



VINEXPO ASIA 2026 OPENS VISITOR REGISTRATION HONG KONG TO HOST THE NEXT EDITION

Hong Kong, 23 December 2025 – Vinexposium announces the opening of visitor registration for Vinexpo Asia 2026, taking place from 26 to 28 May 2026 at the Hong Kong Convention and Exhibition Centre (HKCEC). As the wine and spirits industry adapts to changing market dynamics and consumption patterns across Asia, the event will once again bring together international industry professionals to address the Greater China market, with Hong Kong reaffirmed as a strategic meeting point for regional trade.

“Asia remains a strategic region for the wine and spirits industry, not despite the current rebalancing of global markets, but because of it. Markets are evolving, consumption patterns are changing, and this is precisely when dialogue, market intelligence and on-the-ground connections matter most. Vinexpo Asia is designed for this context,” says **Rodolphe Lameyse**, CEO of Vinexposium.

A REINFORCED BUSINESS PLATFORM

A UNIFIED FORMAT REFLECTING MARKET EVOLUTION

First introduced in Paris in February 2026, the new Vinexposium format bringing together **Vinexpo Asia, Be Spirits** and **Be No** will also be rolled out in Hong Kong. Designed to reflect the evolving structure of the beverage alcohol market, it covers **wines** through Vinexpo Asia, **spirits, beer, cider, sake and innovation** within Be Spirits, and **alcohol-free products** showcased in Be No, offering trade professionals a clearer and more comprehensive view of today’s consumption dynamics.

A CLEAR REGIONAL FOCUS

Hosted in Hong Kong, Vinexpo Asia 2026 is designed to address the **Greater China market**, with a strong focus on **Mainland China, Hong Kong, Macau and Taiwan**, while also engaging mature markets such as **Japan and South Korea**, as well as selected trade professionals from Southeast Asia. The Singapore edition of Vinexpo Asia, held on alternate years, places a stronger emphasis on Southeast Asia. Together, the two editions form a coherent regional approach, reflecting the diversity and specificities of Asia’s wine and spirits markets.

The previous Hong Kong edition, held in 2024, brought together **1,032 exhibitors from 35 countries**, welcomed over **14,000 trade visitors from 60 countries**, and facilitated over **4,200 pre-scheduled business meetings**.

STAYING ENGAGED IN EVOLVING MARKETS

Across Greater China, the wine and spirits market is entering a new phase, shaped by shifting trade dynamics, evolving distribution channels and changing consumption habits. While the pace of growth has adjusted, the region remains a strategic market where maintaining presence, visibility and long-term relationships is essential for international producers and brands.

In this context, Hong Kong continues to play a key role as a mature market and a meeting point for regional trade. Vinexpo Asia has been supporting the industry in this environment since 1998, providing a consistent platform for dialogue, market understanding and business connections, at times when sustained engagement becomes a strategic priority.

“Vinexpo Asia is part of a long-term vision built on continuity and expertise. Our ambition is to support the industry over time through clear, connected and decisively business-oriented events, designed to meet the realities of each market,” concludes **Grace Ghazalé, Director of International Events at Vinexposium.**

For more information, visit the [Vinexpo Asia website](#) and its [media corner](#)
View photos from the 2024 edition [here](#)

ABOUT VINEXPO ASIA:

Vinexpo Asia is a premier event for wine and spirits professionals, offering exclusive access to key stakeholders in the Asia-Pacific region. Taking place alternately in Singapore and Hong Kong, two major business hubs, it serves as a strategic platform for networking, discovering industry innovations, and fostering business opportunities in one of the most dynamic markets worldwide.

ABOUT VINEXPOSIUM:

Vinexposium is the leading year-round partner for wine and spirits professionals worldwide. Through its flagship international events and editorial content, including *Voice of the Industry*, it brings the entire sector together to drive business growth and deepen market knowledge. By fostering connections and sharing strategic insights, Vinexposium supports the global industry in tackling key challenges around innovation, sustainability, and shifting consumer expectations.



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