



VINEXPO
ASIA

HONG KONG
28-30
MAY
2024



Vinexpo Asia in Hong Kong in 2024 is:



64

COUNTRY
REPRESENTED



+9,000

TRADE VISITORS
DUE TO ATTEND



+1,000

EXHIBITORS

After a remarkable edition in Singapore in 2023, **the Vinexposium groupe is making its major comeback in Hong Kong in 2024 with Vinexpo Asia**, drawing on 26 years of expertise in the Asian market.

Vinexpo Asia has established its role as the leading must-attend event for the wine and spirits community in Asia.

Hong Kong continues to be the region's strategic business platform and an unrivalled hub of trade, with Vinexpo Asia acting as a business enabler.

From 28 to 30 May 2024 at the HKCEC (Convention Centre), make sure you are there to meet the industry's decision-makers.

vinexpoasia.com | [#vinexpoasia](https://twitter.com/vinexpoasia)

3 REASONS TO PARTICIPATE

1 A STRATEGIC LOCATION

Located on the sea front of the famous Victoria Harbour in Hong Kong, the HKCEC offers modern infrastructures in the heart of the business district. **Hong Kong is China's 4th largest trading partner.**

2 AN INTERNATIONAL ENVIRONNEMENT

The world's 10th largest trading power and 3rd largest financial centre in 2023, Hong Kong remains today a high-performance economic model. **The economy is recovering with an open-minded approach to international markets (+2,7% in the first quarter of 2023).**

3 A SETTING CONDUCTIVE TO BUSINESS

Unrivalled popularity for international wines and spirits. **Hong Kong ranks 3rd worldwide for the quality of its business environment.**





A KEY MARKET

HONG KONG IS A MAJOR HUB FOR WINE IN ASIA

Ideal for reaching out of the main regional markets: China, Macao, Japon and South Korea. **Since 2008 and its new customs policy, Hong Kong has been the leading Asian location for the wine trad.** The market is set to grow by 11,75% a year between 2022 and 2025.

AN OUTSTANDING LOCATION

A choice of products second to none. Enhanced knowledge of wine **due to prime educational resources** (renowned sommelier schools, International MSC Wine).

AN ATTRACTIVE MARKET

An area suited to premiumisation (42% of sales). **Unparalleled economic freedom: number one worldwilde.**



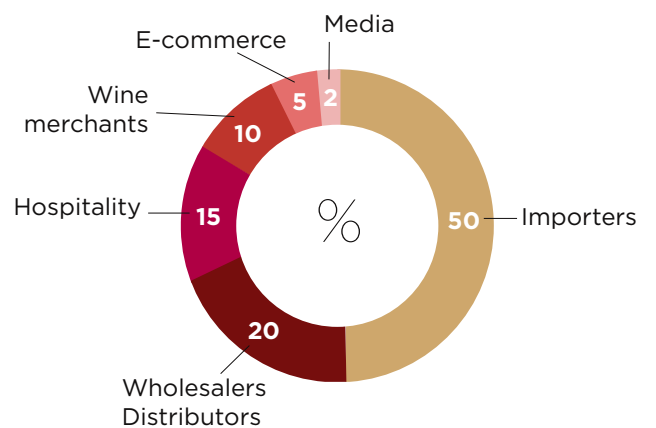
WHO WILL YOU MEET THERE?

REGIONS

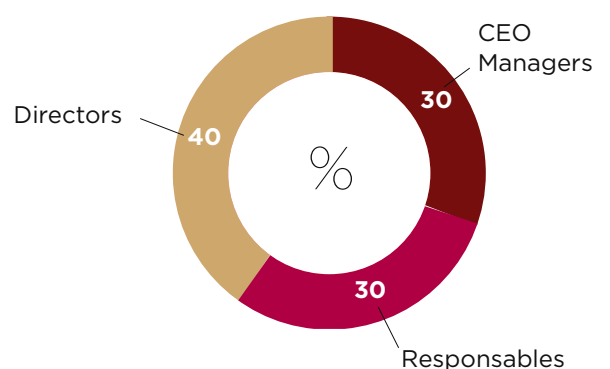


1. China, Hong Kong, Macao
2. Japan, Taiwan, South Korea
3. Thailand, Vietnam, Malaysia, Singapore, Indonesia
4. Australia

LINE OF BUSINESS



POSITIONS



A UNIQUE EXPERIENCE

A VENUE IN THE HEART OF HONG KONG

HKCEC offers a unique location and spectacular backdrop for events. **It is a place to work that focuses on international openness, business and current and future opportunities.**

A ROBUST PROGRAMME MIRRORING INDUSTRY CHALLENGES

We give you the opportunity to present your products at a Masterclass by **becoming part of the Vinexpo Academy programme.**

TURNKEY PRESENTATION SOLUTIONS

Vinexpo Asia offers you **effective solutions to prepare and optimize your attendance.**

HIGH-PERFORMANCE DIGITAL SOLUTIONS

Extend your online experience on Vinexposium 365! **Replay all Vinexposium content and expand your business network.**





VINEXPO
ASIA

DISCOVER OUR OFFER

sales@vinexposium.com

BOOK YOUR STAND

<https://event.vinexpoasia.com/2024/>

SAVE THE DATE

28 - 30 MAY 2024
HKCEC (Convention Centre)