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U.S. Exhibitors' Success at Wine and Spirits Fair

Report Categories:

Export Accomplishments - Events

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Report Highlights:

U.S. exhibitors reported positive export opportunities at Hong Kong International Wine and Spirits Fair 2014, with projected sales in the next 12 months of over US\$200,000.

General Information:

Hong Kong International Wine and Spirits Fair (HKIWSF) is one of the largest specialized wine shows in Hong Kong. HKIWSF provides an excellent platform for U.S. wine and spirit exporters to enter the Hong Kong regional markets. HKIWSF was held November 5-8, 2014 at the Hong Kong Convention and Exhibition Center. The show attracted more than 1,000 exhibitors from 38 countries who showcased their products to over 20,000 trade visitors and more than 30,000 public visitors.

The U.S. Agricultural Trade Office in Hong Kong (ATO) provided a briefing on the wine and spirits markets of Hong Kong and China to U.S. exhibitors attending HKIWSF. ATO also had an information booth at the show to service U.S. exhibitors on-site and also help introduce trade visitors to U.S. wine & spirits exhibitors and other U.S. food exporters.

The USA Pavilion had 48 exhibitors, who reported a total of over US\$200,000 in 12-month projected sales. According to exhibitor feedback forms, 34 serious sales contacts were made and 23 new labels/brands were introduced.

Photos:



ATO Market Briefing



Opening Ceremony



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Whiskey Booth



Public Day