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只供業內人士參觀

International Trade Fair for  
Wines and Spirits

Hong Kong  
2019.05.07-10

Hong Kong Convention and  
Exhibition Centre (HKCEC)

國際葡萄酒與烈酒貿易展覽會  
香港會議展覽中心 (HKCEC)

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# ProWine Asia 2019 Returns to Asia's Wine Hub

## 回歸東南亞葡萄酒之都

ProWine Asia, the fast-growing wines and spirits trade fair under ProWein World's family of international trade fairs, returns to Hong Kong on 7 – 10 May 2019, offering a world of wines and spirits at the trading-hub of Southeast Asia. In 2017, ProWine Asia's Hong Kong debut attracting 12,184 trade visitors from 67 countries, eager to source from the 310 participating exhibitors from 21 countries and regions. ProWine Asia 2019 creates business sourcing synergies across multiple industries, being held as part of HOFEX - Asia's Leading Food & Hospitality Tradeshow.

2019年5月7日至10日，ProWein全球系列展會旗下最新加入、發展最快的成員——ProWine Asia將回歸香港。作為ProWein杜塞爾多夫——全球規模最大的葡萄酒與烈酒貿易展覽會的區域盛會，ProWine Asia在香港展示全球最受歡迎的葡萄酒和烈酒。ProWine Asia 2017吸引了來自67個國家和地區的12,184名優質專業觀眾齊聚東南亞貿易中心——香港，他們向來自21個國家和地區組成的310家參展商採購葡萄酒和烈酒。下屆ProWine Asia展覽專區將繼續設在HOFEX展覽會。HOFEX是亞洲領先的食品及酒店餐飲設備專業展會，眾多行業的買家將在此創造商業協同效應。

Thomas Gratzner, Sales Director of Zanthos Fine Wines (Austria) spoke of business opportunities his company secured at ProWine Asia 2017: "It's an excellent show and offers us lots of opportunities from serious professionals and gives us a great opportunity to show our wines. Hong Kong is very well situated geographically - you're in the heart of Asia and have a wide range of people and countries coming and gives us an excellent opportunity to showcase our wines."

贊得葡萄酒莊（Zanthos Fine Wines，奧地利）銷售總監湯瑪斯·格拉茨（Thomas Gratzner）談到了他的公司在ProWine Asia 2017上發現的商機：“這是一屆精彩紛呈的展會，為我們接觸專業人士提供了許多機會，並讓我們有機會展示我們的葡萄酒。香港地理位置十分優越——處於亞洲中心地帶，背景多樣的人士和不同國家紛紛前來觀展，為我們展示我們的葡萄酒提供了絕佳機會。”



# Hong Kong: Global Marketplace for Wines and Spirits

## 香港：亞洲葡萄酒貿易中心

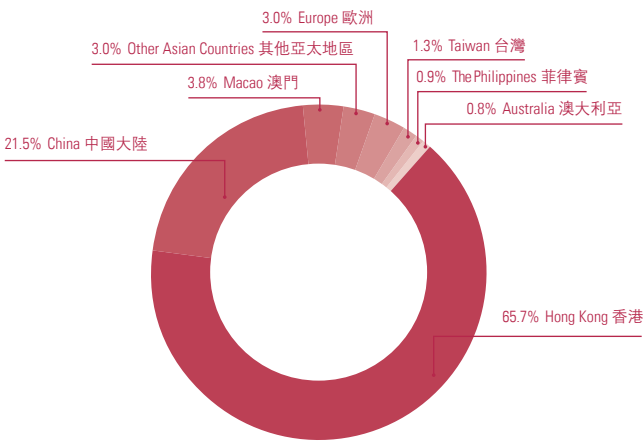
ProWine Asia 2017 attracted 12,184 high-quality trade visitors from 67 countries and regions, 35% of the visitors are from overseas. The top visiting countries were China, Macao, Taiwan, and The Philippines among other fast-developing markets throughout Asia. International exhibitors expressed great satisfaction regarding the audience at ProWine Asia, speaking to their professionalism and willingness to make on-site orders or directly after the trade fair.

ProWine Asia 2017吸引了12,184名來自67個國家和地區的专业觀眾，其中35%來自香港以外的國家和地區，其中包括中國大陸、澳門、台灣及菲律賓等快速發展的市場。國際參展商對ProWine Asia的觀眾深表滿意，他們表示觀眾具備較高專業水準，並且有意願在現場或閉展後進行採購。



### VISITING COUNTRIES

#### 買家來源地



Source / 數據來源：ProWine Asia 2017

Siyue Wang - International Director for Les Grands Chais De France, spoke enthusiastically about exhibiting at ProWine Asia 2017: "We are very happy to have one of the largest booths at ProWine Asia's first edition in Hong Kong. We did not expect so many professional and focused visitors to come to our booth and are very satisfied with the results so far. These four days have been tremendously successful for our company."

法國吉賽福酒業集團（Les Grands Chais De France）國際總監王思月興奮地描述了參加ProWine Asia 2017的情況：“我們很高興在ProWine Asia香港首屆上擁有最大的展位之一。我們沒想到會有如此多專業觀眾光臨我們的展位，我們對參展成果感到非常滿意。我們公司在這四天裡收穫了巨大成功。”

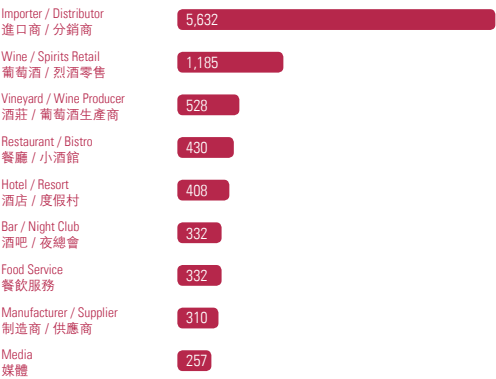


# Strong International Support by Country Pavilions and International Wine Associations 國家展團和國際葡萄酒協會 鼎力支持

ProWine Asia's Hong Kong debut received strong support from international trade networks, welcoming a total of 11 group pavilions organised country or regional trade associations. The featured pavilions included Austrian Economic Chambers, Business France, Chianti, Wines of Germany - German Wine Institute, Enterprise Greece, Italian Trade Commission, Ministry of Energy, Commerce, Industry and Tourism, Cyprus, New York Wine & Grape Foundation, ICEX Spain Trade and Investment for Foreign Trade, Verband Deutscher Prädikatsweingüter and ViniPortugal - Wines of Portugal – a clear indication of the importance of Asian market expansion in the minds of wines and spirits producers from around the world.

ProWine Asia香港首屆引起國際貿易界的強烈關注，吸引了由國家或地區行業協會組成的11個國際展團，其中包括奧地利聯邦商會、法國商務投資署、基安蒂、德國葡萄酒協會、希臘投資貿易協會、意大利對外貿易委員會、塞浦路斯能源、商務、工業和旅遊部、紐約葡萄酒與葡萄基金會、西班牙對外貿易發展總局、德國頂級酒莊聯合會以及葡萄牙葡萄酒協會——充分表明了亞洲市場在全球葡萄酒和烈酒生產商心目中的重要性。

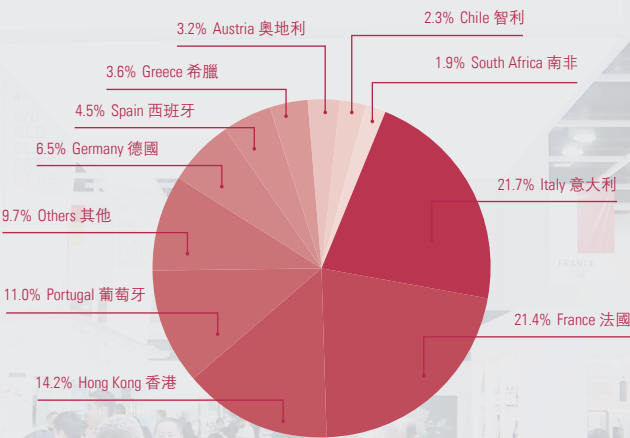
## VISITORS BY INDUSTRY 觀眾行業分析



Source / 數據來源 : ProWine Asia 2017

\*Does not include 2,770 visitors from other industries / 不包括其他行業的2,770名觀眾

## EXHIBITING COUNTRIES 展商來源國



Source / 數據來源 : ProWine Asia 2017

## Programme Filled with Industry Insights, Product Discovery, Wine Education 現場活動精彩紛呈，洞悉行業 發展、產品趨勢及葡萄酒課程

ProWine Asia's 4 days of on-site events are filled with exciting content and industry insights, featuring world-class line-up of industry leaders and wine-education associations. The wealth of forums, master classes, tastings and knowledge were well-received by wine enthusiasts and seasoned trade professionals, offering exciting topics which successfully sparked networking and business connections.

ProWine Asia 4天的精彩活動吸引了專業人士雲集現場，渴望向全球行業大師和葡萄酒教育協會學習。異彩紛呈的論壇、大師班、品鑒會及知識分享會深受資深專業人士歡迎，在討論活動中廣泛建立了社交關係，業務聯繫及精彩話題。



Jancis Robinson, MW OBE and Debra Meiburg, MW joined together with other industry heavy-hitters and associations including Jennie Mack & Asia Wine and Service Education Centre (AWSEC), Wine & Spirit Education Trust (WSET) and so forth, to cover specific topics geared towards trade developments in Asia-Pacific and surrounding markets. ProWine Asia's trade visitors were greatly impressed by the high-quality and industry focus of the on-site programme of seminars and well-attended events throughout the show.

簡西斯•羅賓遜 (Jancis Robinson, 葡萄酒大師, 榮獲英國官佐勳章) 和黛布拉•梅寶 (Debra Meiburg, 葡萄酒大師) 攜手與其他行業權威及多家協會, 包括麥秀珍 (Jennie Mack) 和亞洲侍酒及教育中心 (AWSEC)、葡萄酒與烈酒教育基金會 (WSET) 等共同探討了有助促進亞太地區貿易發展的話題。ProWine Asia 的專業觀眾對展會研討會的品質和行業聚焦的活動深感滿意。

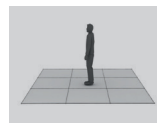
# High Volume of Purchases Made On-Site or Directly After the Show 展會現場和閉展後達成高額採購量

## Book Your Booth Now! 立即預定展位!



Trade professionals and exhibitors were greatly satisfied with the amount of on-site purchases made or directly following the event, commending that the layout and facilities provided were purposefully designed to facilitate business and trade. Hong Kong's geographic location, VISA-free and free-trading policies also led to the effectiveness of the exhibition, inspiring buyers from across Asia-Pacific to engage in trade development. Hong Kong remains the leading trading hub in the region and the perfect location for ProWine Asia 2019.

專業人士和展商對活動期間和閉展後的採購量滿意，並且稱讚展會佈局和現場設施均為精心設計，有助促進商貿發展。香港的地理位置、免簽證和自由貿易政策也助力提升展會效果，激勵亞太地區買家參與貿易發展。香港特別行政區繼續保持亞太地區貿易樞紐的地位，是ProWine Asia 2019的理想舉辦地。



### Space Only (Minimum 18m<sup>2</sup>) 光地展位 (18平方米起)

Empty floorspace, ideal for large exhibitors or national groups who wish to build their own stand. Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 480 per m<sup>2</sup>**



### Walk on Package (Minimum 9m<sup>2</sup>)

Clean and stylish in earthy colors, ideal for presenting red & white wine selections and spirits.

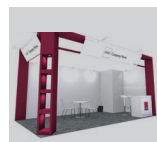
### 標準展位 (9平方米起)

設計簡潔時尚，配色自然，適合展示紅白葡萄酒系列和烈酒

Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 2, 500W Square Pin Socket x 1, White Chair x 2, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 1, 0.5mL Tall Showcase x 1, 1mH Information Counter x 1, 1 sqm Storeroom x 1

Extra carpet colors and further furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 530 per m<sup>2</sup>**



### Premium Package (Minimum 18m<sup>2</sup>)

Upscale and refined with rich colours and stylish structural features, ideal for highlighting an exclusive collection of wines & spirits.

### 特展展位 (18平方米起)

高檔精緻，色彩豐富，結構設計時尚，適合突出展示精品葡萄酒及烈酒系列

Banner Fascia x 1, 23W Energy Saving Longarm Spotlight equivalent to 100W x 3, 70W Longarm HQL x 2, 500W Square Pin Socket x 1, White Chair x 3, Waste Paper Basket x 1, Round Table x 1, White Bar Stool x 2, 0.5mL Tall Showcase x 1, 1mH Information Center x 1, 1 sqm Storeroom x 1

Further booth colors, carpet colors and furnishing can be ordered separately in exhibitor manual.

**Price: US \$ 570 per m<sup>2</sup>**



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# TICKET TO THE WORLD

PROWEIN TAKES YOU TO THE WORLD'S KEY MARKETS.



13 - 15 Nov 2018  
Shanghai, China



17 - 19 Mar 2019  
Düsseldorf, Germany



24 - 27 Apr 2018  
Singapore  
07 - 10 May 2019  
Hong Kong