VINEXPO ASIA

HONG KONG

26-28 MAY 2026

Hong Kong Convention and Exhibition Centre

Press Kit

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SOMMAIRE

VINEXPO ASIA HONG KONG 2026

The major gathering of wine and spirits professionals in Asia Pacific

Organised by Vinexposium, leading year-round partner for wine and spirits professionals worldwide, Vinexpo Asia is back in Hong Kong from 26 to 28 May 2026. This key event for stakeholders in the alcoholic beverages sector but also for the no-low category, which will be held at Hong Kong Convention and Exhibition Centre (HKCEC), offers exclusive access to the region's key buyers in Asia Pacific, one of the most dynamic markets in the world, with a focus on Greater China.

EDITORIAL

Key Academy Highlight

"Mapping the Next Phase of Beverage Alcohol Development - From 2025 Results to 2035 Outlook" by IWSR

Wednesday 27 May
10:30am-11:30am

Rodolphe Lameyse

CEO, Food and Beverage Division – Comexposium

CEO, Vinexposium

Asia is a key market in the balance of global trade in wine and spirits. At a time when international flows are being reshaped, the region is a strategic area for producers looking to diversify their outlets and access new sources of growth, notably in markets such as China, Hong Kong, Singapore or Japan, which are among the world's leading importers. In this context, the challenge is no longer merely to be present there, but to understand rapidly changing dynamics driven by shifts in consumer behaviour and the reconfiguration of regional trade.

Asia is not a uniform market. Alongside mature markets, Southeast Asia is emerging as one of the world's most dynamic growth hubs. These contrasting trajectories require viewing the region as a strategic space for producers seeking to diversify their outlets and access new sources of growth, in order to adapt their strategy to increasingly specific local realities. At the heart of this changing ecosystem, Hong Kong retains a key role. A genuine hub for exchange, the city remains an indispensable gateway. At the 2024 edition, 75% of visitors came from Mainland China, Hong Kong, Macau and Taiwan, concretely illustrating this hub's central role in regional exchanges.

In this context, Vinexpo Asia is clearly illustrating this hub's central role in regional exchanges. For three days, Vinexpo Asia brings together in Hong Kong the region's leading buyers and exhibitors from around the world, creating the conditions for direct meetings and business development in an increasingly demanding environment. More than ever, maintaining a strong local presence to sustain operations in Asia. The event thus acts as a tangible means to establish, maintain and develop business relationships. With The Academy, Vinexposium also brings high-level international expertise to serve the industry, providing insights and supporting professionals in their decision-making.

At the same time, consumption habits are changing. Consumers are exploring new categories, diversifying their practices and increasingly segmenting their expectations. This transformation forces the sector to broaden its horizons, rethink its offering, and reposition itself. Beyond wine and spirits, new categories are gradually asserting themselves, reflecting a broader evolution in consumption occasions. This shift is reshaping the market balance and requires continuous adaptation from market players. In this spirit, Vinexposium supports these developments by evolving its formats to more faithfully reflect market realities. Vinexpo Asia is part of this momentum, offering a broader, up-to-date perspective on the sector.

Historically rooted in the Asia Pacific region, Vinexpo Asia thus confirms its role as a reference platform to support industry players in understanding Asian markets and in their business development.

Asia: a key market for wine and spirits

From 26 to 28 May 2026, Vinexpo Asia, one of the must-attend business meetings for the global wine and spirits industry in Asia, returns to the Hong Kong Convention and Exhibition Centre, a major gateway to Mainland China and Northeast Asia. Vinexposium continues to support the industry by strengthening its presence in the region through Vinexpo Asia, an event historically rooted in Hong Kong and resolutely forward-looking. Since 1998, Vinexpo Asia has been supporting industry professionals wishing to develop or consolidate their presence in Mainland China, Hong Kong, Macau and Taiwan, as well as in mature Asia Pacific markets such as Japan and South Korea.

In China, consumption is shifting towards more casual occasions, often at home. Despite the continued decline in still wine volumes, the market is showing very positive signs. Value is gradually rising again as consumers shift towards more accessible but quality-focused segments. Consumers now favour the affordable premium, fresher, lighter wines, aromatic whites, rosé wines and entry- and mid-range sparkling wines.

Meanwhile, Hong Kong remains a major commercial and financial hub, even though some premium segments are showing more mixed dynamics. Despite the contraction of imports in 2024 and demand more sensitive to the quality price ratio, Hong Kong remains a key commercial and financial hub for Asia. The total absence of customs duties on wine, combined with an exceptional re-export capacity, still makes it the ideal gateway to access neighbouring markets.

Greater China: understanding a market in transition

Asia is undergoing profound change; in Greater China in particular, consumption has evolved significantly. These changes are altering buyers' expectations and redefining selection criteria. For producers and international brands, opportunities remain very real, but they need to meet the new expectations of professionals. The market remains fragile but it is rebalancing.

While the wine market is experiencing a slowdown, it is mainly still wines that have been affected by this decline. And in a market that is beginning to stabilise, value is gradually picking up. This trend is driven by growing consumer interest in wines with a fresher, lighter style, particularly aromatic whites and rosé wines, but also approachable sparkling wines such as Prosecco, Cava and Moscato.

It is also about meeting the expectations of a new generation of consumers. Younger consumers may favour occasional consumption and attach greater importance to the experience. The market is also affected by changes in drinking occasions. Consumers now prefer more informal occasions and drinking at home.

Key Academy Highlight

"The New Fine Wine Consumer: Are Collectors the Same as Fine Wine Buyers?"

Tuesday 26 May 2026
1:30pm-2:30pm

Key consumption trends in Greater China

Although it still represents considerable potential, the Chinese market for alcoholic beverages is undergoing rapid change. A trend that is partly explained by the economic uncertainty weighing on discretionary spending. The old model, which can be summed up as business banquets, lavish gifts and ostentatious consumption, is losing momentum. Today, consumers drink less and spend more wisely.

Premiumisation continues

Despite an overall decline in volumes, interest in high-end products persists, whether it is wines, aperitifs, Western spirits or premium baijiu. Consumers seeking authenticity place greater importance on product origin.

White wines are on the rise

Future growth will come from lighter, fresher wines — particularly accessible white wines and sparkling wines — from good value-for-money offerings rather than from ultra-premium wines. It must be said that these wines with a fresher style pair perfectly with Asian cuisine.

Spirits are on the rise

The spirits market in China illustrates the duality of two worlds: a domestic production of spirits that must contend with the dynamism brought by imported spirits such as whisky, agave spirits, gin, rum and vodka. The diversification of spirits is expanding, as is cocktail culture in the cities. Younger consumers are also turning to ready-to-drink (RTD) beverages, which show real long-term momentum.

The no-low trend is growing

There is also a growing appeal for non-alcoholic or low-alcohol beverages, a trend linked to the pursuit of wellbeing and to more moderate consumption. Beer is also prominent in this segment of accessible, low-alcohol beverages intended for occasional consumption.

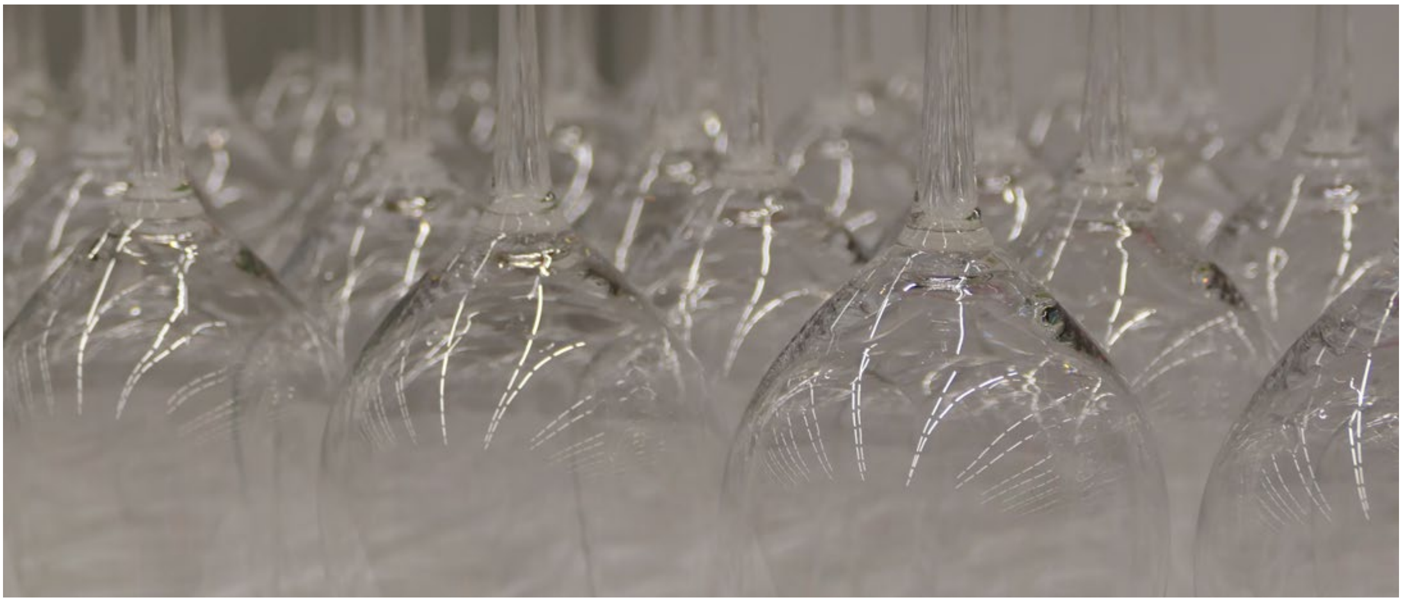
Distribution channels are evolving

While the on-trade is strengthening, e-commerce is becoming central. Retail has gained ground and e-commerce is on the rise, with wine particularly driven by online sales: more than 25% of the value of wines sold on-trade is online*. There is also strong digital adoption for ready-to-drink (RTD) beverages and cider. Travel retail is also growing.

*Source: IWSR

Understanding distribution channels in Greater China

In Asia, importers' strategies are evolving. Rather than expanding their catalogues, they favour products adapted to retail, e-commerce and casual dining: lighter wines such as aromatic whites, rosé wines and accessible sparkling wines.
To better understand the expectations of distribution channels in Greater China, Vinexpo Asia relies on an ecosystem of around twenty professional associations across Mainland China, Hong Kong, Macau, Taiwan and Southeast Asia.
Members of these partner associations are key decision-makers, rooted locally and with an in-depth understanding of their markets. For exhibitors, these buyers, who hold genuine sourcing mandates and possess real decision-making power, facilitate access to Asian markets.



DECODING

Non-alcoholic wine in China: from an emerging niche to a strategic market taking shape

Long confined to a marginal positioning, non-alcoholic wine is now emerging as one of the most dynamic segments in China's beverage market. It is benefiting from the rise of low-alcohol social drinking trends, growing attention to health, and a profound shift in social drinking habits. Against this backdrop, China now accounts for nearly 31% of non-alcoholic wine consumption in Asia-Pacific,[CC1] confirming its role as a key driver of the category's regional expansion.

This growth dynamic is accompanied by a parallel movement towards market structuring. Still heterogeneous and not yet subject to extensive standardisation, the segment is now attracting the attention of the Chinese authorities. In April 2026, work began on a specific regulatory framework for non-alcoholic wine, driven by the China Alcoholic Drinks Association. The objective is clear: to harmonise definitions, regulate production practices and support a more coherent and secure development of a fast-expanding market.

Volume indicators confirm the scale of the phenomenon. In 2025 Chinese imports of non-alcoholic beverages, including dealcoholised wines, exceeded the one-billion-dollar threshold for the first time, posting 13.3% year-on-year growth. This is a remarkable performance, all the more significant as it is in stark contrast with the slowdown observed in traditional alcoholic categories.

Beyond the figures, this evolution reflects a structural transformation in consumer behaviour. It is driven by the emergence of younger generations, the diversification of consumption occasions, tighter constraints linked to drink-driving, and a growing search for more responsible and accessible products. In this context, the no/low segment is emerging as a strategic growth driver in Greater China, reinforcing the relevance of Vinexpo Asia 2026's positioning, particularly through the launch of Be No, dedicated to new consumption categories in the non-alcoholic sector.

Key Academy Highlight

"No & Low Alcohol: The Next Growth Engine for APAC", by Nimbility

Tuesday 26 May 2026 - 2pm-3pm

"Clicks & Likes: The Future of China's Drinks Retail", by Vino Joy News

Wednesday 27 May - 1:30pm-2:30pm

"Non-Alcohol in Fine Dining & Pairings", by Wine Luxe International Limited

Wednesday 27 May - 4:30pm-5:30pm

*Source: https://vino-joy.com/2026/03/05/lono-wines-gain-traction-in-china-as-domestic-producers-seek-new-opportunities/#:~:text=According%20to%20research%20by%20Industry,influence%20in%20this%20niche%20category.

FOCUS

The four pillars of Greater China and Japan and South Korea

Taiwan

In 2024, Taiwan's alcoholic beverages market decreased by 3.2% compared with 2023, in a context marked by consumer caution, economic slowdown and significant destocking among distributors and wine merchants. As a mature market which is highly dependent on imports and subject to high taxation, Taiwan nevertheless remains one of Asia's most sophisticated markets for spirits and premium consumption.
Traditional categories such as still wine, whisky, beer and rice wine recorded significant decreases. Wine fell by 8% in volume, affected by price pressure and competition from RTDs and spirits, while whisky, a cultural pillar of the Taiwanese market, decreased by 9% through destocking and more selective consumption. Despite this slowdown, Taiwan retains a strong single malt culture and a high level of expertise around premium whisky.
At the same time, young consumers are increasingly opting for lighter, accessible and experience-led beverages. RTDs have therefore established themselves as the market's most dynamic category, with growth of +16.4%, driven by ready-to-drink cocktails, new fruit flavours and collaborations with major convenience store chains. White wines, accessible sparkling wines such as Cava, cocktails and mixology-related spirits also appeal to a new generation of urban consumers.
Beer remains an everyday beverage but is shifting towards more premium and non-alcoholic segments: imported beers are progressing, while non-alcoholic beers jumped by +17.6%, illustrating the rise of wellbeing and moderation trends.
Finally, distribution continues to transform rapidly. Off-trade now accounts for more than two thirds of volumes, dominated by convenience stores, which have become central to impulse purchases and chilled single-serve formats. E-commerce is also progressing through click-and-collect models, particularly for wine and premium products. Despite a market that is contracting overall, Taiwan remains an influential market in Asia, where innovation, cocktail culture, selective premiumisation and new consumption habits are shaping future growth drivers.

*Source: IWSR

Mainland China

In 2024, the Chinese alcoholic beverages market decreased by 5% compared with 2023, falling to 4.83 billion 9-litre cases and extending a downward trend that has been underway for several years. This slowdown is explained by a more cautious economic environment, as well as by changing consumption habits.
Traditional categories such as baijiu, still wine and beer continue to decrease. Still wine volumes fell by 7.2% year-on-year, while beer decreased by 4.9% and domestic spirits remain structurally under pressure. Conversely, young consumers of legal drinking age are increasingly turning to cocktails, RTDs (ready-to-drink), highballs, sparkling wines and Western spirits such as whisky, gin, rum and agave-based spirits, supported by the rise of a cocktail culture and new, more experience-led consumption occasions. Sparkling wine stands out in particular, with growth of +9.8% in 2024.
At the same time, trends linked to moderation and wellbeing are supporting the emergence of No/Low categories in beer, wine and spirits. Despite current strong price sensitivity, some premiumisation dynamics persist, particularly in imported spirits, sparkling wines and mixology-related formats.
Lastly, distribution channels continue to evolve rapidly. Off-trade now accounts for nearly two thirds of alcohol volumes consumed, while e-commerce has become an essential channel, especially for wine, with more than 25% of off-trade value generated online. China therefore confirms its status as a particularly advanced market for digital distribution and alcoholic brand discovery.

Key Academy Highlight

"Chopsticks & Corkscrew: The Art of Pairing Wine with Chinese Cuisine", by 67 Pall Mall

Wednesday 27 May - 3pm-4pm

"China's On-Trade Premiumisation - Opportunity or Illusion?", by Rosso Bianco Consultancy

Thursday 28 May - 10:30am-11:30am

Hong Kong

In 2024, Hong Kong's alcoholic beverages market declined by 8.2% compared with 2023, continuing a contraction that began several years ago in a difficult economic environment. The downturn in the property market, consumer caution and, above all, the increase in trips to Shenzhen and other Chinese cities, where prices are more attractive, have weighed heavily on local consumption. Hongkongers are drinking less, managing their spending more carefully and favouring more accessible products.

Historically dominant categories - still wine, whisky, Cognac, vodka and mainstream beer - recorded marked downturns. Wine, a historic pillar of the Hong Kong market, fell by 10.8% in volume, affected by the slowdown in premium purchases and fewer celebratory occasions. 'Grand' wines from Bordeaux, Burgundy and Champagne are particularly affected by downtrading, with consumers turning to more affordable references or lighter styles. Accessible sparkling wines, such as Moscato, are proving more resilient, while New Zealand white wines are gaining popularity among younger consumers who drink them more frequently.

Whisky, a true cultural reference in Hong Kong, is down sharply (-14.1%), affected by high stock levels and lower demand for premium single malts. Conversely, some more experience-led segments are progressing, particularly agave-based spirits such as tequila and mezcal, bitter aperitifs driven by the Aperol Spritz trend, and RTDs, up +4.7%. Inspired by Japanese trends, these formats are particularly attractive to young consumers and women thanks to their convenience, lighter flavour profiles and low alcohol content.

Beer remains the market's leading category, but also decreased by 8%, while the previously dynamic craft scene is showing signs of running out of steam despite aggressive promotional policies. At the same time, No/Low drinks are still marginal, but are posting rapid growth in wine, spirits and sparkling beverages, revealing the gradual emergence of more moderate consumption.

As a fully import-driven market, Hong Kong nevertheless retains a unique strategic position in Asia. The absence of taxes on wine continues to support its historic role as a regional hub and redistribution platform to Mainland China.

Finally, distribution channels are evolving rapidly. Off-trade now accounts for nearly two thirds of volumes, while e-commerce is progressing, especially in wine, the most digitalised category in Hong Kong's alcoholic beverages market. Despite a weakened environment, Hong Kong therefore remains a market of prescribers and knowledgeable consumers, where growth drivers now lie more in lighter styles, cocktails, RTDs, agave spirits and accessible premium offers than in traditional ultra-premium categories.

Key Academy Highlight

"Bar Scene in Hong Kong", by Wine Luxe International Limited

Tuesday 26 May - 4:30pm-5:30pm

Macau

In 2024, Macau's alcoholic beverages market edged down by 0.2% compared with 2023, in a context of uneven tourism recovery. While visitor spending increased by 5.8%, per capita spending fell by 14.6% and the average length of stay shortened, significantly reducing positive spillover effects for the restaurant, hotel and alcoholic beverages sectors. At the same time, cross-border shopping towards Zhuhai intensified, with residents increasingly choosing purchases and outings in Mainland China, where prices are more attractive.

In this context, category performances diverged sharply. Wine continues to undergo structural contraction, with volumes down 9.9% in 2024. Still wines remain affected by more cautious tourist consumption, while Champagne is suffering from lower festive and premium spending. Conversely, sparkling wines outside Champagne are proving more resilient and are beginning to benefit from a more affordable, occasion-led positioning. The market also remains marked by its historic Portuguese influence, with Portuguese wines retaining an important position in entry-level and mid-range segments.

The spirits segment is showing greater resilience, driven by the very strong momentum of Cognac and premium brandies. Cognac volumes jumped by +34% in 2024, supported by re-export activity and price arbitrage towards Mainland China. More broadly, spirits recorded growth of +3.3% in a market where parallel flows, indirect imports and cross-border purchases play a major structural role. Whisky, however, declined by 4%, affected by more cautious tourist consumption and a slowdown in prestige references, even though some ultra-premium segments retain a loyal clientele. Agave-based spirits, although still modest, recorded one of the market's strongest growth rates (+30.3%), reflecting growing interest in cocktails and more contemporary consumption experiences.

Beer remains the leading category consumed in Macau by far, representing nearly three quarters of the market. Supported by the recovery in tourism and casual consumption occasions, it posted slight growth (+1.4%), while RTDs, which are more dependent on nightlife, decreased by 8.7% and remain marginal in the overall market structure.

Macau's market remains heavily dependent on tourism, but consumption habits are changing rapidly. Visitors are spending less, favouring shorter stays and managing their purchases more carefully, while residents are turning to Zhuhai to benefit from more competitive prices. This cross-border pressure is weakening both on-trade and off-trade and increasing market volatility.

Despite these challenges, Macau retains specific strengths thanks to its premium positioning, Portuguese heritage and role as a regional platform for certain high-end spirits. Growth prospects are now concentrated on tourism-related categories, premium spirits intended for re-export, accessible sparkling wines and new cocktail trends, rather than on traditional declining segments.

Japan

In 2024, the Japanese alcoholic beverages market decreased by 0.5% compared with 2023, continuing a structural contraction that has been underway for several years. Rapid population ageing, demographic decline, inflation and wage stagnation continue to weigh on consumption. Japanese consumers drink less frequently, favour more accessible formats and manage their spending more carefully, in a context where recommendations promoting healthier lifestyles are also reinforcing moderation behaviours.

Historic categories such as sake, shochu, still wine and traditional beer continue to decrease. Sake, which has long been a cultural pillar of the Japanese market, is suffering from an ageing image, even though premium references and more modern formats such as sparkling sake still benefit from tourism momentum. Wine is down 4.4% in volume, affected by rising import costs, limited recruitment of new consumers and growing competition from RTDs and ready-to-drink cocktails. Conversely, sparkling wines are proving more resilient, driven by more affordable references from Spain, Italy, Chile and Australia, which appeal to consumers looking for alternatives to Champagne.

The Japanese market nevertheless remains one of the world's most innovative and influential when it comes to new consumption habits. RTDs are among the most dynamic categories, with growth of +4.9% in 2024, supported by the rise of canned whisky or gin highballs, which are perfectly suited to on-the-go consumption occasions, convenience stores and izakaya culture. Japan is confirming its status as a global reference for ready-to-drink cocktails and convenience-led formats.

In spirits, performances are mixed. Whisky continues to grow slightly (+0.4%) thanks to highball culture, which is deeply rooted in Japanese consumption habits. Scotch and Irish whiskies are also benefiting from consumer substitution as Japanese premium whisky prices rise. Japanese craft gins continue to grow strongly, supported by innovative local brands and the rise of mixology. Agave-based spirits, led by tequila and mezcal, are posting one of the market's fastest growth rates (+15.2%), driven by cocktail culture and experimentation among young urban consumers. Conversely, shochu, traditional liqueurs and Cognac continue to lose ground.

Beer remains the market's leading category but continues its structural decline (-1.2%), affected by demographic erosion and changing tastes. Low-malt beers and "third beer", previously growth drivers in Japan, are decreasing sharply under the effect of tax reforms, while non-alcoholic beer is posting sustained growth (+6.3%), driven by wellbeing and moderation trends.

The Japanese market remains heavily dominated by off-trade, which accounts for nearly three quarters of volumes, with convenience stores and supermarkets playing a central role in everyday purchases. E-commerce is progressing slowly but steadily, particularly in premium wine and spirits segments through platforms such as Amazon and Rakuten.

Despite an overall downward trend, Japan remains a global laboratory for alcoholic beverage trends. Growth drivers are now concentrated around RTDs, highballs, premium spirits, craft gins, accessible sparkling wines and no/low alcohol offers, in a market where innovation, convenience and moderation are gradually redefining consumption habits.

Key Academy Highlight

«Unusual Japanese Sake & Shochu: Chance to See Its Potential»

Wednesday 27 May - 2pm-3pm

*Source: IWSR

South Korea

In 2024, the South Korean alcoholic beverages market decreased by 0.8% compared with 2023, in a context marked by inflation, rising interest rates, economic slowdown and the progressive ageing of the population. Although South Korea remains one of Asia's most dynamic and influential markets in terms of consumption trends, habits are evolving rapidly: drinking occasions are becoming less frequent, consumers are drinking more at home and opting for lighter, convenient and affordable formats.

Traditional categories - soju, beer and rice-based alcohols - remain broadly dominant but continue their slow structural erosion. The well-known after-work meals and gatherings, or "hwaesik", which have long been drivers of consumption, are losing ground in favour of more occasional and more moderate experiences. Younger generations are gradually adopting the "yono" approach ("you only need one"), favouring more selective, less frequent consumption, with a stronger focus on wellbeing.

In this context, RTDs have become the main growth driver in the market, with spectacular growth of +71.9% in 2024. Canned highballs, fruit cocktails and low-alcohol drinks are enjoying major success, particularly among young urban consumers. The phenomenon is largely driven by the country's ubiquitous convenience stores, as well as click-and-collect and "smart order" systems, which bypass strict restrictions on home alcohol delivery.

The spirits market remains dominated by soju, which alone accounts for the vast majority of volumes but continues to decline slightly. However, some premium categories are performing better: Japanese whiskies are growing strongly, as are premium brandies and modern aperitifs linked to cocktail culture. Western spirits or wines that are more dependent on nightlife - tequila, gin, vodka or Champagne - are, however, suffering from the slowdown in bars and night venues, which face rising operating costs and more irregular footfall.

Wine remains an essentially imported market and is strongly geared towards off-trade. After the boom observed during the pandemic, still and sparkling wines are going through a correction phase, with a marked decline in volumes. White wines, and especially New Zealand Sauvignon Blanc, are nevertheless among the few growing segments, driven by fresher profiles perceived as more accessible and well suited to Korean cuisine. Traditional rice-based beverages such as makgeolli continue to grow and still represent the bulk of volumes in the broader "wine" category in the Korean market.

Beer remains the leading consumption category and is broadly stable, supported by local brands, which are now helped by taxation. Innovation is mainly focused on premium beers, light, zero-sugar and non-alcoholic references, in a market where health concerns are becoming increasingly important.

Distribution continues to evolve rapidly under the influence of convenience stores, which have become central to everyday purchases and new on-the-go consumption habits. Despite regulatory constraints on online alcohol sales, e-commerce is progressing through hybrid models combining digital orders and in-store pick-up.

Despite a market that is generally subdued in volume terms, South Korea remains an extremely influential market in Asia. Growth opportunities are now concentrated around RTDs, highballs, premium spirits, cocktails, lighter beverages and formats linked to at-home consumption, in an environment where innovation, fast-moving trends and convenience store culture are profoundly shaping consumer behaviour.

Vinexpo Asia: a global platform

For nearly 30 years, Vinexpo Asia has been committed to connecting international producers with importers, distributors and prescribers in the Asia Pacific region, a high-performance business environment for professionals from around the world. As proof, the previous edition in Hong Kong brought together more than 1,030 exhibitors from 35 countries.

This year, exhibitors from more than 34 countries have already confirmed their attendance, including Australia, Chile, China, France, Germany, Hong Kong, Ireland, Italy, Japan, New Zealand, North Macedonia, Portugal, South Africa, South Korea, Spain, Switzerland, the United Kingdom, and the United States.. In addition to this great diversity of international exhibitors, the 2026 edition will be marked by the presence of new collective pavilions, both regional and national.

Several institutional and collective pavilions have confirmed their participation, notably Business France; ICE, the Italian Trade Agency; Wine Australia; CVR Tejo representing Portugal; Wines of Germany; the California Wine Institute and Wines of South Africa, as well as other regional and national representations.

For their launches, Be Spirits and Be No will notably host a Japanese pavilion and a South Korean pavilion. This diversity reflects the plurality of Asian markets and the complementary nature of the segments represented.

Key Academy Highlight

"Explore Stag's Leap Vineyard: The Vineyard that Shocked the World", by Stag's Leap Wine Cellars

Tuesday 26 May - 12pm-1pm

"Chianti, a Land and its Wine - Versatility Without Borders" by IEM International Exhibition Management

Wednesday 27 May - 2pm-3pm

DECODING

Vinexpo Asia 2026 confirms its role as a strategic platform by bringing together a significant institutional and diplomatic representation throughout the event. The expected presence of ambassadors, consuls general and representatives of local institutions highlights the growing interest of States and public authorities in the economic challenges facing the wine and spirits sector in Asia. The event will be officially inaugurated by a representative of the Commerce and Economic Development Bureau of the Hong Kong Special Administrative Region (Commerce and Economic Development Bureau, HKSAR), reflecting the support of the local authorities for Vinexpo Asia and its long-standing roots in Hong Kong. Beyond the official framework, this mobilisation illustrates a shared commitment to supporting open and structured trade in an environment where market dynamics are increasingly shaped by public policy and international cooperation.

This institutional momentum is also reflected in the presence of numerous national and regional pavilions, including Business France, ICE – Italian Trade Agency, Wine Australia, CVR Tejo – Tejo Wines (Portugal), Wines of Germany, California Wine Institute, Wines of South Africa, IEC Berlin (German wines), Wines of Chile, Wines of Hungary, as well as other collective representations.

3 QUESTIONS FOR

Grace Ghazalé

International Events Director of Vinexposium.

How has Vinexpo Asia become a must-attend event?

Grace Ghazalé : For three days, Vinexpo Asia will bring together at the Hong Kong Convention and Exhibition Centre the leading players in the wine, spirits and non-alcoholic beverages sector.

The event has progressively established itself as a key business platform at a time when growth in the global wine and spirits industry is being redistributed towards Asia. Beyond a traditional trade show, it acts as a strategic hub where international players can better understand shifting market dynamics, identify new growth pockets, and adapt their positioning in increasingly competitive environments.

In a context where mature markets are stabilising, Asia stands out as a region of transformation — driven by premiumisation, evolving consumer expectations, and new distribution channels. Vinexpo Asia provides direct access to these dynamics, enabling brands to connect with decision-makers and turn market insights into concrete business opportunities.

What's new at Vinexpo Asia 2026?

Grace Ghazalé : This year marks a first: Vinexpo Asia is expanding its scope with two new events: Be Spirits, an area dedicated to premium spirits but also to beer, cider, sake, mixology and innovation, and Be No, the first international event entirely devoted to non-alcoholic beverages, capitalising on double-digit growth in Asia.

These new formats reflect the structural evolution of the industry, with diversification across categories and consumption occasions. They also respond to strong market signals, particularly the rise of premium spirits and the rapid expansion of the no- and low-alcohol segment across Asia.

What are the strong points of Vinexpo Asia?

Grace Ghazalé : Vinexposium has built a strong foothold in the region since 1998, making Vinexpo Asia a benchmark event. For nearly 30 years, it has supported the entire industry by connecting producers with key prescribers and, above all, by generating business through the high added value of our business matching programme. Our ability to adapt to evolving markets — now strengthened by the introduction of Be Spirits and Be No in Asia — further contributes to its success.

This long-standing presence provides not only deep market expertise, but also a thorough understanding of local ecosystems and decision-making networks. Combined with targeted business meetings and a carefully curated audience of high-level buyers, Vinexpo Asia remains a highly effective platform for delivering tangible return on investment.

The Academy: a laboratory of ideas for the sector

Vinexpo Asia marks the grand return of The Academy, a leading forum reflecting the sector's constant evolution and bringing together high-level international experts. The 2026 edition will offer more than 40 sessions – conferences, roundtables and masterclasses – designed as genuine decision-making tools for sector stakeholders. Participants will have the opportunity to exchange with recognised professionals, to explore the strategic issues of the wine and spirits markets, and of the non-alcoholic sector, to highlight new perspectives and to foster long-term thinking.

The programme focuses on regional dynamics and the Chinese market, while addressing major international trends: the evolution of the fine and collectible wine market, changes in distribution, new consumption habits and the economic landscape. Key themes will include transformations in travel retail, the rise of ecommerce, instant-sale strategies and the challenges of food and wine pairings in the context of Chinese gastronomy.

“Vinexpo Asia has built a solid presence in Asia over nearly thirty years. This continuity is essential in a market undergoing transformation, where trust and a long-term presence make all the difference. In 2026, the event fully embraces this approach by offering a structured framework for dialogue, market understanding and the development of commercial exchanges in Hong Kong, Mainland China and beyond”

emphasises **Grace Ghazalé**, International Events Director of Vinexposium

New business opportunities between China and Africa

The entry into force of the free trade agreement between China and Africa, effective from 1st May 2026, marks an important step in strengthening commercial ties between 53 African countries and the Chinese market. By enabling African wine and spirits companies to strengthen their competitiveness on the Chinese market, one of the most dynamic in the world, this zero-tariff policy opens up new growth prospects. In this context, Vinexpo Asia, which brings together the main decision-makers from Mainland China as well as Hong Kong, Macau, Taiwan, Japan, South Korea and Southeast Asia, positions itself as a strategic platform. In addition to meeting Asian buyers and better understanding their expectations, attending Vinexpo Asia is also an opportunity to identify the right distribution partners and build strong commercial partnerships. In short, it means consolidating their presence in Asia through a long-term commitment.

Key figures

Vinexpo Asia
was launched in

1998

The event
generated more
than

4,200

business meetings

At the previous edition in Hong Kong in 2024,
the event brought together

1,032
exhibitors
from **35 countries**

&

14,203
professional visitors
from **60 countries**

75%
of visitors were
importers,
distributors or
retail buyers

75%
of visitors mostly
came from
Mainland China,
Hong Kong,
Macau and Taiwan

Practical informations

Tuesday 26 May | 09:30 – 18:30
Wednesday 27 May | 09:30 – 18:30
Thursday 28 May | 09:30 – 17:30

Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong

Opening conference
Hall 1 DE Concourse
Tuesday 26 May 2026
10:00am

vinexpoasia.com

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VINEXPO ASIA

HONG KONG 26-28 MAY 2026

Hong Kong Convention and Exhibition Centre

LEGEND 說明

- MTR 地鐵
- Escalator 自动扶梯
- Taxi 出租車
- Lift 電梯
- Toilets 役生間
- Cloakroom 衣帽間
- Information 服務中心
- Food corner 小食亭
- Restaurant 餐廳


VOICE
OF THE INDUSTRY
#6
May 2026
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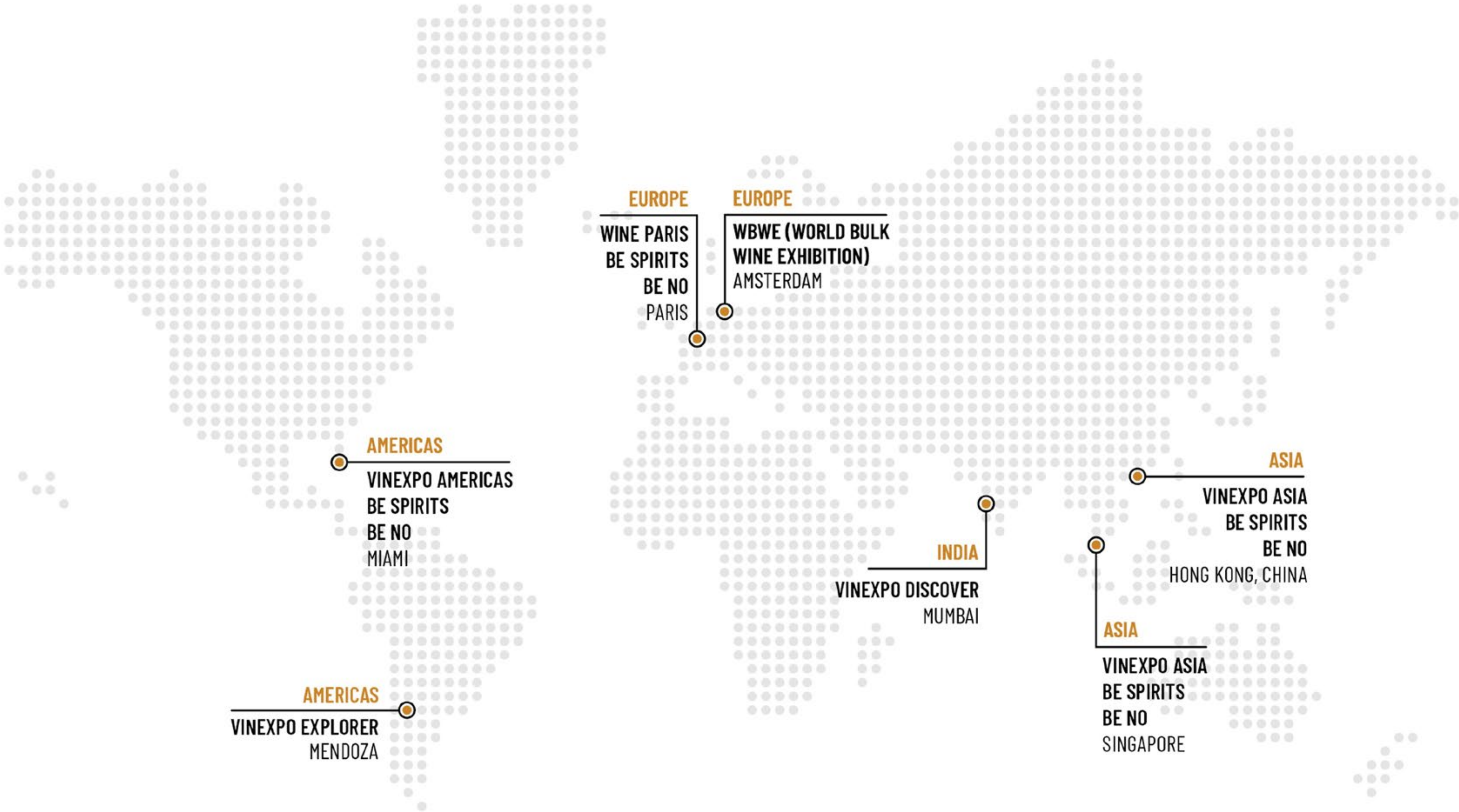

EUROPE
WINE PARIS
BE SPIRITS
BE NO
PARIS
EUROPE
WBWE (WORLD BULK
WINE EXHIBITION)
AMSTERDAM
AMERICAS
VINEXPO AMERICAS
BE SPIRITS
BE NO
MIAMI
AMERICAS
VINEXPO EXPLORER
MENDOZA
INDIA
VINEXPO DISCOVER
MUMBAI
ASIA
VINEXPO ASIA
BE SPIRITS
BE NO
HONG KONG, CHINA
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