



Press Release

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Australia is Country of Honour at Vinexpo Hong Kong

As the 5th largest wine-producing country in the world, and a model of success for wine marketing, Australia will be Country of Honour at Vinexpo Hong Kong 2018.

The spotlight will be on Australia at the next Vinexpo Hong Kong, the strategic international event for wine and spirits professionals in the Asia-Pacific region, on 29-31 May 2018 at Hong Kong Convention and Exhibition Centre.

Australia is one of the most exciting wine-producing countries in the global market today. The diversity of its terroirs and its regulation-free appellation areas have enabled Australian winemakers to stay at the forefront of innovation in experimenting with new grape varieties, and to achieve a move upmarket that has been praised by critics, sommeliers and consumers alike.

As the world's 5th largest wine exporter, the 2nd largest exporter to China and with a growth outlook of 25% in volume by 2020, Australia is a major industry player. It is estimated that growth in consumption of its still wines will be US\$4.3 billion between 2016 and 2020.

Giving pride of place to Australia was therefore a natural choice for Vinexpo, whose brand has been present in Asia for 20 years: "Vinexpo is very proud to welcome Australia as the Country of Honour for the 20th anniversary of its Hong Kong edition. This decision reflects Asian consumers' growing appetite for Australian wines, and Vinexpo aims to celebrate the buoyancy of the Australian winemaking industry", says Guillaume Deglise, CEO of Vinexpo.

In collaboration with *Wine Australia*, Vinexpo promises a packed programme. Further details will be unveiled in the coming months. The talent of Australian winemakers and regional know-how will be showcased through dedicated spaces, talks and exclusive tastings.

"This is a brilliant opportunity to shine the light on the diversity and premium quality of Australian wine. Greater China is our number one and fastest growing export market, so Australia taking the title of Country of Honour will help strengthen our position in the market, and enable us to showcase the breadth of fine Australian wine to some of the most influential people in the region." says Andreas Clark, CEO of Wine Australia.



About Vinexpo

Founded by the Bordeaux Gironde Chamber of Commerce and Industry in 1981, Vinexpo is the world's leading show for wine and spirits professionals and a partner for the wine and spirits industry worldwide. Vinexpo is held in Bordeaux in odd-numbered years. Since 1998, Vinexpo Hong Kong (formerly known as Vinexpo Asia-Pacific) has taken place in even-numbered years, and in 2014, Vinexpo expanded to the Japanese market with the debut of a third biannual fair Vinexpo Tokyo. The two have become key exhibitions of the industry in Asia. In January 2017 Vinexpo launched a new concept, Vinexpo Explorer, two days of business meetings and discovering vineyards. Vinexpo New York, which takes place for the first time on 5 and 6 March 2018, will open doors to the US market for international exhibitors.

For more information, visit www.vinexpo.com

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