

Press Release

Hong Kong Toasts the Return of Vinexpo Asia after a 6-Year Hiatus



From left to right - Vinexposium group CEO Rodolphe Lameyse; France's Ambassador to China Bertrand Lortholary; Hong Kong SAR Acting Secretary for Commerce and Economic Development Dr Bernard Chan; Executive Director of the Hong Kong Tourism Board, Dane Cheng

28 May 2024 – Vinexpo Asia, the region's leading international wine and spirits trade exhibition, opened to much celebration and crowded doors today (28 May 2024) at the Hong Kong Convention and Exhibition Centre.

The three-day trade show, which is renowned as the industry's flagship event, is anticipating over 10,000 trade visitors from 60 countries and showcasing 1,032 wine and spirits producers from 35 exhibitor countries.

A Grand Reopening

The event was opened today by Vinexposium group CEO Rodolphe Lameyse with Guests of Honour including France's Ambassador to China Bertrand Lortholary, Hong Kong SAR Acting Secretary for Commerce and Economic Development Dr Bernard Chan and Dane Cheng, Executive Director of the Hong Kong Tourism Board, as well as 19 consuls general and ambassadors representing producing countries, major wine and trade associations, and VIP representatives of the industry from around the world.

“It is with great pleasure and pride that I welcome you to Vinexpo Asia Hong Kong 2024. Since 1998, Vinexpo Asia has established itself as the key event for our industry in Asia, and we are particularly pleased to be returning after an absence of six years” said Vinexposium group CEO Rodolphe Lameyse at the opening ceremony.

Highlighting some of the challenges currently faced by the global wine and spirits industry, Rodolphe Lameyse added, *“Our return to Hong Kong brings a wave of optimism and hope. Indeed Asia and specifically China proves to be a key market for our industry and we intend to play a crucial role in this commercial momentum.”*

Meanwhile, Dane Cheng, Executive Director of the Hong Kong Tourism Board, welcomed old friends and new and said *“It is the Hong Kong Tourism Board’s pleasure to have successfully lined up the event with Vinexposium to bring the event back to Hong Kong. The staging of significant events such as Vinexpo Asia in Hong Kong is a testament to the city’s strong fundamentals as a premier destination for business and trade fairs. Hong Kong continues to play a pivotal role as a catalyst for the economic growth and vitality of the Asian wine and spirits market. The Hong Kong Tourism Board is delighted to witness the growth of this prestigious, industry-leading event for years to come.”*

China is a highly strategic market for exhibitors, with 19% growth in wine and spirits expected by 2027, according to The IWSR Institute. It is also among the major exhibitors, along with Italy, Spain, Australia, the United States, Chile, New Zealand and Japan.

Keeping Informed with the latest industry insights at the Vinexpo Academy

Vinexpo Asia 2024 is also an opportunity to learn, taste and exchange ideas at the Vinexpo Academy, which features top-tier masterclasses, conferences and discovery tastings led by 75 experts and sommeliers.

Highlights this year include premier tastings ‘Les Grandes Dégustations’, where fine Bordeaux estates are introduced by the Union des Grands Crus de Bordeaux (UGCB); and Italian wine guide Gambero Rosso presents the most awarded wines from the latest *Vini d’Italia Guide*.

Also of special interest on the first day was the conference titled “Hong Kong and the Greater Bay Area: Consumer Trends, Challenges and Opportunities for the Industry”, held to release the findings of the YouGov survey conducted online in May.

The survey highlighted key points including that alcohol consumption is now more prevalent in the GBA than Hong Kong in a number of categories, including red wine, whisky, brandy, beer and baijiu.

“With its strategic location and market position, this represents a golden opportunity for the wine & spirits, hospitality and other associated sectors to recalibrate and leverage Hong Kong as a hub and gateway to develop the GBA region,” said General Manager of YouGov Hong Kong, Mr Philippe Chan.

The trade show continues on May 29 and 30 with an exciting programme of events and tastings. The line-up includes ‘Roundtable with Industry Titans’ featuring Don St Pierre and Dan Siebers, ‘Star Wine List of the Year Asia’, ‘Winning India’s Wine Market’, and ‘Chinese Baijiu Goes Global’, among others.

The Vinexpo Academy 2024 programme schedule can be viewed online [here](#).

Registration 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 wines and spirits industry by designing a variety of compelling event formats, all year round and across the globe. By bringing together exhibitors and visitors at 8 events a year, and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to helping the industry reach its sales potential.

Vinexposium, creating momentum.



Vinexposium group CEO Rodolphe Lameyse and the VIP representatives of the industry at the opening ceremony.

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