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## **Hong Kong**

**Post:** Hong Kong

### **Strong Results for U.S. Exhibitors at HK Int'l Wine and Spirits Fair**

**Report Categories:**

Export Accomplishments - Events

Wine

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**Report Highlights:**

Seventeen U.S. exhibitors reported projected 12-month sales of over \$105,000 through their participation in the Hong Kong International Wine and Spirits Fair 2018.

Activity Name: **Hong Kong International Wine & Spirits Fair 2018**  
Dates: November 8-10, 2018  
Venue: Hong Kong Convention and Exhibition Center

The United States was the 4th largest supplier of both wines and spirits to Hong Kong, with 2016 exports valued at \$78 million and \$5 million, respectively. Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of more than seven million. Hong Kong is a regional trade and financial hub with an average per capita gross domestic product (GDP) of US\$46,200. With a dynamic food culture, sophisticated buyers, and a world-class logistical infrastructure, Hong Kong is a market to promote high-quality, innovative U.S. food and beverage products.

Hong Kong has evolved into the wine trendsetter of Asia due to its zero taxes on wine and local government support for wine festivals and promotions. Throughout the year, Hong Kong hosts numerous wine events and shows geared toward consumers and industry buyers, such as the Hong Kong International Wine and Spirits Fair.

Wine consumption per capita in Hong Kong is growing and consumers are interested in trying wines from different regions. More mature consumers of wine in Hong Kong tend to prefer old world wines, whereas younger consumers are interested in trying varietals from regions that are new to them, including from the United States. The diversity of wine consumers means that Hong Kongers enjoy many different varieties of wine at many different price points. Due to U.S. vintners and wine exporters' diversity of products and price ranges, they are well-situated to take advantage of Hong Kong's openness to trying new beverages.

The Hong Kong International Wine and Spirits fair is one of the largest shows in Hong Kong specializing in wine and spirits. The three-day show attracted 1,075 exhibitors from 33 countries and regions who showcased their products to over 19,000 trade buyers from 73 countries. Seventeen U.S. exhibitors showcased their wines and spirits at the show and secured good export opportunities with projected 12 months sales of over \$105,000.

To further support U.S. exhibitors, ATO Hong Kong staff provided a market briefing and a U.S. Wine & Spirits Tasting event to increase their exposure to the unique Hong Kong wine and spirits platforms and leverage their market opportunities.

ATO Hong Kong foresees additional opportunities in the Hong Kong International Wine and Spirits Fair and will support U.S. exhibitors in future iterations of the show, including the November 2019 edition.

**Photos during the show**



Market Briefing



Market Briefing



U.S. Wine & Spirits Tasting



U.S. Wine & Spirits Tasting



U.S. Wine & Spirits Tasting



Pairing with  
California Cheese



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



Buyers Visit to  
USA Pavilion