



California Pavilion at the Hong Kong International Wine & Spirits Fair 2017

Sell your wine, spirits, beer and other related food products to the world's largest growing markets! Hong Kong, China & Southeast Asia...

Discounted rate of \$1,800.00*

- Custom built 600 square feet California Pavilion including 12 pouring stations
- Carpet, table, chairs, cabinets, electricity, waste bins, glasses, spittoons and refrigerator included
- Leverage the **"Wines of California"** branding effect
- Optional business matching meetings arranged by HKTDC

*Price reflects a subsidy of up to \$3,000 California STEP Grant for eligible California companies

*Original price for a 9 sqm (10'x10') booth is \$6,485

Airfare, hotel and travel costs are responsibility of each participant

Register Now:

To Register for STEP: www.citd.org/register

To Register for Booth: www.hktdc.com/hkwinerfair

For more information please contact:

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 **Hong Kong International Wine & Spirits Fair**
香港國際美酒展

10th
EDITION 第十屆

November 9 – 11, 2017

HONG KONG CONVENTION & EXHIBITION CENTRE

Why Hong Kong?

- Hong Kong is the food & beverage trading hub in Asia
- U.S. wine exports, 90% from California, reached \$1.62 billion in winery revenues in 2016
- Hong Kong ranks as the 3rd largest importer of California wine after the European Union & Canada, totaled \$99 million in value
- Market access — Hong Kong International Wine & Spirits Fair attracts buyers from China and Southeast Asia—the fastest growing and largest regional market for California consumer goods and agriculture products
- Positioning — Hong Kong's position as a lead market and trendsetter for other markets in Asia—a product launch in Hong Kong will create awareness in nearby Asian markets
- Business development Infrastructure — Excellent marketing, sales, financial, legal and logistics infrastructure to facilitate trade

Why the Hong Kong International Wine & Spirits Fair?

- The Hong Kong International Wine & Spirits Fair is the premier beverage trade show in Asia
- Over 1,000 exhibitors and 30 national pavilions/regions in 2016
19,000 visitors from 68 countries & regions attended the 2016 fair

Why the California Pavilion?

- A uniquely designed California branded Pavilion with 12 pouring stations in the format of a tasting bar
- Media coverage exclusive to California Pavilion participants
- Special discounts Cathay Pacific air travel (possible U.S. Air carriers discounts)

**Funded in part through a cooperative agreement with SBA*

