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Strong Results at Vinexpo Hong Kong 2016 for U.S. Wines

Report Categories:

Export Accomplishments - Events

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Report Highlights:

U.S. exhibitors reported strong results at Vinexpo Hong Kong 2016 with projected sales in the next 12 months of over USD1 million.

Vinexpo Hong Kong 2016, one of Asia's premier wine trade events, provides an excellent platform for U.S. wine and spirits exporters to increase sales in the greater China and Asian markets. The three-day show, held May 24-26, 2016, attracted 1,300 exhibitors from 33 countries and regions and over 17,000 buyers from 24 countries, up 2.5 percent from the previous Vinexpo Hong Kong in 2014. The U.S. Pavilion had 47 exhibitors who reported a total of over US\$1 million in 12-month projected sales.

To support U.S. exhibitor market information and outreach, the U.S. Consulate Agricultural Trade Office in Hong Kong organized a "Hong Kong - China Wine Market Conference" on May 23, 2016 for U.S. wine and spirits producers and key decision-makers from Hong Kong. The Conference featured presentations by local officials, wine marketing experts and ATO staff from Hong Kong and the Philippines, on the following topics:

- the Hong Kong Wine Market,
- Hong Kong Customs Facilitation for Wine Distribution into Mainland China,
- Asian Wine Industry Trends and Trade,
- Importing and Distributing Wines to the China Market, and
- Wine Market in the Philippines.

Photos from Vinexpo events



Hong Kong – China Wine Market Conference



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U.S. Pavilion at Vinexpo



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