

WINES OF CALIFORNIA

HONG KONG INT'L WINE AND SPIRITS FAIR

November 8-10, 2018

Hong Kong Convention & Exhibition Center
1 Expo Drive, Wan Chai, Hong Kong

Come to Hong Kong to sample and display your wines for potential customers, importers, and distributors. We invite your winery to participate in the 11th Annual Hong Kong International Wine & Spirits Fair this November. The California STEP program is hosting the 36sqm **Wines of California Pavilion**.

Participation Fee Includes - \$1,500

- Visibility to more than 19,000 buyers
- Special discounts on air travel with Cathay Pacific Airways - recommended discount hotels
- Chilled, secure storage on site
- A dedicate pouring station for your winery
- An endless supply of tasting glasses for pavilion visitors
- A turn-key environment that keeps your costs & risk low

Hong Kong Market

- 2018 - Hong Kong is the 3rd largest export market for California wines (\$119 million in 2017)
- Hong Kong is a lead market and primary introduction point for wines being resold into China and SE Asia

2017 Fair Statistics

- 25,000+ Visitors
- 70+ countries and regions
- 1,070+ Exhibitors from 30 countries and regions

The Awards

The Cathay Pacific Hong Kong International Wine & Spirit Competition, in which world-renowned experts judge wines in blind tasting flights. Categories include region, vintage, variety, style and food matching.

Register for California STEP

www.californiaexport.org/register/

Contact Information

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California STEP
California Small Business Export Program



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