

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Hong Kong Wine Registration Scheme Launched

Report Categories:

Agriculture in the News

Wine

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Report Highlights:

To help the healthy development of the Hong Kong wine industry, the Hong Kong Quality Assurance Agency (HKQAA) has launched a Hong Kong Wine Registration Scheme whereby companies can be registered only when they are able to provide proper documents showing product traceability. This Scheme aims to combat counterfeit wines and reinforce Hong Kong consumers' confidence in wine supplies. Registered companies can use a specified label for all the promotional materials. Starting November 2014, their wine bottles will have a QR code which consumers can easily obtain information on the wine with a smartphone scan.

The Wine Registration Scheme

The Hong Kong Quality Assurance Agency (HKQAA), a semi-government organization, has launched the Wine Registration Scheme to combat counterfeit wine and enhance consumer confidence in wine supplies. In addition, authorities anticipate the scheme may be a standard-setter for industry professionalism and contribute to Hong Kong's growth as a wine market. This is a program recognizing companies' ability to maintain and retrieve records of their wine supplies.

The first phase of the scheme was launched last year. The HKQAA reviews the operation of applicants, with particular emphasis on product traceability and the company's ability to maintain and retrieve records of wine shipments, including invoices, shipping documents and country of origin certificates. The assessment does not involve any quality testing. Successful applicants will receive a specified HKQAA wine registration logo to use in all promotional purposes such as websites, name cards, brochures etc. Registered companies are subject to an annual audit to continue enjoying the registration status.

In November 2014, the HKQAA will launch an online platform providing information on all wines carried by each registered wine company. Registered members will be given labels with a QR code on all their merchandise. Each QR code is unique for each wine. By scanning the QR code with a smartphone, consumers can easily retrieve information about the wine and verify that the wine has been handled by a registered company.

The application fee is HK\$10,000 (US\$1,285), regardless of the number of wines or annual sales per company. Once registered, companies are subject to an annual assessment fee of HK\$5,000 (US\$643).

The scheme is open for registration for all Hong Kong companies in the wine industry, including wine traders, merchants, wholesalers, distributors, retailers, cellars/warehouses and transportation service providers.

Response

The scheme has been well received by wine traders, particularly small and medium sized enterprises and other new entrants to wine trading that have emerged in response to Hong Kong's duty free wine market. The registration requirements serve as an incentive to many companies to be prudent in their procurements which must come from identifiable sources. The scheme is very helpful for companies selling old wines which are vulnerable to counterfeit, according to an industry source. The registration label can give their clients confidence in their wine collection. At the sight of the HKQAA label, their clients are well aware that a semi-government organization has vetted all their procurement documents and their wine supplies have identifiable sources.

A list of registered members is provided at this [link](#).