



HONG KONG INTERNATIONAL WINE AND SPIRITS 9TH – 11TH NOVEMBER 2017

For the past few years, global growth in wine and spirits consumption has been influenced by Asia. China is expected to overtake the UK as the second most valuable **still light wine** market by 2020, with this category forecast to increase by over 40% between 2016 and 2020 after the US (IWSR 2016). Young Chinese generation is developing the palate to consume spirits. The increasing purchasing power of the young Chinese knotted with the will to experience new spirits are factors opening up avenues for exports of spirits.

Strategically located at the heart of Asia - the gateway to Mainland China - favored with a conducive business environment, zero customs duties and increasing support for the sector, Hong Kong is clearly seen as the ultimate market place for wine and spirits in the Asia Pacific region.

Domestic exports of the Mauritian spirit sector have witnessed a significant growth of 233% over the past five years, increasing from Rs 34.3 million in 2012 to Rs 114.2 million in 2016. Rum occupies the largest share (87%) followed by other spirits and liquors. The Netherlands, France and UK represent the main export markets. After having positioned Mauritius as a reliable sourcing destination for quality exotic rum in Europe, the local distillers and bottlers, having surplus capacity and interest to explore the market opportunities, have been trying to penetrate the Asian markets for the past two years with the support of Enterprise Mauritius.

In this context, Enterprise Mauritius is leading the first participation of Mauritian companies through a national pavilion at the **Hong Kong International Wine and Spirit Fair**, to be held in the Hong Kong Convention and Exhibition Centre from 9 to 11 November 2017. **The Hong Kong International Wine and Spirit Fair** represents



a strategic platform for wine and spirit producers to meet with importers, buyers and sommeliers from the Asia Pacific region.

This event will enable Mauritian rum producers to showcase their various references, meet with professionals, take part in international tasting competition as well as conduct masterclasses to promote their products in view of acquiring new contacts and exports orders.

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

Hong Kong International Wine and Spirits Fair			
9 to 11 Nov 2017		Powered by the Hong Kong Trade Development Council (HKTDC)	
> 1000 exhibitors in 2016	Visit of 19,418 buyers last year		
Exhibition, Tasting, Seminars, Masterclass, HK International Wine and Spirits Competition		Online Business match-making services	
Hong Kong Convention and Exhibition Centre		10th Edition	

