vinetur

Vinexpo Asia 2024: celebrating wine and spirit excellence in Hong Kong

Vinexpo Asia's grand return to Hong Kong

Wednesday, February 21, 2024



As the calendar pages turn towards the end of May 2024, the wine and spirits industry is abuzz with anticipation for the return of **Vinexpo Asia to Hong Kong**. This flagship event, hosted by the Vinexposium group, marks a significant occasion, not just as a gathering of industry professionals but as a testament to the enduring appeal and dynamism of the Asian market.

Since its debut in Hong Kong 26 years ago, Vinexpo Asia has established itself as a linchpin event for the wine and spirits sector, facilitating a unique platform for commerce, networking, and the fostering of international partnerships. The decision to make this expo an annual event, alternating between Singapore and Hong Kong, underscores the region's critical economic impact and its role as a catalyst for growth and innovation within the industry.

This year, from May 28 to 30, the Hong Kong Convention and Exhibition Center (HKCEC) will once again open its doors to a diverse array of exhibitors and attendees. The expo is poised to showcase an impressive lineup of participants, with 1,300 producers from 40 countries, including powerhouses like Australia, China, France, Italy, and the United States. The event promises a rich tapestry of offerings, from New World innovations to Old World traditions, not to mention a dedicated area for organic and biodynamic wines, reflecting the sector's growing sustainability consciousness.

The Asian market, with its strategic significance and burgeoning demand, offers unparalleled opportunities for the wine and spirits industry. The Greater Bay Area (GBA), with its 87 million inhabitants, stands as a testament to the region's economic potential and its pivotal role in shaping global market trends. The anticipated growth in wine and spirits consumption in China, projected to increase in value by 19% by 2027, highlights the strategic importance of the Asian market.

Vinexpo Asia's return to Hong Kong is not just a nod to the city's rich cultural tapestry and favorable business environment but also an acknowledgment of its role as a gateway to the vast and varied Asian market. The expo's focus extends beyond China, catering to key import markets across Asia, including Taiwan, Vietnam, Thailand, Japan, South Korea, and more, underscoring the diverse and dynamic nature of the region's wine and spirits landscape.

Beyond the business meetings and trade deals, Vinexpo Asia 2024 is set to offer a holistic experience with its Vinexpo Academy programme, featuring over 50 premium sessions designed to enrich participants' knowledge and appreciation of wine and spirits. The B+D Grand Tasting, occurring just before the expo, further enhances this enriching experience, offering attendees the chance to explore a curated selection of

wines from around the world.

As the industry looks forward to convening in Hong Kong, the excitement is palpable. Vinexpo Asia 2024 promises not only to be a hub for economic activity and partnership but also a celebration of the wine and spirits community's resilience, innovation, and shared passion for excellence.

Pre-registration for visitors to Vinexpo Asia can be accessed online here.