

1. Overview of Hong Kong International Wine & Spirits Fair 2023

Since 2008, the Hong Kong International Wine & Spirits Fair has been one of the most established wine fairs in Asia, attracting thousands of local and overseas wineries. Making use of the extensive TDC network and platform, industry players could reach out to professional buyers and customers, at the same time, obtain the latest market information.

Hong Kong, as the largest wine trading and distribution hub in Asia, the value of Hong Kong's wine exports in 2021 reached HK\$1.595 billion (US\$204 million), a 77% year-on-year rise. Most exports are re-exports of imported wines, with Asia the major market. The mainland and Macao, which together accounted for nearly 66% of 2021 exports, are the major destinations for Hong Kong. Wine Fair undoubtedly is an ideal platform for businesses who wish to access Asia & Mainland China in one place.

In the past three years, the pandemic and global travel restrictions persisted. Back in 2019, there were 1,075 exhibitors from 30 countries. More than 15,000 professional trade buyers from around the world attended the three-day show, as well as over 21,000 wine-savvy consumers were drawn to visit the last day of the fair.

Fortunately, the travel restrictions are loosening, and the global economic recovery is continuing. This year's Wine Fair will resume normal, we are delighted to welcome the return of all wine businesses, traders and wine-lovers.



HKTDC 3-in-1 “EXHIBITION+” (NEW in 2023)

To help SMEs capture the business opportunities presented by the “new sourcing normal”, HKTDC has launched a **NEW “EXHIBITION+”** hybrid package to facilitate exhibitors and buyers to connect with each other and conduct businesses in both physical and virtual format. The 3 key components of the 3-in-1 “**EXHIBITION+”** includes:

- 1) **Physical Exhibition** – the pivotal platform to provide face-to-face connection and business encounter for those who physically join and visit the Fair.
- 2) **2 weeks of “Click2Match” service** – an easy-to-use online platform and interface, empowered by AI-recommendation engine, for both exhibitors and buyers to identify each other, schedule appointments and conduct online meetings.
- 3) **2-month exposure on hktdc.com Sourcing** – 2 months of online exposure on hktdc.com Sourcing with 3GB of media storage space (supporting formats includes JPG, JPEG, PNG, MP4, MOV) at the hktdc.com Sourcing which has over 2,000,000 registered buyers.

The participation fee as quoted has already been included in the price of the physical booth fee and the fee for #2 & #3 services.



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