

 **VINEXPO**
ASIA

HONG KONG
28-30
MAY
2024



2024

**PRESS
PACK**

 An event by
VINEXPOSIUM

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Chief Executive Officer of Vinexposium
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Rodolphe Lameyse
CEO of
Vinexposium

“ VINEXPO ASIA: RENEWED AMBITION

Since 1998, Vinexposium in Asia, through its Vinexpo Asia brand, has been spearheading the wine and spirits industry in Asian markets.

Vinexposium's sustained presence in Asia through Vinexpo Asia bears witness to a deep commitment to the needs and evolution of Asian markets. Playing a key role in the expansion of the wine and spirits sector, this commitment of over 25 years is set to continue. The continuing success of each edition underlines the crucial economic importance of this event, now a must-attend event for the professionals of the sector.

Alternating between Singapore and Hong Kong, the 2024 edition of Vinexpo Asia will take place in Hong Kong, an event that has established its legitimacy among professionals. Vinexpo Asia is strengthening its position as an essential hub for regional and international trade. For this edition, our ambition is to create an optimal framework for commercial transactions, the exchange of market and consumer information, and to stimulate investment.

Hong Kong stands out as a key success factor thanks to its strategic geographical position, the diversity of importing countries nearby, and its direct access to the Chinese market. Attracting a multitude of importers, wholesalers, wine merchants, distributors, retailers, hoteliers and restaurateurs, the city offers a unique platform where these professionals can meet, exchange, taste and do business with experts in the wine and spirits industry.

In the current difficult economic climate, Hong Kong is proving to be an exceptional success factor, offering a strategic geographic location, the diversity of neighboring importing countries, and privileged access to the Mainland Chinese market.

Vinexpo Asia continues to be an unrivalled business development lever for Asia's wine and spirits industry leaders.

2 / VINEXPO ASIA 2024 IN FIGURES

○ 35 Exhibitor Destinations

1,032 producers, **60%** international and **40%** French

Top 5 international destinations: Italy, Australia, Spain, USA and Chile

○ Wine and Spirits Categories

- Red, white, rosé and sparkling wine
- Sake, Armagnac, Calvados, Cognac, whisky, mezcal, rum, baijiu, vodka, tequila, umeshu and gin
- Organic wines and spirits

○ Spirits Offer

70% international and **30%** French exhibitors

16 countries registered to attend to date.

○ 60 Visitor Destinations

10,000 trade visitors expected, **50%** of whom will be importers and **50%** wholesalers, distributors, wine merchants, retailers, hoteliers and restaurateurs.

Top 10 destinations: Mainland China, Hong Kong, Taiwan, Thailand, Singapore, Malaysia, South Korea, Macau, Vietnam, Philippines.

○ Vinexpo Academy

More than **50** premium sessions on the programme

75 experts to lead the different sessions

3 days of high-level continuing education

3/ ASIA-PACIFIC, AN ATTRACTIVE DESTINATION



Hong Kong's strategic location in the heart of Asia, at the gateway to the Guangdong-Hong Kong-Macao Greater Bay Area and the Chinese market, is a key asset. The Chinese market remains an important strategic destination for the wine and spirits sector, and the time is ripe for expansion. According to the IWSR Institute, wine and spirits consumption in Mainland China is expected to grow by 19% in value between now and 2027.

Visitors are already preparing to come and are very enthusiastic about the return of Vinexpo Asia to Hong Kong: "Our company's participation in Vinexpo Asia 2023 was a great success," said Gordon Gebbie, Sales Director of the Australian Rathbone Wine Group, in May. "But we look forward to participating in Vinexpo Asia in Hong Kong to focus more on the Chinese market," he concluded.

Although Vinexpo Asia is very much focused on China, it also targets a number of key import markets in Asia, including Taiwan, Vietnam, Thailand, Japan, South Korea, Singapore, Malaysia, the Philippines and Indonesia, to name but a few.

"Vinexpo Asia is an essential meeting place for our industry. I meet many of my colleagues there and there is a real diversity of producers exhibiting", says Ronald Khoo, head of wine and spirits at Cathay Pacific.

Economic and Demographic Factors Driving Growth

While each of these markets has its own specific characteristics, common economic and demographic factors are contributing to the growth in the consumption of wines and spirits in the Asia-Pacific region.

These include rising incomes, a growing middle class and a growing affinity for Western lifestyles and high-end, luxury foods. Young people and millennials, with their appetite for more diverse and sophisticated consumer experiences, are also influencing the growth in wines and spirits sales.

Consumer Trends

In Asia, as elsewhere, health and wellbeing trends are continuing to drive consumer choices. This is leading to increased demand for organic and lower-alcohol drinks.

Social occasions, festivals and celebrations play an important role in the consumption of wines and spirits in Asia, where alcohol often symbolises prestige and hospitality.

Wines and spirits are increasingly integrated into culinary experiences, as consumers seek to pair their beverages with a wide range of Asian and fusion-inspired dishes.

Challenges and Keys to Understanding the Market

While Asia offers tremendous opportunities for growth, this huge import market for the established wine-producing countries such as France, Italy, Spain, Australia and New Zealand is also quite complex. Customs duties, regulations and cultural preferences vary considerably from one Asian country to another, which has an impact on the flow of wine and spirits imports.

Many Asian countries are also witnessing the emergence of their own national wine industries, adding to the diversity of the market and also influencing import dynamics.

Within this highly diversified landscape, the distribution of wines and spirits in Asia includes a mix of traditional retail channels, duty-free shops, e-commerce platforms and specialist shops.

A Concentration of Key Players Present at the Event

Against this backdrop, Vinexpo Asia stands out as an influential driving force in the industry's economy, with a high concentration of key players.

1,032 wine and spirits producers, 60% international and 40% French, will come together for three days of business meetings and networking.

The event will bring together 35 exhibiting markets, including Australia, China-Hong Kong, Argentina, Canada, Chile, South Korea, the United States, New Zealand and Singapore for the New World; South Africa and Ethiopia representing the African continent; Bosnia-Herzegovina and Belarus for the Balkans; France, Italy, Spain, the United Kingdom alongside Germany, Portugal, Switzerland and Slovenia, among others, for Europe.

4 ASIA, A LAND OF OPPORTUNITY



Mainland China:

Mainland China, which has become one of the most important markets for wines and spirits in recent years, offers vast opportunities for French and international producers.

The recent review of customs duties and the easing of diplomatic relations are a positive sign that imports of Australian wines will pick up again. In addition, the growth in Italian sparkling wines suggests a continuing upward trend, which could make Italy a key player in the Chinese market. German wines have seen an increase in exports to the Chinese market, stimulated by the preferences of young consumers.

The market for luxury spirits (whisky and brandy) is experiencing double-digit growth. Despite the country's preference for traditional spirits and baiju, 10 million new middle-class consumers are looking for top-of-the-range products every year.

While anti-corruption laws have put an end to certain habits concerning corporate gifts, which has had a major influence on the decline in sales of spirits such as cognac, the renewed enthusiasm for social gatherings following the pandemic is positively influencing market dynamics.

Japan:

The Japanese wines and spirits market is mature and sophisticated, driven by consumers who appreciate high-quality alcoholic beverages. Recent trends suggest a growing interest in premium and craft spirits (Whisky, Cognac, Gin, Tequila and Mezcal), as well as foreign wines, particularly French, Italian and Californian. Red wines are the most popular category, followed by white and sparkling wines, which are particularly popular with young consumers. The wine market in Japan is closely linked to gastronomy, as the country is a major food culture country with many Michelin-starred restaurants (2nd on the podium after France with 544 Michelin-starred restaurants in 2023).

South Korea:

The country is set to become a hotbed of consumption, driven by changing consumer preferences and an expanding restaurant culture. With the world of mixology having developed strongly, the French spirits market is on fire. Alcohol plays an important role in Korean culture and social life, particularly in the workplace (Hoesik*). Soju and beer are the most popular spirits, but wine consumption has been a trend for the past 5 years**.

The value of direct whisky exports to South Korea has jumped from £63.8 million in 2021 to £124.5 million in 2022, with 14.1 million bottles exported, reflecting a robust recovery and growing interest in premium spirits. Soju continues to dominate the spirits market, but international influence and K-Pop are driving growing interest in other categories.

*group of people getting together to eat and drink

**Source: Business France

Singapore:

Singapore is a regional hub for the wines and spirits trade, attracting consumers and companies from all over Asia. Despite the challenges posed by high taxes and intense competition, Singapore remains a key player in the sector, with the consumption of wines and spirits increasing every year and France remaining the leading supplier of wines in terms of value. Singaporean consumers are showing a growing interest in artisanal products, with an increase in the production of beer by microbreweries and spirits by local distilleries supplying the market.

Southeast Asia (Indonesia, Thailand, Malaysia, Vietnam, Philippines):

Southeast Asia is a fast-growing market for wines and spirits, driven by increasing urbanisation, online sales, significant on-board consumption and rising incomes. Wines and spirits are also important corporate gifts.

However, each country in the region has its own cultural preferences and regulatory environment, presenting both challenges and opportunities for producers and exporters.

In Indonesia, sales of alcoholic beverages are expected to grow by 11.5%, with a total sales volume of 324 million litres in 2026. In addition to the wealthy local clientele, there is also a market for wines and spirits in the hotel and restaurant sector.

Malaysia (the second-largest wine-consuming country in Asia, with 26.7 million litres in 2020) is also seeing growing consumption. In addition, the development of the bars and restaurants sector and the rise in the population's purchasing power (2nd in ASEAN after Singapore) are creating new opportunities for the premium end of the market.

India:

The Indian wines and spirits market is evolving, with demand driven by a growing urban population, an expanding middle class and consumers looking for quality products and reputable brands. India has become one of the fastest growing alcohol markets in the world*. Although the market remains smaller than other countries in the region, India's youthful population and changing consumer attitudes to alcohol offer real opportunities for growth.

Although whisky remains the most widely consumed spirit in India, gin, vodka and rum are also gaining in popularity, particularly among young urbanites in search of new taste experiences and in bars that are becoming increasingly attractive.

*Source: The Hindu August 2023

Central Asia (Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan):

Kazakhstan, with a population of around 20 million, is experiencing a growing interest in wine consumption. The market, historically dominated by vodka and local spirits, has been opening up to wines in recent years, particularly the very popular Italian ones, followed by Georgian wines. Young Kazakhs, influenced by their studies abroad, are now embracing a broader culinary culture and willingly consume both imported and local wines. However, the country faces a number of challenges, particularly in terms of distribution capacity, as the infrastructure is still underdeveloped.

5/

MAJOR TRENDS, FROM NEW FORMS OF CULTURE TO A GREATER APPRECIATION OF THE ART OF LIVING

Drink less and better: consumers are tending to drink less but seeking better quality. In line with responsible drinking initiatives, there is a trend towards organic, natural and biodynamic wines, and increasing demand for top-of-the-range products.

A greater taste for craft spirits: the popularity of craft spirits is growing, as consumers appreciate transparency surrounding the distillation process and the origin of ingredients.

Digital engagement: brands are leveraging digital platforms for marketing, using cross-screen communication, live streaming and social media to engage consumers.

Experience appeal: wine brands are organising events such as wine festivals and movie nights to increase their visibility and consumer engagement.

The third wave of Asia's bar scene, with local operators opening their own concepts and using local ingredients to create cocktails made in Bangkok, Seoul or Taipei.

A craze for cocktail innovation: all over Asia, from Tokyo to Singapore, Hong Kong to Taipei, bars are experimenting with new recipes. Bitter or sweet, some are introducing cutting-edge mixology into their cocktails, with a dose of bitterness, savoury ingredients, spices or even saltiness, pushing back the boundaries of traditional creations.

As consumers sharpen these interests, this opens the door to exciting opportunities for the international producers and distributors expected at Vinexpo Asia.

A specific area will be dedicated to **organic and biodynamic wines**, which are becoming increasingly popular in Asia.

The range of spirits on offer at the event will be 70% international and 30% French, from 16 countries. From mezcal and rum to sparkling tea, umeshu, sake and baiju, Vinexpo Asia will explore all the hottest products, including whisky and brandy.



6 / VINEXPO ACADEMY, A UNIQUE EXPERIENCE

Masterclasses, conferences, round tables, prize-giving ceremonies, tastings... the Vinexpo Academy agenda will comprise **over 50 prestigious sessions** to learn, be inspired by trends, tastings and exchange during the 3 days of the show. The programme will bring together renowned experts to meet the demands of the Asian market with high-level programming and relevant market information for buyers in the region.

The programme includes:

● **Masterclasses**

- Vinexpo Challenge (ASI)
- Sommelier Battle (ASI)
- Gambero Rosso
- 3 USA Masterclasses
- 2 Masterclasses lead by Jennifer Docherty MW
- Sake & food pairing
- Riedel
- Châteauneuf-du-Pape
- CVBG
- Crus Bourgeois du Médoc
- Château Angelus
- Ribera Del Duero
- Various spirits masterclasses

● **Conferences and round tables**

- What is the economic climate for the wine and spirits industry in Asia and the behaviour of today's consumers? Lead by Rob Temple
- Star Wine List
- The IWSR Institute
- The Institute of Masters of Wine
- Various spirits conferences



● Award ceremonies

- The Drinks Business Asian Awards
- Star Wine List of the Year Asia

● Les Grandes Dégustations

- The **Union des Grands Crus de Bordeaux** (UGCB) will bring together some very fine estates.
- The Italian guide **Gambero Rosso** will be offering a tasting of the most awarded wines from the Vini d'Italia guide.

BETTANE+DESSEAUE GRAND TASTING HONG KONG

On 27 May, the day before Vinexpo Asia, the B+D Grand Tasting will be held **at the HKCEC**, organised by Bettane+Desseave in partnership with Vinexposium. This event, aimed at professionals and consumers alike, will be an opportunity for over **1,000 participants** to come and meet nearly **70 producers** from around the world.

At the same time, **6 masterclasses** will be given by one of the co-founders, Thierry Desseave or Michel Bettane.

The first part of the day (11am-5pm) is reserved exclusively for the press and professionals, with access open to everyone from 5pm to 9pm.

For further information: [click here](#)

7 PRACTICAL INFORMATION

SCHEDULE

- **Tuesday 28 May** | 9.30 am - 6.30 pm
- **Wednesday 29 May** | 9:30 am - 6:30 pm
- **Thursday 30 May** | 9:30 am - 5:30 pm

ADDRESS

Hong Kong Convention and Exhibition Centre (HKCEC),
1 Expo Drive, Wanchai, Hong Kong, China

SOCIAL MEDIA

<https://www.facebook.com/Vinexposium>
<https://www.instagram.com/vinexposium/>
<https://www.linkedin.com/company/vinexposium/>
<https://www.youtube.com/c/Vinexposium>
<https://twitter.com/vinexposium>

LittleRedBook

<https://www.xiaohongshu.com/user/profile/63370682000000001802b002>

WeChat



Official website of the event:
<https://vinexpoasia.com>

List of the exhibitors at Vinexpo Asia 2024

REGISTRATION

Free badge reserved for wine and spirits professionals and subject to validation.

Pre-registration for Vinexpo Asia visitors is available **online here**

Access the Vinexpo Asia 2023 photo gallery here

ACCESS THE VINEXPO ASIA 2023 PHOTO GALLERY HERE

About Vinexposium

Vinexposium acts as a hub for every strand of the wines and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at nearly 8 events a year, and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach. Vinexposium, creating momentum

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