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Hong Kong will host Vinexpo Asia every year from 2027 through 2031

The five-year deal ends the fair’s rotation with Singapore, leaving exhibitors and buyers with a single planning base in Asia

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Hong Kong will host Vinexpo Asia every year from 2027 through 2031 under a five-year agreement that ends the trade fair’s rotation with Singapore and gives the wine and spirits industry a single annual base in Asia.

The agreement was signed on October 30 by the Hong Kong Tourism Board and Vinexposium, the organizer of Vinexpo Asia. The first edition under the new arrangement is scheduled for June 8 to 10, 2027, at the Hong Kong Convention and Exhibition Centre.

The move marks a clear shift in the fair's regional strategy after several years of changes caused by the pandemic. Vinexpo Asia had long been associated with Hong Kong, where its presence dates to 1998. But COVID-19 restrictions disrupted that model. The 2020 and 2022 Hong Kong editions were canceled, and Vinexposium moved the event to Singapore in 2023 as that market reopened sooner to international travel.

After that move, the organizer adopted a rotation between the two cities. Singapore hosted the fair in 2023 and 2025, while Hong Kong held editions in 2024 and 2026. Vinexposium had presented the two locations as complementary, with Hong Kong positioned as a gateway to Greater China and Singapore aimed more at Southeast Asia.

The new five-year deal ends that approach and concentrates the event in Hong Kong. For wineries, importers, distributors and other drinks companies that use Vinexpo Asia to reach buyers, the decision is likely to reshape trade calendars, travel plans and commercial budgets across the region. Instead of planning around two cities and alternating years, exhibitors and buyers will now have one fixed annual meeting point.

Vinexposium executives said the change responds to demand from the trade for a more predictable schedule. Deborah Sanchez, Vinexposium's overseas events director, said the industry needs "stability, clarity and long-term visibility" and that a permanent annual event in Hong Kong would give exhibitors and international buyers a more reliable anchor for planning and investment.

Rodolphe Lameyse, chief executive of Comexposium's Food & Beverage Division, said Hong Kong remains one of the most important gateways to Asian markets for the wine and spirits industry. He said making Vinexpo Asia an annual event in Hong Kong reflects Vinexposium's confidence in the city and fits into Comexposium's broader food and beverage strategy in Asia.

Hong Kong officials presented the agreement as a sign of continued international business confidence in the city. Peter Lam, chairman of the Hong Kong Tourism Board, said the commitment reinforces Hong Kong's role as an international trade center. He also said the partnership is intended to take Vinexpo Asia beyond the exhibition halls and turn it into a city-wide event.

According to the Tourism Board, both sides are exploring additional programming across Hong Kong, including wine tastings, food-and-wine pairing events and networking activities in restaurants, bars and hospitality venues. Those plans are still at an early stage.

The October 30 signing ceremony in Hong Kong was witnessed by Lam and Rosanna Law, the city's secretary for culture, sports and tourism.

For Singapore, the agreement closes a chapter that began when pandemic conditions changed the regional exhibition market. The city hosted Vinexpo Asia at Marina Bay Sands in May 2023, when Hong Kong and mainland China were still operating under stricter travel conditions. Singapore then held a second edition in 2025 under the alternating format.

For Hong Kong, the agreement restores continuity after a period of disruption. Under the earlier rotation, the city would have waited until 2028 for its next turn. Under the new schedule, it will host the event again in 2027 and continue annually through 2031.

That continuity could matter well beyond the exhibition floor. A fixed location can make it easier for producers, importers and distributors to decide where to direct sales teams, organize market visits and schedule meetings with buyers. It may also help hospitality operators, logistics providers and local venues plan around a recurring international wine and spirits gathering.

The decision also underscores how major trade events are being used as part of wider tourism and business strategies in Asia. By pairing the exhibition with possible city-wide activities, Hong Kong is seeking to expand the event's economic impact into restaurants, bars and other parts of the drinks and hospitality trade as it hosts the fair each year from 2027 to 2031.