

# Wines of CALIFORNIA

## HONG KONG INTERNATIONAL WINE & SPIRITS FAIR

NOVEMBER 10-12, 2016

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 9th Annual Hong Kong International Wine & Spirits Fair this November. The California STEP program is hosting the 54sqm ***Wines of California Pavilion.***

### Participation Fee Includes • \$1,700.00

- 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

- 2015 - California exports to Hong Kong reached \$96 Million, a record
- Hong Kong is a lead market and primary introduction point for wines being resold into China and SE Asia

### 2015 Fair Statistics

- 20,000+ Visitors
- 75+ countries and regions
- 1,060+ Exhibitors from 32 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.citd.org/register](http://www.citd.org/register)

### Contact Information

#### Jeff Williamson

Statewide Director, California Centers for International Trade Development

Director, California STEP

T: 909-556-6639 | E: [Jeff.Williamson@rccd.edu](mailto:Jeff.Williamson@rccd.edu)

[www.citd.org/castep](http://www.citd.org/castep)