



SPARKLING BUSINESS OPPORTUNITIES FOR THE WINE INDUSTRY

佳釀薈萃 環球商機



Hong Kong International Wine & Spirits Fair

香港國際美酒展

12-16/8/2021

Hong Kong Convention and Exhibition Centre

香港會議展覽中心



Hong Kong International Wine & Spirits Fair 2021 (Special Edition)

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As of 2021-06-15



1. Overview

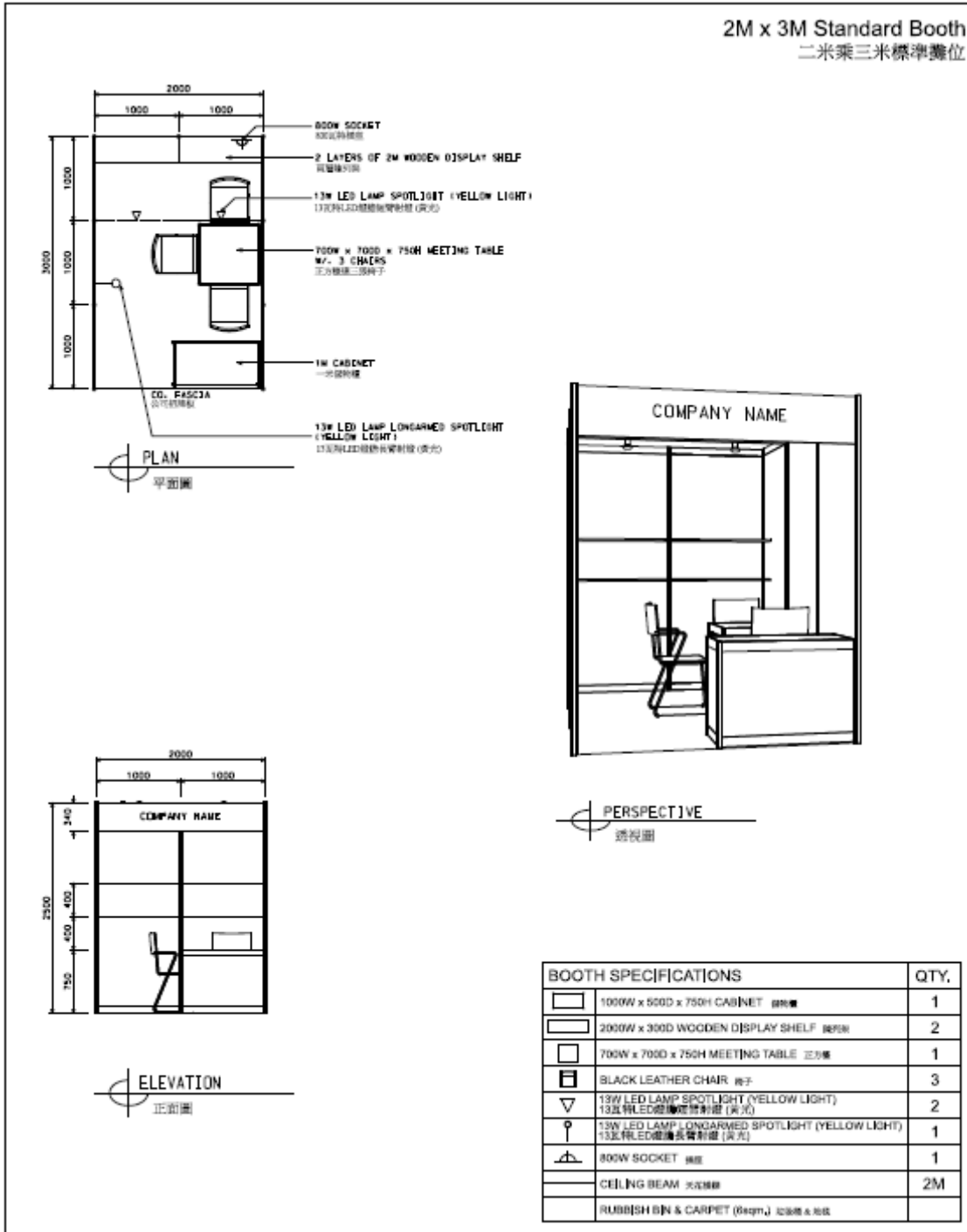
I. Fact Sheet

Fair Date	12 – 16 August 2021 (Thursday – Monday)		
Edition	Special Edition		
Venue	Hong Kong Convention and Exhibition Centre		
Opening	12-15 August (Thur - Sun)	10:00am-10:00pm	
	16 August (Mon)	10:00am-6:00pm	
	* Open to the public by ticket admission. Children under 3 years old and seniors of age above 65 will be admitted free of charge. There will be no admission to the venue 45 minutes before the announced daily closing time of the Exhibition.		
Organiser	Hong Kong Trade Development Council		
Supporting Organisations	<ul style="list-style-type: none"> - Hong Kong Food Council - Hong Kong Food, Drink & Grocery Association - Hong Kong Sommelier Association - The Hong Kong & Kowloon Provisions Wine & Spirits Dealers' Association 		
Exhibit Categories	<ul style="list-style-type: none"> ✧ Liquor & Beverage Products: Wine, Spirits, Brandy, Beer, Sparkling Wine, Sake, Whisky, Champagne, Cocktails, Vodka, Tequila, Soju, Rice Wine, Yellow Wine ✧ Wine Education: Wine Education ✧ Wine Investment: Wine Investment ✧ Wine Accessories, Equipment and Services: Wine Glasses and Glassware, Spittoons, Decanters, Wine Cooler, Corkscrew, Wine Bag, Wine Stopper, Cocktail Shaker, Ice Bucket, Wine Bucket, Wine Rack, Wine Bottling, Wine Labelling, Packaging, Wine Storage & Logistics, Wine Tourism and Association ✧ Wine Media: Trade Media ✧ Friends of Wine: Bakery Products, Confectionery, Dairy Products, Fresh Seafood, Nuts, Cooking oil and fat, Vinegar, Spaghetti / Pasta, Preserved Food, Processed Food, Snacks 		
Concurrent Events	<ol style="list-style-type: none"> 1. HKTDC Food Expo 2. HKTDC Hong Kong International Tea Fair 3. HKTDC Home Delights Expo 4. HKTDC Beauty & Wellness Expo 		
Booth Service Fee	<p>Economy Booth(6 sqm)–HKD 20,600</p> <p>Standard Booth(9sqm)–HKD 30,910</p> <p>Standard Booth(12sqm)–HKD 41,190</p> <p>Custom Built Participation (per sqm)–HKD3,370 (minimum 24sqm)</p>		
Sales Enquiry Contacts	Ms. Clara Lui	Tel: (852) 2240 4127	Email: clara.oy.lui@hktdc.org
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Website	http://www.hktdc.com/hkwinefair		

II. Booth Layout

Economy Booth – Option A (2m x 3m, 6 sqm)

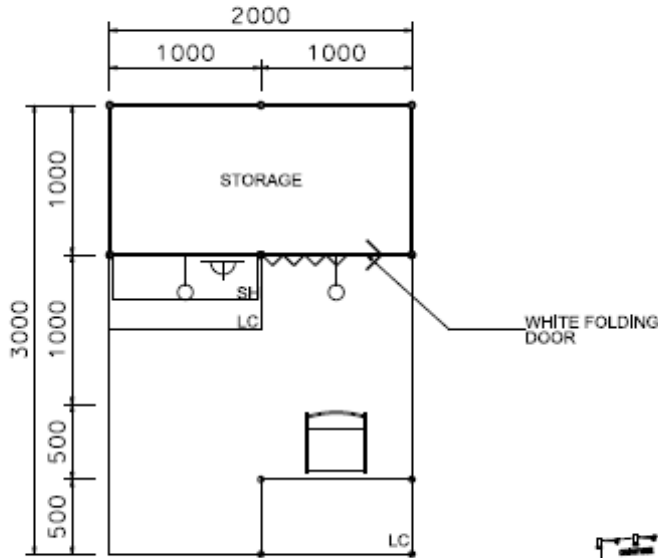
HK\$20,600



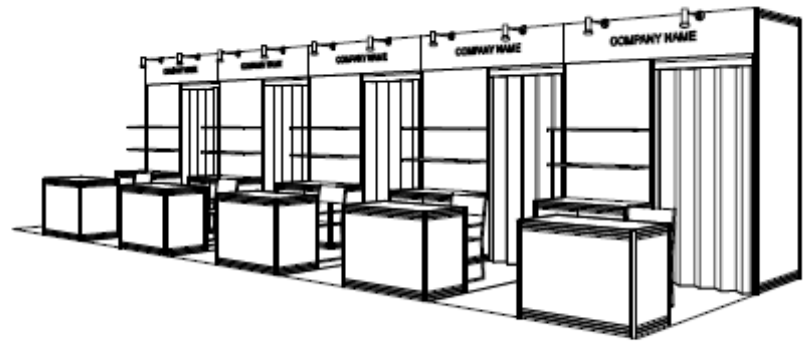
Economy Booth – Option B (2m x 3m, 6 sqm)

2M x 3M Standard Booth

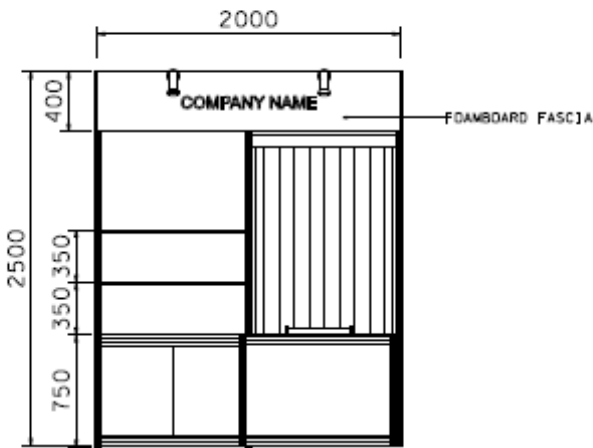
二米乘三米標準攤位



PLAN



PERSPECTIVE



ELEVATION

BOOTH SPECIFICATIONS		QTY.
	1000W x 300D WOODEN DISPLAY SHELF	2
	750MM H. LOCKABLE CABINET	2
	13W LED LAMP LONGARMED SPOTLIGHT (YELLOW LIGHT)	2
	BLACK LEATHER CHAIR	1
	500W SOCKET	
	RUBBISH BIN & CARPET (6sqm.)	

Standard Booth (3m x 3m, 9 sqm)

HK\$30,910

(FOR PUBLIC HALL EXHIBITORS ONLY 只供公眾館參展商運用)

3M x 3M Standard Booth
三米乘三米標準攤位

PLAN
平面圖

PERSPECTIVE
透視圖

ELEVATION
正面圖

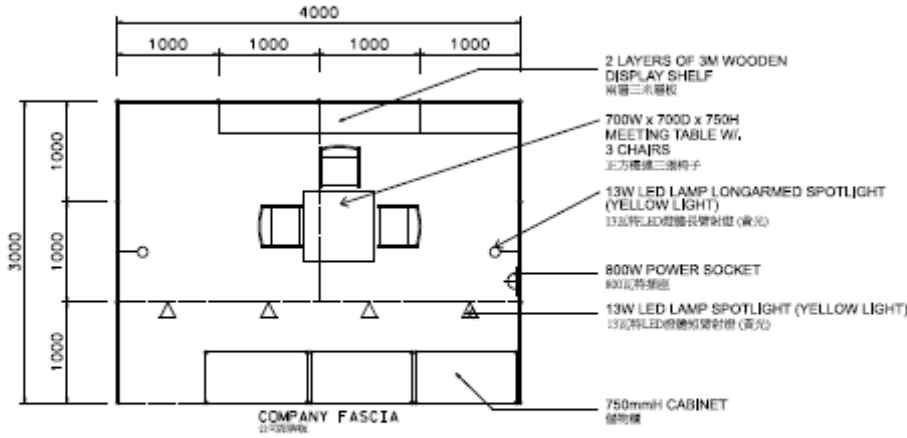
BOOTH SPECIFICATIONS		QTY.
	1000W x 800D x 750H CABINET 辦公櫃	2
	3000W x 300D WOODEN DISPLAY SHELF 展示架	2
	700W x 700D x 750H MEETING TABLE 正方檯	1
	BLACK LEATHER CHAIR 椅子	3
	13W LED LAMP SPOTLIGHT (YELLOW LIGHT) 13瓦特LED燈筒射燈(黃光)	3
	13W LED LAMP LONGARMED SPOTLIGHT (YELLOW LIGHT) 13瓦特LED燈筒長臂射燈(黃光)	2
	800W SOCKET 插座	1
	CEILING BEAM 天花橫條	3M
	RUBBISH BIN & CARPET (9 sqm.) 垃圾桶 & 地毯	

Standard Booth (4m x 3m, 12 sqm)

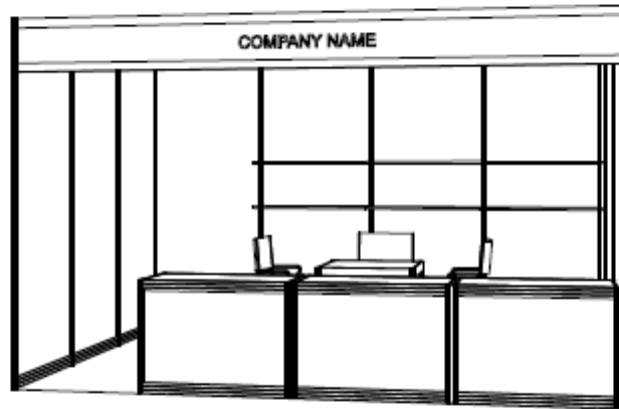
HK\$41,190

(FOR PUBLIC HALL EXHIBITORS ONLY 只供公眾館參展商選用)

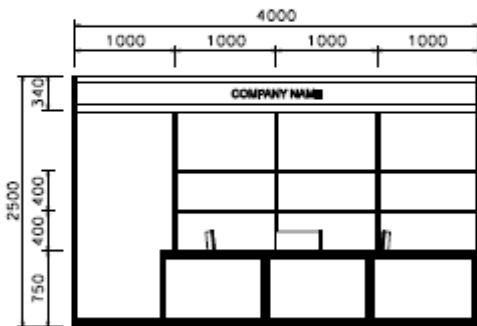
4M x 3M Standard Booth
四米乘三米標準攤位



PLAN
平面圖



PERSPECTIVE
透視圖



ELEVATION
正面圖

BOOTH SPECIFICATIONS		QTY.
	1000W x 500D x 750H CABINET 矮櫃檯	3
	3000W x 300D WOODEN DISPLAY SHELF 矮列架	2
	700W x 700D x 750H MEETING TABLE 正方檯	1
	BLACK LEATHER CHAIR 椅子	3
	13W LED LAMP SPOTLIGHT (YELLOW LIGHT) 13瓦特LED燈筒短臂射燈 (黃光)	4
	13W LED LAMP LONGARMED SPOTLIGHT (YELLOW LIGHT) 13瓦特LED燈筒長臂射燈 (黃光)	2
	800W SOCKET 插座	1
	CEILING BEAM 天花橫樑	6M
RUBBISH BIN & CARPET (12 sqm.) 垃圾桶 & 地毯		

III. Enhanced Subsidy Scheme

Government Convention and Exhibition Industry Subsidy Scheme

To further assist companies in exploring markets and capturing business opportunities through the Hong Kong trade platform, the HKSAR Government has launched a one-off subsidy scheme. Any company - local or overseas, large or small - will be subsidised **a maximum of 50% of its participation fee or HK\$10,000/US\$1,282 per booth of 9 sqm, subject to a cap of HK\$100,000/US\$12,820 per company per fair**. This will only apply to the fairs organised by the Hong Kong Trade Development Council and The HKTDC International Wine and Spirits Fair 2021 (Special Edition) is covered under this subsidy scheme.

SME Export Marketing Fund (EMF)

Local companies which have obtained subsidy from the scheme, if eligible, can still apply for the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) or the SME Export Marketing Fund (EMF) for funding on a matching basis for the remaining exhibition-related expenses. In addition, the subsidy amount of EMF will be based on the original participation fee.

IV. Important Notes

Booth Allocation Policy

- Booth locations will be assigned by HKTDC and once the booth location has been assigned, change of booth size or cancellation of participation will not be accepted and the participation fee paid will not be refund.
- Additional 5% surcharge will be applied if a 2-side open booth is arranged and confirmed

Application deadline – 25th June 2021

Exhibitors submitted their applications after the application deadline will be considered as late applications. They will be put under our waiting list. Booth space is not guaranteed subject to space availability. All booth assignment for late applications will be on first-come-first-serve basis.



2. Review of HKTDC Food Expo 2019 Fair Statistics

I. Fair Information and Statistic

a. Exhibitors' Profile

Public Hall

Hong Kong	269
- <i>Premium Food Zone</i>	29
Outside Hong Kong	266

Trade Hall

Hong Kong	35
Outside Hong Kong	924

Gourmet Zone

Hong Kong	92
Outside Hong Kong	4

Exhibitors participating in different sections **(12)**

Total: **1,578**

b. Visitors' Profile

Public Visitors: Nearly 450,000

Trade Buyers

	Number	% Percentage
Hong Kong	10,858	60.58
Outside Hong Kong	7,066	39.42
Total	17,924	100%

Non-Hong Kong Trade Buyers by Countries & Regions

Countries / Region	Number	% Percentage
Asia	6,554	92.75%
Europe	216	3.06%
Middle East	133	1.88%
North America	101	1.43%
Latin America	32	0.45%
Australia & Pacific Islands	27	0.38%
Africa	3	0.04%
Total	7,066	100.00%

c. Regional and National Pavilion

Non-Hong Kong Exhibitors from 20 Countries & Regions

Countries & Regions	Exhibitors No.
Australia <NEW>	1
Canada	4
Mainland China	542
India	20
Indonesia <NEW>	5
Iran	9
Japan	274
Kazakhstan	9
Korea	156
Malaysia	3
Mexico	6
Norway <NEW>	1
Poland	21
Russia <NEW>	1
Saudi Arabia <NEW>	14
Taiwan	13
Thailand	51
UAE	1
The USA	28
Vietnam	25
Total	1,184

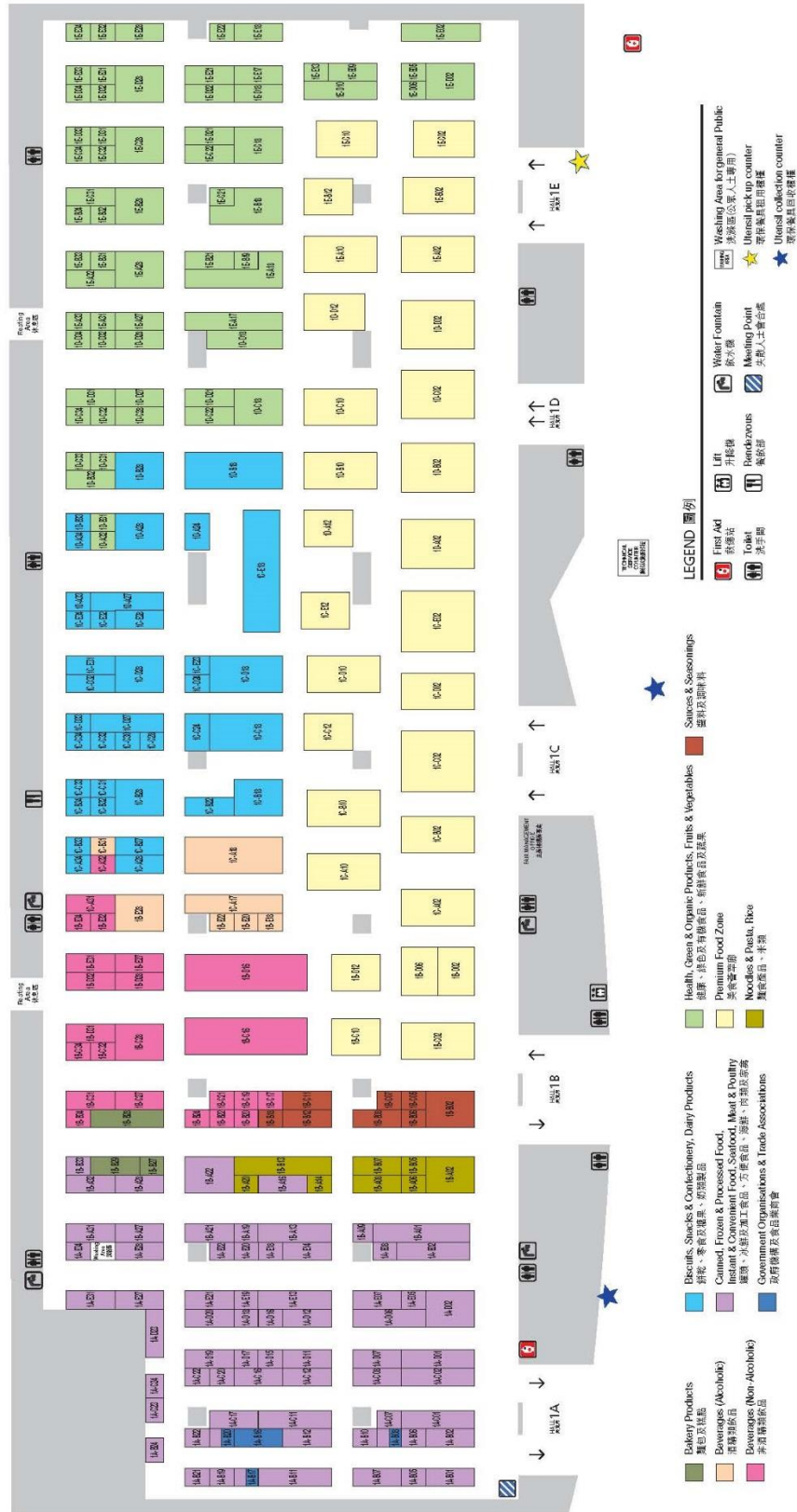


Group/ National Pavilions

Canada	
	Canadian Food Exporters Association (CFEA)
Mainland China	
Chongqing	ChongQing Municipal Commission of Commerce
Fujian	Fujian Provincial Department of Agriculture
	Department of Commerce of Fujian Province
Gansu	Department of Commerce of Gansu Province
Guangxi	Department of Commerce of Guangxi Zhuang Autonomous Region
Hainan	Department of Tourism, Culture, Radio, Television and Sports of Hainan Province
Henan	Department of Commerce of Henan Province
Hubei	Hubei Department of Commerce
Hunan	China Chamber of International Commerce Hunan Chamber of Commerce
Jiangsu	Jiangsu Provincial Commission of Agriculture
Jiangxi	Jiangxi Department of Commerce
Jilin	Jilin Province Government
	Department of Commerce Jilin Province
Ningxia	Department of Commerce of Ningxia Hui Autonomous Region
Shaanxi	Shaanxi Coop Enterprise Group Co., Ltd
Shangdong	Department of Commerce of Shandong Province
Sichuan	Sichuan Provincial Agricultural Department
	The People's Government of MeiShan
Xinjiang	Bureau of Commerce of Xinjiang Production & Construction Corp
Yunnan	Yunnan Commercial Representative Office In Hong Kong
	Yunnan Provincial Federation of Industry and Commerce
Zhejiang	Zhejiang Provincial Agricultural Department
	The Government of Wuxing District, Huzhou
India	
	India Trade Promotion Organisation (ITPO)
Iran	
	Trade Promotion Organization of Iran
Japan	
	Japan External Trade Organization (JETRO)

	Japan Livestock Products Export Promotion Council
	Home Medicine Association of Japan
Aichi	Gamagori Shinkin Bank
Gifu	Gifu Economic and Industrial Promotional Center
Ibaraki	Ibaraki Small and Medium Enterprise Promotion Public Corporation
Kagoshima	Kagoshima Sogo Shinkin Bank
Nagano	Nagano Small & Medium Enterprise Support Center
Toyama	Toyoma Prefectural Government
Kazakhstan	
	International Chamber of Commerce of Kazakhstan
Korea	
	Gyeongbuk Economic Promotion Agency
	Marine Industry Research Institute for East Sea Rim
	Gyeonggido Business & Science Accelerator
	Hoengseong County
	Jeonnam Bioindustry Foundation - Marine Biotechnology Research Center
	Korea Agro-Fisheries & Food Trade Corporation (aT)
	Korea Fishery Trade Association
	Korea International Trade Association
Mexico	
Poland	
	The National Support Centre for Agriculture
	Tasteful Europe - tradition and quality
Saudi Arabia	
	Saudi Export Development Authority
Taiwan	
	Taichung City Government
Thailand	
	Office of Small & Medium Enterprises Promotion (OSMEP)
	Department of Industrial Promotion (DIP)
The USA	
	Center for International Trade Development (CITD)
	California State Trade Expansion Program (STEP)
Vietnam	
	Investment & Trade Promotion Center (ITPC)

d. Floor Plan
Public Hall - Hall 1



Public Hall - Halls 3C-E



LEGEND 圖例

- Fire Aid 消防
- Water Fountain 飲水機
- Ticket 票亭
- Meeting Point 會合點
- Star 香港國際美酒展
- Home Delights Expo 家品·家私·博覽
- Beauty & Wellness Expo 美與健康生活博覽
- Ultimate pick-up counter 購物袋取領站
- Ultimate collection counter 購物袋取領站

THEME ZONES 主題展區

- Health, Green & Organic Food, Fruits & Vegetables 健康、綠色及有機食品、水果及蔬菜
- Bakery Products 麵包糕點類
- Meat, Poultry & Seafood 肉類、禽類及海鮮
- Processed Food 罐頭、預製及加工食品
- Wine & Spirits 酒類
- Snacks & Confectionery, Dairy Products 餅乾、零食及甜品、乳製品
- Organic & Natural Products 有機及天然產品
- Government Organisations & Trade Associations 政府機構及貿易協會
- Non-Alcoholic Beverages 非酒精飲品
- Alcoholic Beverages 酒精飲品
- Government Exhibitors 政府展商
- Trade Associations 貿易協會
- Night Bazaar 夜市·博覽·特展

COUNTRIES AND REGIONS 國家及地區

- Canada 加拿大
- Japan 日本
- China mainland 中國大陸
- Hong Kong 香港
- Taiwan 台灣
- International Exhibitors 國際參展商

GOURMET ZONE 美食博覽

- Home Delights Expo 家品·家私·博覽
- Beauty & Wellness Expo 美與健康生活博覽
- Gourmet Stage 美食舞台
- Star Kitchen 星廚
- Entertainment Stage 娛樂舞台
- Night Bazaar 夜市·博覽·特展

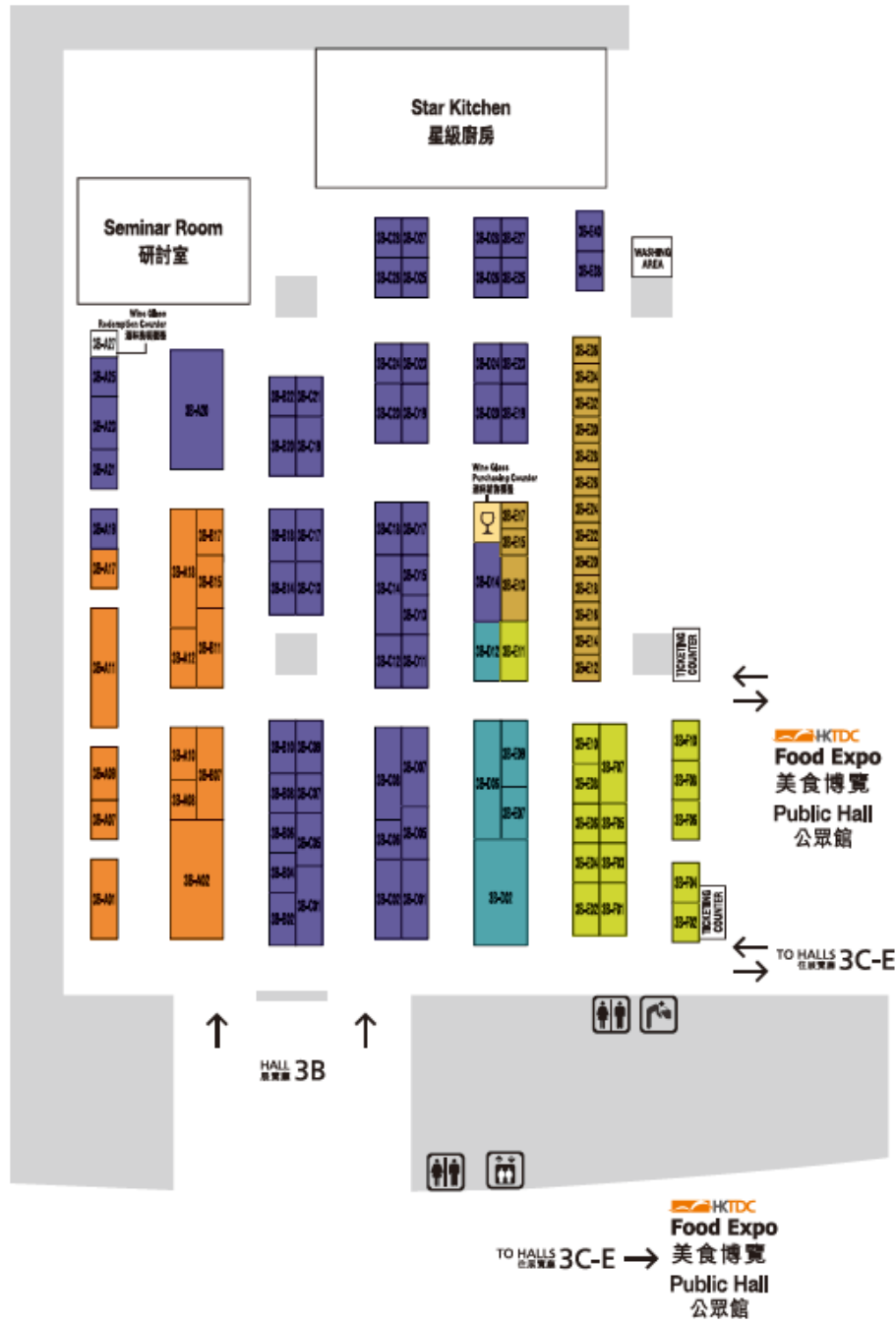
Gourmet Zone - Hall 3B

**GOURMET ZONE
尊貴美食區**

- Asian Cuisine
亞洲 • 料理
- Coffee Avenue
咖啡 • 醇香
- Green Palate
綠色 • 味力
- Sweet Delight
甜藝 • 閒情
- Western Delicacy
歐美 • 饌饌

LEGEND 圖例

- Toilet
洗手間
- Lift
升降機
- Water Fountain
飲水機



II. Photo Gallery Public Hall



Gourmet Zone





3. About HKTDC

The Hong Kong Trade Development Council (HKTDC) was established in 1966, and serves as a statutory body dedicated to promoting Hong Kong trade. Its mission is to create opportunities for Hong Kong companies, especially small and medium-sized enterprises, by promoting trade in goods and services globally. With 50 overseas offices, including 13 on the Mainland China, the HKTDC promotes Hong Kong as a comprehensive business platform that is increasingly recognised as Asia's central business district.

The HKTDC connects millions of international buyers and sellers through a variety of integrated services, namely its trade fairs, online marketplace and product magazines.

One of the world's major trade fair organisers, the HKTDC puts on more than 30 international trade fairs and conferences annually in Hong Kong. Eleven of these are the foremost marketplaces of their kind in Asia, with five being the leading marketplaces in the world. The fairs attract more than 38,000 exhibitors and 770,000 buyers a year.

The HKTDC website, www.hktdc.com, features about 1,700,000 buyers and more than 130,000 quality suppliers from Hong Kong, the Mainland China and beyond.

With over 20 product magazines and dozens of industry supplements available online and in print, the publications reach five million readers in some 200 countries and regions.

Supporting these services is HKTDC Business Matching, an One-to-one matching services dedicated to helping global customers identify and screen potential Hong Kong business partners.

Each year, the HKTDC organises a broad spectrum of more than 320 promotion activities, 590 networking and outreach events, and receives 650 foreign trade missions, helping Hong Kong's small and medium sized enterprises (SMEs) connect with business clients and partners around the world.

Please visit www.hktdc.com for the latest information about the HKTDC and Hong Kong-related opportunities.