



## Why Asia will Win the Global Wine Market

### 亞洲將領跑國際葡萄酒市場

Wine consumption in Asia has moved away from prestige drinking to social celebration and personal enjoyment. Studies found that in Hong Kong, Japan and South Korea, the proportion of drinkers who drink wine at least once a week has increased drastically. Given the proliferating demand, wine producers from France, Germany, Italy, the US and China have chosen Asia as their primary target market. Want to tap into the lucrative Asia market? Exhibit with RBHK to build partnerships with regional wine importers and merchants!

亞洲葡萄酒消費已從身分象徵轉變為社交或個人需要。研究發現，香港、日本和韓國人每週至少飲用一次葡萄酒的比例大幅增加。法國、德國、意大利、美國和中國的葡萄酒生產商就表示將亞洲視作主要目標市場。想進軍利潤豐厚的亞洲市場？立即參與亞洲餐飲展，與區內葡萄酒進口商及買家建立合作關係！

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### Why Asia? 亞洲市場優勢

#### More receptive to diverse wine labels

##### 對不同品牌接受程度較高

Asian consumers are more receptive than those in the Europe or US when it comes to wine labels – some less well received vintages are still seeing strong demand in the region.

亞洲消費者比歐洲或美國消費者更容易接受不同的葡萄酒品牌。一些名氣較小的酒莊出品的葡萄酒在亞洲國家需求仍然強勁。

#### Wider Distribution

##### 更廣泛的銷售途徑

The emergence of wine bars and specialist stores, an energised hospitality industry and the booming e-commerce channels especially in China have stimulated wine purchase.

酒吧和專賣店的湧現、發達的酒店業以電子商務渠道的興起（尤其是在中國）都對亞洲葡萄酒銷售起了積極作用。

#### Booming Organic Sector

##### 有機酒潛力巨大

Countries and regions like Japan, South Korea, Taiwan and China have high demand for low-intervention, organic, biodynamic and natural wines. Organic logos or environmental and health endorsements also act as buying cues.

日本、韓國、台灣和中國等國家和地區對低干預、有機、生物動力和天然葡萄酒的需求量龐大。有機標誌或環境和健康認證是消費者買酒時的重要考量。

Source from 資料來源：ISWC / Bourrasse / Daxue Consulting / Mordor Intelligence

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### Exciting Wine Events 美酒活動一覽



Hong Kong Best Spirits Awards  
最佳烈酒大獎

The awards present a list of top-of-the-range bars and spirits and promote them to consumers in Hong Kong, Macau and greater China.

最佳烈酒大獎為香港、澳門和大中華地區引入能迎合消費者口味，市場潛力龐大的優質佳釀。

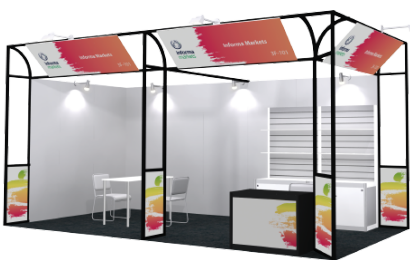


Hong Kong Washu Awards  
香港和酒大賞

The awards select the very best Japanese sake, wine, fruit liqueur and spirits while commending the contribution of female F&B professionals.

羅列最佳日本清酒、葡萄酒、水果利口酒和烈酒，並表揚女性對飲食業的貢獻。

And more....  
還有更多.....



### SME Export Marketing Fund 中小企業市場推廣基金

Eligible Hong Kong exhibitors may apply for the "SME Export Marketing Fund" to save up to 50% exhibiting costs!

合資格的參展商可申請「中小企業市場推廣基金」，節省高達50%的參展費用！

Organiser:

Informa Markets



17/F, China Resources Building,  
26 Harbour Road, Wanchai, Hong Kong  
+852 3709 4981  
visit@rbhk-ga.com

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