

## HONG KONG INTERNATIONAL WINE AND SPIRITS FAIR Hong Kong, 8-10 Novembre 2018

### **PADIGLIONE BIRRA**

Anche per l'edizione 2018, **ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane** curerà la partecipazione italiana all'**Hong Kong International Wine & Spirits Fair**, fiera internazionale dedicata alle bevande alcoliche e non, ai servizi, investimenti, accessori ed attrezzature legati al vino, nonché all'olio ed ai prodotti alimentari di accompagnamento al vino.

A partire dall'edizione 2015 ha inoltre fatto il suo debutto un'area interamente dedicata al settore "**Birra**", prodotto che fin dal suo inserimento nel mercato ha fatto registrare un significativo incremento delle vendite, mantenendo un trend positivo per l'Italia nel 2017, per un valore di circa USD2 milioni +15.9%.

La manifestazione, organizzata dall'Hong Kong Trade Development Council-HKTDC e giunta alla 11<sup>a</sup> edizione, si svolgerà ad **Hong Kong dal 8 all' 10 Novembre 2018**, presso l'Hong Kong Convention & Exhibition Centre - Wan Chai e sarà aperta anche al pubblico nella sola giornata del 10 Novembre 2018.

L'edizione **2017** ha visto la partecipazione di **1.070 espositori** provenienti da 37 paesi, occupando una superficie di **17.702 mq** ed è stata visitata da **19.872 buyer** provenienti da 70 paesi. Il **Padiglione Italiano ha registrato il maggior numero di presenze** con i suoi **186 espositori**. Tutte le informazioni sono disponibili sul sito ufficiale della fiera

<http://m.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>

### **COSTI DI PARTECIPAZIONE**

Partecipazione con allestimento HKTDC di tipo **STANDARD**. Il costo di un'unità pari a **4.5sqm** (3mX1.5m) e' di **US\$2,185**. Incluso nel prezzo di partecipazione e' la possibilita' di una presentazione/degustazione del vs prodotto, presso l'area dedicata – "ICE BAR" con numero limitato a base "*first- come first- served*".

In allegato, maggiori dettagli sull'allestimento dello stand.

#### Riferimenti utili:

#### Hong Kong Wine & Spirits Fair

<http://m.hktdc.com/fair/hkwinefair-en/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair.html>

#### Informazioni

#### sull'edizione 2017

<http://m.hktdc.com/fair/hkwinefair-en/s/8539-General-Information/HKTDC-Hong-Kong-International-Wine-and-Spirits-Fair/Previous-Fair-Information.html>

#### ICE-Agenzia

#### Ufficio di Hong Kong

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## MODALITA' DI ADESIONE

Per partecipare è necessario iscriversi **compilando l'allegata scheda di adesione entro e non oltre il 16 Luglio 2018.**

Una copia dell'Application Form, compilata, firmata e timbrata dovrà essere inviata a **ICE-Agenzia Ufficio di Hong Kong** ([hongkong@ice.it](mailto:hongkong@ice.it)).

**Se nuovi espositori, insieme con il modulo di iscrizione sarà necessario fornire la Visura Camerale dell'azienda.**

Per chiarimenti ed assistenza nella compilazione contattare:  
ICE-Agenzia Ufficio di Hong Kong  
tel. +852-2846 6500  
[hongkong@ice.it](mailto:hongkong@ice.it)

Cordiali saluti  
**Michele Scuotto**  
Direttore  
Ufficio di Hong Kong

# Hong Kong International Wine & Spirits Fair (8-10 November 2018)

## Booth Reservation Form for BEER zone

HONG KONG CONVENTION & EXHIBITION CENTRE

<http://www.hktdc.com/hkwinefair>

**Important:**

- All information must be completed in English.
- Exhibitors' information will be put in the Official Magazine and TDC fair website. You may as a result receive inquiries directly from interested buyers.
- The "Company Name" should be the same as appeared on the Business Registration Certificate and will be used to produce fascia board at your stand.
- Please attach 1) photocopy of Business Registration Certificate, 2) Participation fee & 3) Product Catalogue

### Part I Company Information

1. Company Name: \_\_\_\_\_  
\_\_\_\_\_

2. Address: \_\_\_\_\_  
\_\_\_\_\_  
City/Town \_\_\_\_\_ Postal Code \_\_\_\_\_  
Country/Territory \_\_\_\_\_

*Contact information to be used in the Official Magazine for receiving general inquiries*

3. Tel No.: (Country Code) \_\_\_\_\_ (Area Code) \_\_\_\_\_ (No.) \_\_\_\_\_  
4. Fax No.: (Country Code) \_\_\_\_\_ (Area Code) \_\_\_\_\_ (No.) \_\_\_\_\_  
5. E-mail: \_\_\_\_\_  
6. Web Site: \_\_\_\_\_

*Contact information for fair related matters only.*

7. Contact Person: Mr./Ms./Mrs. \_\_\_\_\_  
8. Position : \_\_\_\_\_  
9. Direct No.: (Country Code) \_\_\_\_\_ (Area Code) \_\_\_\_\_ (No.) \_\_\_\_\_  
10. Fax No.: (Country Code) \_\_\_\_\_ (Area Code) \_\_\_\_\_ (No.) \_\_\_\_\_  
11. E-mail: \_\_\_\_\_

*Please make sure the email address you provided is a valid and frequently used email. The Organiser will communicate with your company via this email address only.*

12. Producing Region: \_\_\_\_\_  
13. Exhibit Brand Name(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
14. Exhibit Description (max.250 characters): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. Business Registration No.: \_\_\_\_\_

16. Type of Business (Please indicate by a ✓)  
 Wine/Spirits Maker     Importer/Distributor     Exporter/Re-Exporter  
 Retailer     Wholesaler     Publisher  
 Others (please specify) \_\_\_\_\_

17. Will your company source at the fair??  Yes     No  
Are you looking for agent or distributor in the below region (Select ONE only)?  
 Hong Kong     Chinese Mainland     Other Asian Countries

18. Please provide details of you best sell selected beer:

Please provide the product name of one of the best sell selected beer	
Brand and/or series name	
FOB unit price (USD)	
Minimum order quantity for Trial Order & Bulk Order (E.g Trial Order: 100 Btl; Bulk Order: 500 Btl)	

**Part II Product Listing in the Fair Catalogue**

**Product Listing (please tick where appropriate)**

You may select the below product listings free of charge. The same information will be used in the Exhibitors Locator System at the fairground. Please tick the appropriate product listing that your company wishes to be listed.

**I. Liquor & Beverage Products**

- Wine
- Spirits
- Brandy
- Sparkling Wine
- Beer
- Sake
- Whisky
- Champagne
- Cocktails
- Vodka
- Tequila
- Soju
- Rice Wine
- Yellow Wine
- Bajju

**II. Wine Services**

- Wine Bottling
- Wine Labeling
- Packaging
- Wine Storage & Logistics
- Wine Tourism
- Trade Association & Media

**III. Wine Education**

- Wine Education

**IV. Wine Investment**

- Wine Investment

## **V. Wine Accessories & Equipment**

- Wine Glasses & Glassware
- Spittoons
- Decanters
- Wine Cooler
- Corkscrew
- Wine Bag
- Wine Stopper
- Cocktail Shaker
- Ice Bucket
- Wine Bucket
- Wine Rack

## **VI. Friends of Wine**

- Baked Products
- Confectionery
- Dairy Products
- Fresh Seafood
- Nuts
- Cooking oil and fat
- Spaghetti/ Pasta
- Preserved Food
- Processed Food
- Snacks

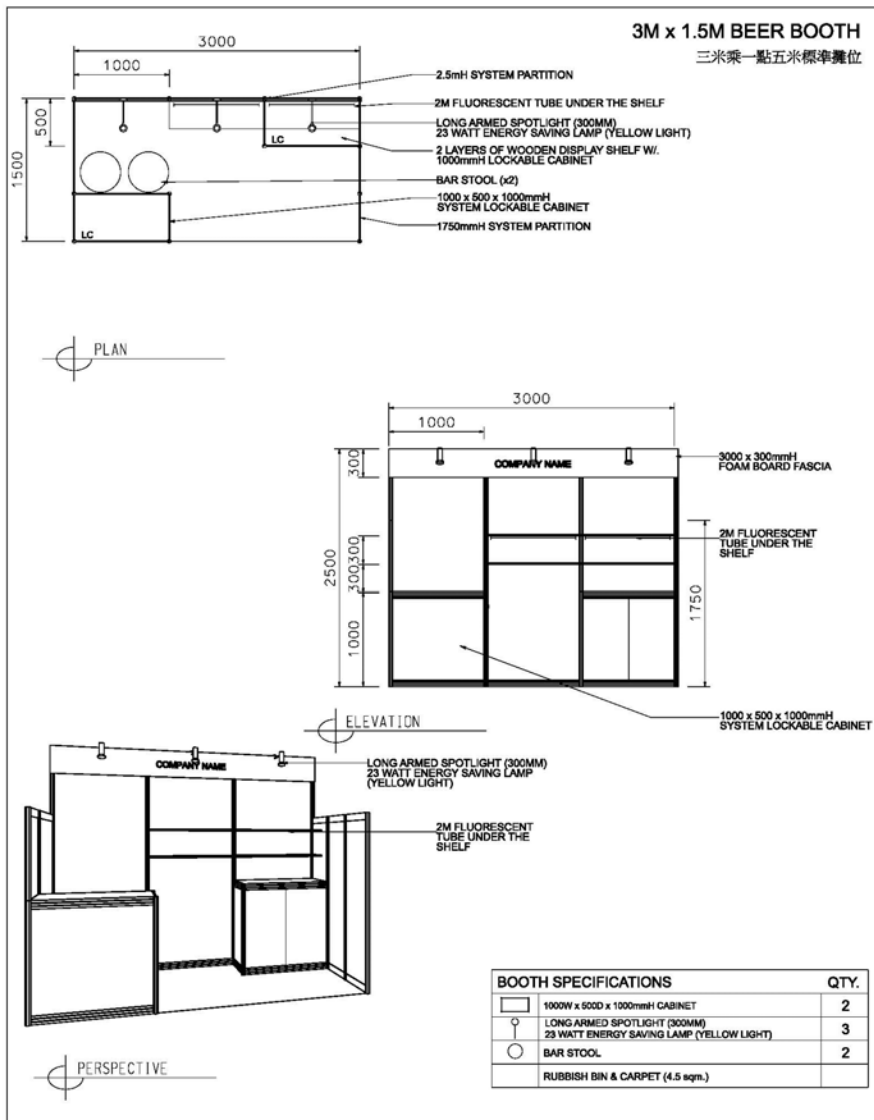
# Part III Options of Participation

## 1. Admission & Opening Hours

Date	Opening Hours	Admission
8-9 Nov (Thur – Fri)	10:30-19:30	Trade Only (trade buyers aged 18 and above)
10 Nov (Sat)	10:30-18:00	Trade & Public (aged 18 and above)



### Hong Kong International Wine and Spirits Fair 香港國際美酒展



\*The Hong Kong Trade Development Council reserves the right to change the configuration if necessary.  
\*如有需要，香港貿易發展局可作權宜調整位設計。

12/9/2016 15:39:23

EX02  
2016/01/12  
1618-01-01-0001

**Deadline of Application: 16 July 2018**

### 3. Options of Participation

1. Product Section (Please ✓ ONE appropriate box)

- i. Liquor & Beverage Products    ii. Wine Services    iii. Wine Education  
 iv. Wine Investment    v. Wine Accessories & Equipment  
 vi. Friends of Wine

2. Please select the appropriate option

Option	Facilities Provided	Booth Service Fee		Quantity	Rental
(1) Beer Zone Counter 4.5 sqm (3mX 1.5m)	Please refer to booth layout on P.4	US\$2,185 per counter	X	unit(s)	US\$

#### Important Note:

1. Application Deadline is 16<sup>th</sup> July 2018.
2. The Organiser reserves the right to vary the terms and conditions, change or terminate the referral discount without prior notice.
3. In case of disputes, the Organiser's decision is final and binding.
4. Shall there be any discrepancy between the English and Chinese versions of Terms and Conditions, the English version shall apply and prevail.

Net Booth Service Fee	US\$
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Participation Fee 參展費用		
(1) Net Rental (Please refer to Part III)	=	
(2) Cost of Official Magazine & Enhanced Online Promotions	=	
<b>Total 總額</b>	=	

#### Part IV 第四部份 Online Promotions and *hktdc.com* Free Sourcing Service

網上推廣計劃及 *hktdc.com* 展覽商買配對服務

Hong Kong exhibitors can enjoy 12-month's online exposure at the fair website and *hktdc.com* to promote their company and products. Simply complete the enclosed Information Submission Form for Online Promotions and submit it with three product photos.  
 香港參展商可透過展覽會網站及「買發網」推廣其公司及產品，為期12個月。所有申請必須填妥附件「網上推廣計劃資料申報表」及提交三張產品相片，以享此項服務。  
 The information will be used for the *hktdc.com* Free Sourcing Service that will encourage more buyers to visit your booth at the fair, and increase buyers' enquiries to your products before and after the fair.  
 所提交的資料將會用作免費的 *hktdc.com* 展覽商買配對服務，將有潛力的買家轉介到參展商的展台，並在展覽前後增加買家的產品查詢。

#### Part V 第五部份 Additional Promotion Package - Official Magazine & Enhanced Online Promotions

額外推廣計劃—大會指定產品雜誌及網上推廣計劃加強版

Please refer to the enclosed "Additional Promotion Package - Official Magazine & Enhanced Online Promotions Order Form"  
 請參閱附件「額外推廣計劃—大會指定產品雜誌及網上推廣計劃加強版申請表格」。

## Part VI Booth Allocation Policy

1. Booth selection priority will be based on the following criteria, in descending order of importance. (i.e. 1>2>3>4>5)

1. Actual booth size	Large>Small
2.Format of Participation	Custom-built Participation>Standard Booth
3.History of Participation	Past Exhibitor (Wine Fair2017)>New Exhibition
4.Date of Application	Application will be processed in sequence according to the Date of Application
5.Others	If all conditions are the same, date of application and payment of the pavilion will be considered in the location assignment.

2. Application deadline – 16 July 2018

Exhibitors submitted their applications after the application deadline will be considered as late applications. They will be put under our waiting list. Booth space is not guaranteed subject to space availability. All booth assignment for late applications will be on first-come-first-serve basis.

3. Important Notes:

1. Exhibition's display on its stand must incorporate at least 60% of its display area exhibiting the appropriate products specified. Please refer to the specific product listing in Part 2 of application form.
2. A confirmation letter will be issued after booth selection. No refund will be made to the exhibitor after the confirmation letter is signed.
3. The Organiser reserves the right to decline any application should the applicants are not eligible to exhibit at the Exhibition pursuant to the Terms of Application and Exhibition Rules & Regulations.
4. All booth size/location requests are subject to space availability and Organiser's discretion.

### PAYMENT METHOD

1. Payment should be made by the following methods:

- A) Please enclose a Bank Draft payable to "Hong Kong Trade Development Council", or.
  - B) Remittance should be paid by telegraphic transfer to HONG KONG TRADE DEVELOPMENT COUNCIL, USD Account Number 006-391-61436992 with Citibank, N.A., Hong Kong Branch, SWIFT Code: CITIHKHX (All banking charges, if any, are to be borne by the applicant).
2. Please put down your company name and application ID on the TT remittance slip/back of bank draft/cheque.
  3. The cheque /TT remittance slip/ bank draft should be submitted together with the application form to "Wine Fair 2018", Exhibitions Department, Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong. If you are a hktcd.com registered user, your copy of TT clip can also be submitted by logging in hktcd.com.

Please return all application materials to:

Hong Kong Trade Development Council

Exhibition Department

Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre,

1 Expo Drive, Wanchai, Hong Kong.

Tel: (852)2584 4333 Fax: (852)2824 0249

Email: [exhibitions@hktcd.org](mailto:exhibitions@hktcd.org)

website: <http://www.hktcd.com/hkwinefair>



## **Part VII** Conditions for Participation

### Compliance with Application Laws

DUTIABLE COMMODITIES IRDINANCE (Cap 109) makes provisions on taxation and control of liquors and licensing of certain dealings in liquors.

Liquor means any liquid which contains more than 1.2% of ethyl alcohol. It is an offence to sell liquor without a licence. For application of liquor licence, please contact the Licensing section of the Food and Environmental Hygiene Department at <http://www.fehd.gov.hk/> (Hong Kong and Islands; Tel:2879 5728;Kowloon:Tel:2729 1237 and New Territories:Tel:3183 9255).

## **Part VIII** Company Stamp and Signature

Company Stamp & Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

For details of terms and conditions, please refer to “Conditions for Participation” and “Terms of Application and Exhibition Rules & Regulation” listed at <http://www.hktdc.com/hkwinefair>

If you do not wish to have your information on-passed to third parties for promotion of the Hong Kong International Wine & Spirits Fair 2018, excluding the printing of Visitors' Guide Map and Official Fair Magazine, please ✓ against the box

(If you are from a member state of the European Union ( “EU” ) / European Economic Area ( “EEA” )), PLEASE tick here if you accept our use of your provided data for direct marketing purposes.

\*For non-EU/EEA customers, please skip this box which is solely for EU/EEA customers as required by the relevant data protection law in the EU.

(若閣下來自歐洲聯盟“( 歐盟)”或歐洲經濟區的成員國 )， 並同意我們將閣下的資料用作進行直接推廣的用途，請於方格內加上剔號。

\* 此選項是按歐盟有關保護個人資料法律的要求而設，對於非歐盟 /歐洲經濟區的客戶，請略過此項。