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Press release

2024 MARKS A MAJOR RETURN FOR VINEXPO ASIA TO HONG KONG

21 February 2024 – The Vinexposium group remains committed to the wine and spirits industry, consolidating its role as a pivotal catalyst for growth in the Asian market. As a prominent economic driving force, Vinexpo Asia, the flagship international wine and spirits trade exhibition in Asia, is due to take place from 28 to 30 May 2024 at the Hong Kong Convention and Exhibition Center (HKCEC), a prime venue for business meetings and trade conversations.

A LONG-STANDING COMMITMENT TO ASIA

Vinexposium's commitment to Asia is reflected in the trust shown by the wine and spirits industry in the Vinexpo brand name since the maiden event in Hong Kong 26 years ago. Since 2023, [Vinexpo Asia](#) has become an annual gathering, now alternating between Singapore and Hong Kong.

Vinexpo Asia plays a vital role from an economic perspective and represents a major platform for commercial transactions, fostering partnerships between producers, distributors and buyers. This concentration of key stakeholders has a direct impact on boosting economic relationships within the wine and spirits industry.

Deeply honoured to be returning to Hong Kong, Rodolphe Lameyse, CEO of the Vinexposium group, states: *"Building on Vinexpo Asia's proven success in Singapore in 2023, Vinexposium continues to play a central part in the economic growth and vitality of the wine and spirits industry in Asia, consistently raising industry standards and promoting an environment conducive to trade and investments"*.

"Since the staging of its inaugural edition in 1998 in Hong Kong, Vinexpo Asia has grown into the region's flagship event of the wine and spirits industry. We are happy to see the return of the show, leveraging the city's diverse and inclusive culture, favourable business and trading environment, and the enormous opportunities brought by both the Greater Bay Area and the fast-growing Asian markets to scale up the event further, and provide more business opportunities for both exhibitors and buyers in Asia," says Mr Kenneth Wong, General Manager of MICE and Cruise Division, Hong Kong Tourism Board.

THE APPEAL OF THE ASIAN MARKET

Strategically located in the heart of Asia and being the gateway of the Greater Bay Area (GBA), Hong Kong is a key driver of success. The GBA boasts a population of 87 million and has a decisive influence on Asia, standing as the entry to the Chinese market. The Chinese market remains a strategic market for the wine and spirits industry. According to the IWSR, consumption of wine and spirits in China should experience value growth of 19% by 2027.

“Participating in Vinexpo Asia 2023 was a success for our company”, said a delighted Gordon Gebbie, sales director for Australia’s Rathbone Wine Group last May. “We look forward to Vinexpo Asia in Hong Kong to address the Chinese market further”, he concluded.

While Vinexpo Asia has a strong focus on China, it also caters to many key import markets in Asia, including Taiwan, Vietnam, Thailand, Japan, South Korea, Singapore, Malaysia, the Philippines and Indonesia, to name a few of the main destinations.

AN UNRIVALLED CHOICE OF PRODUCTS

Vinexpo Asia 2024 is again preparing to leverage unparalleled sales development. Asia-Pacific’s flagship event will attract 40 exhibitor countries, including Australia and China among the top 5, along with Chile, Argentina, South Africa, New Zealand and the United States for the New World, and France, Italy, Spain (top 3 exhibitor countries), Portugal, Germany and Switzerland, to name a few, for Europe.

1,300 producers, including 60% international and 40% French will gather for three days of business meetings and networking.

The WOW (Welcome to the Organic World) area will be earmarked for organic and biodynamic wines, which are increasingly gaining traction in Asia.

The range of spirits and craft companies will be equally divided between international and French exhibitors, with twelve countries registered to attend. From whisky to mezcal, rum, sake, baijiu and non-alcoholic drinks, Vinexpo Asia will explore every type of on-trend product.

ULTRA QUALIFIED VISITORS SPANNING THE SPECTRUM

10,000 trade visitors, half of whom are importers and half wholesalers, distributors, wine merchants, retailers, hoteliers and restaurateurs are expected to attend.

“Vinexpo Asia is a key meeting place for our line of business. I meet up with many of my colleagues there and a great range of producers exhibiting”, stresses Ronald Khoo, head of wines and spirits at Cathay Pacific.

Vinexpo Asia will also be providing participants with a unique experience through a choice of over 50 premium sessions featuring in the Vinexpo Academy programme, whilst at the same time maximising the return on investment in terms of business relations.

BETTANE+DESSEAUVE GRAND TASTING

On 27 May, the day before Vinexpo Asia, the [B+D Grand Tasting](#) will take place at the HKCEC. The tasting is hosted by Bettane+Desseauve in conjunction with Vinexposium and is designed for both the trade and consumers. Over 1,000 participants will be given the opportunity to meet nearly 70 producers from across the globe. Concurrently with this, a series of 6 masterclasses will complement the Grand Tasting experience, allowing visitors to discover prestige wines alongside their makers.

“After eleven Grand Tasting events in Hong Kong, we are delighted to return with Vinexposium in 2024. This is a market of avid enthusiasts who mean a lot to us and we are inviting them to join us on the eve of Vinexpo Asia to explore our selection of outstanding wineries from around the world” says Thierry Desseauve, president of Bettane+Desseauve.

Vinexpo Asia has set the highest standards for the 2024 exhibition which will play a pivotal economic role. The wine and spirits industry will come together at the HKCEC from 28 to 30 May to strategically tap into the opportunities afforded by markets in Asia.

Pre-registration for visitors to Vinexpo Asia can be accessed [online here](#).

[Access the Vinexpo Asia 2023 photo gallery here](#)

About Vinexposium

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at 10 events a year, and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum

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