

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary  Public

**Date:** 11/23/2015

**GAIN Report Number:** HK1532

## Hong Kong

**Post:** Hong Kong

### U.S. Exhibitors' Success at Wine and Spirits Fair 2015

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

M. Melinda Meador

**Prepared By:**

Chris Li

**Report Highlights:**

Twenty U.S. exhibitors reported that the Hong Kong International Wine & Spirits Fair 2015 was a positive promotion platform for their products with on-site sales of \$43,000 and projected sales in the next 12 months of over US\$100,000.

## General Information:

The Hong Kong International Wine & Spirits Fair (HKIWSF) is one of Asia's premier wine trade events. HKIWSF provides an excellent platform for U.S. wine and spirits exporters to place product in the greater China and regional markets in Asia. The three-day show, held November 5-7, 2015, attracted 1,060 exhibitors from 32 countries and regions who showcased their products to over 20,000 trade buyers from 75 countries, up 2.4 percent from last year.

At the fair, Hong Kong's Financial Secretary announced that immediate customs clearance for wines imported into the mainland via Hong Kong will be extended to all customs districts in Beijing, Tianjin, Shanghai, Guangzhou and Shenzhen. This means that wines from all over the world will be entitled to immediate clearance by Mainland Customs when shipped by qualified Hong Kong wine merchants to customs district covered by the arrangement.

Whisky imports to Hong Kong last year reached around \$76 million, an increase of 30 percent from 2013, according to the Hong Kong Trade Development Council press release.

U.S. Agricultural Trade Office in Hong Kong (ATO) provided a market briefing to U.S. exhibitors attending HKIWSF. ATO also had an information booth at the show to service U.S. exhibitors on-site and also help introduce trade visitors to U.S. wine & spirits exhibitors and other U.S. food exporters.

The USA Pavilion had 20 exhibitors who reported a total of \$43,000 in on-site sales and over \$100,000 in 12-month projected sales.

## Photos during the show



Market Briefing



Opening Ceremony



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Pavilion



U.S. Whiskey Booth



U.S. Wine Exporters at the Show