



Vinexpo Hong Kong
24th -26th May 2016

Hong Kong remains a key gateway to Asian markets and is now firmly established as a major hub for the wines and spirits sector in Asia. According to the International Wine and Spirits Research (IWSR), Asia holds a 62.8% share of the total spirits volumes consumed worldwide. Whilst China holds the title of the world's biggest spirit consuming country, Japan also stands out as the biggest spirits importer in the Asia-Pacific region. One of the largest trade fairs in Asia, Vinexpo Hong Kong offers a unique insight into trends and developments across all Asian markets.

To diversify its markets, Enterprise Mauritius will lead the participation of 9 spirits producers under a Mauritian pavilion to Vinexpo Hong Kong. Apart from the panoply of products which will be showcased during the exhibition, visitors will also be able to take advantage of a series of seminars detailing the results of Vinexpo market studies conducted by IWSR.

Held every two years, the seventh edition of Vinexpo Hong Kong is set to take place from 24th to 26th May 2016 and will bring together producers from around the world who are seeking to strengthen their presence in the growing Asia Pacific markets. In addition to being a platform for B2B meetings, Vinexpo Hong Kong is the right place for learning and sharing ideas with wine and spirits producers, merchants and key decision-makers from all over the world. Around 1,300 exhibitors from more than 35 countries will be exhibiting at the fair, showcasing an unprecedented selection of wines and spirits to industry professionals.

Italian, American, Australian and South American producers will be present, alongside a number of first-time exhibitors from Bulgaria, Slovakia, the Czech Republic and Mauritius. Italy will be this year's "Guest of Honour" – a region that holds the title of the world's biggest exporter.

Exports of spirits from Mauritius to the Asia Pacific countries have increased fourfold since the last 5 years standing at Rs 4 million in 2014. It is expected that our participation in Vinexpo Hong Kong will increase the visibility of Mauritius as a sourcing destination of premium rums and spirits as well as boost the exports of spirits in the Asia Pacific region.