



VINEXPO Asia-Pacific 2012 Hailed 'Dazzling Success' as Asia Market Applauded for Professionalism

(18 June 2012) Asia's premier wine and spirits exhibition VINEXPO Asia-Pacific 2012 was declared a "dazzling success" following its fifth showcase in Hong Kong, from May 29-31.

Record-breaking attendance of 15,785 visitors from 24 countries was 25% higher than the previous expo in 2010.

Trade professionals attending from Hong Kong accounted for more than a third of the visitors – up 18.3%. Among notable trends, China demonstrated its growing prominence with 38% more trade representatives. A total of 5,705 Chinese buyers were seeking out new products.

"The organisation was impeccable. We met most of our suppliers and discovered new products," said Sunny Liu, Marketing Director of Cofco in China. Bi Mingming, Marketing Director of Beijing Jiao Yuan Tongda Fine Wines, said: "It's the essential professional event you have to attend."

Significantly more industry representatives were also welcomed from India (up 42%), Taiwan (31%), Japan (30%), Macau (28%) and Singapore (14.5%).

"The wide range of products and production regions was exactly what we were looking for," said Komsan Supatkajon, Director of Thailand's Italthai Industrial. Jean-Christophe Coutures, CEO of Australia's Premium Wine Brands, added: "VINEXPO Asia-Pacific is definitely the place to be if you want to do business in Asia."

Madam Dominique Hériard Dubreuil, Chairman of VINEXPO Asia-Pacific, noted: "More than overall attendance, what characterised the dazzling success of this 5th exhibition in Hong Kong was the level of professionalism. Exhibitors were impressed by the Asia-Pacific market becoming more and more professional and knowledgeable.

"The market is clearly maturing along with the world's fastest growth for the industry, as VINEXPO Asia-Pacific continues to be a key contributor to the market taking-off in this region."

VINEXPO Asia-Pacific's maturity and international reputation has grown steadily since the debut exhibition in 1998.

"Today it enables us to meet professionals from all over Asia, not just from Hong Kong and China," said Jérôme Philipon, CEO of Champagne Bollinger from France.

Visitors represented all the business sectors: importers, wholesalers, retailers, sommeliers and food & beverage managers, as well as buyers from the duty-free, airline and hospitality industries.

Exhibitors representing 28 producer countries One of VINEXPO Asia-Pacific 2012's strengths was the large number of producer countries and regions represented – at the largest wine and spirits showcase in Asia. A total of 10,500 sq m of stand floor space was assigned to 1,050 exhibitors from 28 countries. Spirits companies accounted for 11% of the stands. The fact that estate and business owners and winemakers were actually present made a great impression.

Professionals had the unique opportunity to meet such venerable industry figures as Philippe and Julien Sereys de Rothschild, John Terlato, Judy Leissner, Bernard Magrez, Alfonso Larrain, Frédéric Rouzaud,

Ludovico Antinori, Louis Fabrice Latour, Alain Moueix, Jean-Charles Boisset and Paul Symington.

"The exhibition gave us the opportunity to find out about new trends, to meet our suppliers and taste new products. I was especially looking for South-African wine growers and I knew I would find some interesting producers here," said M. Yasuhisa Hirose, General Manager of Enoteca from Japan.

Success of the "VINEXPO Academy" The success of the VINEXPO Academy with its programme of tastings and conferences demonstrated that Asian professionals are showing genuine interest in perfecting their wine and spirits knowledge. A total of 8,000 professionals attended 66 events, benefiting from the expertise of some of the greatest analysts and tasters on the planet.

These included 'Best Sommeliers in the World' such as Shinya Tasaki (1995), Gérard Basset (2010) and Andreas Larsson (2007), along with Masters of Wine including Lynne Sherriff, Debra Meiburg, **Jeannie Cho Lee** and Bob Campbell. Leading market analysts Lulie Halstead from The Wine Intelligence, Charles Curtis, Head of Wine Asia for Christie's, and Lilli Prud'Homme from SAQ, constituted an outstanding panel of experts.

Considerable media promotion Strong media coverage was from a total of 480 press, radio and television journalists from both Asia-Pacific and Europe and the United States.