

To Assignment Editor:

Hong Kong International Wine & Spirits Fair Set For November *Fair Highlights and Wine Tasting on Offer at Pre-Event Press Conference*

18 October 2017 – Organised by the Hong Kong Trade Development Council (HKTDC), more than 1,070 exhibitors from 37 countries and regions will take part in the Hong Kong International Wine & Spirits Fair, from 9-11 November, at the Hong Kong Convention and Exhibition Centre (HKCEC). In its 10th edition this year, the fair will showcase a wide variety of liquor and beverage products, wine accessories, equipment and services, as well as friends of wine, including bakery and dairy products. Wine investment and wine education will also be spotlighted.

Special wines and spirits on display at the fair will include Silvaner Trocken from Germany, where the special grape variety Silvaner enjoys top classification; La Galoche Beaujolais, a French biodynamic wine; Girard 2014 Cabernet Sauvignon from the United States, served at the dinner hosted by US President Donald Trump for Chinese President Xi Jinping, as well as special wines and spirits from France, Italy, South Africa, Colombia and Japan, among others.

For the first time, the Syndicat Général des Vignerons de la Champagne, France (SGV) will set up a pavilion at the fair to showcase Champagnes produced by small and medium-sized vineyards, and Champagne tasting will be held at the Champagne Avenue. To mark the fair's 10th anniversary, the HKTDC and the Hong Kong Polytechnic University School of Hotel and Tourism Management (SHTM) are co-organising the Asia Wine Academy. Details will be announced at a press conference next week.

The ninth edition of the Cathay Pacific Hong Kong International Wine & Spirit Competition Award Presentation will take place on the first day of the fair. Meanwhile, the fair will open to the public on the last day with a range of exciting events, including master class, a seminar led by Sarah Heller, Hong Kong's newest Master of Wine, as well as the Hong Kong Wine Competition.

A press conference featuring more than 25 participating exhibitors will be held **next Tuesday (24 October)** to introduce this year's fair highlights and preview some of the products, including a mini-bar featuring a wide array of spirits and cocktails.

You and your representatives are cordially invited to attend the press conference, sample the products, and interview the exhibitors. Details are as follows:

Date: 24 October (Tuesday)

Time: 3-4:30pm



Media Invitation 採訪邀請

Venue: Room N101, HKCEC

Speakers: Benjamin Chau, Deputy Executive Director, HKTDC
Jeannie Cho Lee, Master of Wine
Kent Tsang, Acting Competition Director, Cathay Pacific Hong Kong International Wine & Spirit Competition

Language: The press conference will be conducted in Cantonese and English

Media Enquiries

Please contact the HKTDC's Communication & Public Affairs Department:

Agnes Wat Tel: (852) 2584 4554 Email: agnes.ky.wat@hktdc.org