWI). The exclusive club of Italian fine wines ISWA (Italian Signature Wines Academy) was represented with prestigious Italian wine producers like Allegrini, Fontanafredda and Planeta.

ProWine Asia 2019 (香港) 引起國際貿易界的強烈關注，吸引了由國家或地區行業協會組成的13個國際展團。Gobierno de la Rioja和PRODECA (加泰羅尼亞地區) 首次亮相ProWine Asia (香港)，PRODECA展示了其產品中的部分精品及高端品牌。其他重要展商包括美國加州葡萄酒協會、法國商務投資署和德國葡萄酒協會 (DWI)。義大利知名葡萄酒生產商Allegrini、Fontanafredda和Planeta等代表義大利精品葡萄酒俱樂部ISWA (義大利標誌葡萄酒學會) 參展。

## VISITORS BY INDUSTRY 觀眾行業分析



Source / 數據來源：ProWine Asia 2019

\*Does not include 2,785 visitors from other industries / 不包括其他行業的2,785名觀眾



## Programme Filled with Industry Insights, Product Discovery, Wine Education 現場活動精彩紛呈，洞悉行業 發展、產品趨勢及葡萄酒課程

A top-class event programme spanned all 4-days of ProWine Asia 2019 (Hong Kong), incorporating specialized masterclasses and seminars by a line-up of industry speakers, including Debra Meiburg MW, Sarah Heller MW, Jennifer Docherty MW, Darius Allyn MS and China's first master of Sommelier Yang Lv. The wealth of forums, masterclasses, tastings and knowledge were well-received by wine enthusiasts and seasoned trade professionals, offering exciting topics which successfully sparked networking and business connections.

ProWine Asia 2019 (香港) 的四天展會期間，包括大師班和研討會在內的多場精彩活動輪番登場，一眾行業專家「傳經送寶」，其中包括葡萄酒大師Debra Meiburg、葡萄酒大師Sarah Heller、葡萄酒大師Jennifer Docherty、侍酒師大師Darius Allyn以及中國首位侍酒師大師呂楊先生。異彩紛呈的論壇、大師班、品鑒會及知識分享會深受資深專業人士歡迎，在討論活動中廣泛建立了社交關係，業務聯繫及精彩話題。

Debra Meiburg MW hosted a series of Asia Wine Summit seminars covering latest wine consumption trends, food and wine pairing, and wine drinking habits throughout the Asia-Pacific. A noteworthy seminar called "Key Elements for upgrading your wine business in the Greater Bay Area" was organized by a bunch of key opinion leaders in the Hong Kong wine circle. Other event highlights included wine, spirits, whisky and sake master-classes by WSET (Wine & Spirit Education Trust) Jennie Mack and AWSEC (Asia Wine and Service Education Centre). Additionally, international masterclass of wine was offered by Business France, California Wine Institute, Hungary Tourism Agency and Deutschland Sommelier Association.

葡萄酒大師Debra Meiburg擔任「亞洲葡萄酒峰會」系列研討會主講，主題涵蓋整個亞太地區的葡萄酒消費最新趨勢、餐酒搭配以及葡萄酒飲用習慣。香港葡萄酒業界的一批權威意見領袖舉辦了「提升大灣區葡萄酒業務的關鍵因素」專題研討會，引起廣泛關注。其他精彩活動包括由葡萄酒與烈酒教育基金會（WSET）、亞洲侍酒及教育中心（AWSEC）舉辦的葡萄酒、烈酒、威士忌和清酒大師班。此外，法國商務投資署、美國加州葡萄酒協會、匈牙利國家旅遊局和德國侍酒師協會舉辦了國際葡萄酒大師班。





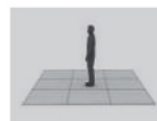


## High Volume of Purchases Made On-Site or Directly After the Show 展會現場和閉展後達成高額採購量

Trade professionals and exhibitors were greatly satisfied with the amount of purchases made on-site or directly following the event, commending that the layout and facilities provided were perfectly designed to facilitate business and trade. As one of the most open and economically vibrant regions, the Guangdong-Hong Kong-Macao Greater Bay Area is definitely the buzzword in 2019, Hong Kong plays an important role in this initiative. Four days of business opportunities and rewarding interactions between producers, importers, distributors, key buyers and industry experts proved again that ProWine Asia in Hong Kong is well positioned as the strategic gateway to tap into the Asian wine boom.

專業人士和展商對展覽期間和展後的採購量都滿意，並且稱讚展會精心設計的佈局和現場設施均為精心設計，有助促進商貿發展。作為開放程度最高、最具經濟活力的地區之一，粵港澳大灣區無疑是2019年的熱門話題，而香港在這個城市群中扮演著重要角色。四天展會蘊藏著大量商機，生產商、進口商、分銷商、貴賓買家和行業專家熱切交流，成果豐碩，再次證明在香港舉辦的ProWine Asia為展商和觀眾進軍繁榮的亞洲葡萄酒市場搭建起了戰略平臺。

# Book Your Booth Now! 立即預定展位!



Space Only (Minimum 18m²)

光地展位 (18平方米起)

Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand. Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 490 per m²**



Walk on Package (Minimum 9m²)

Clean and stylish in earthy colors, ideal for presenting red & white wine selections and spirits.

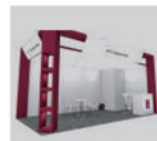
标准展位 (9平方米起)

設計簡潔時尚，配色自然，適合展示紅白葡萄酒系列和烈酒

Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 2, 500W Square Pin Socket x 1, White Chair x 2, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 1, 0.5mL Tall Showcase x 1, 1mH Information Counter x 1, 1 sqm Storeroom x 1

Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 545 per m²**



Premium Package (Minimum 18m²)

Upscale and refined with rich colours and stylish structural features, ideal for highlighting an exclusive collection of wines & spirits.

特級展位 (18平方米起)

高檔精緻，色彩豐富，結構設計時尚，適合突出展示精品葡萄酒及烈酒系列

Banner Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 3, 70W Longarm HQL x 2, 500W Square Pin Socket x 1, White Chair x 3, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 2, 0.5mL Tall Showcase x 1, 1mH Information Center x 1, 1 sqm Storeroom x 1

Further booth colors, carpet colors and furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 585 per m²**



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