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## Hong Kong

**Post:** Hong Kong

### **Strong Results at Vinexpo Hong Kong 2018 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 2018 with projected sales in the next 12 months of over US\$230,000.

Vinexpo Hong Kong 2018, 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 29-31, 2018, attracted 1,465 exhibitors from 30 countries and regions and over 17,500 buyers, up two percent from the previous Vinexpo Hong Kong in 2016. The U.S. Pavilion had 44 exhibitors who reported a total of over US\$230,000 in 12-month projected sales. (Note: many exhibitors said it is too early to report potential sales, so final sales as a result of the show may be much higher.)

To support U.S. exhibitor market information and outreach, on May 28, 2018 the U.S. Consulate Agricultural Trade Office (ATO) in Hong Kong organized the "Hong Kong - China Wine Market Conference" for U.S. exhibitors at Vinexpo. The Conference featured presentations by ATO Hong Kong, wine importers and distributors on:

- The Hong Kong Wine Market; and
- Importing and Distributing Wines to the China Market

In the evening before the show, the ATO also organized the "U.S. Wine Showcase – Vinexpo Preview" for U.S. exhibitors to meet with Hong Kong wine importers.

Hong Kong is the largest wine trade center in Asia and remains an affluent tariff and tax-free market. Please contact ATO Hong Kong for more information regarding opportunities to promote U.S. wines in Hong Kong and Macau.

### Photos from Vinexpo events



Hong Kong – China  
Wine Market Conference



Hong Kong – China  
Wine Market Conference



Hong Kong – China  
Wine Market Conference



U.S. Wine Showcase –  
Vinexpo Preview



U.S. Wine Showcase –  
Vinexpo Preview



U.S. Wine Showcase –  
Vinexpo Preview



U.S. Cheese Tasting at U.S. Wine Showcase



U.S. Pavilion at Vinexpo



U.S. Pavilion at Vinexpo



U.S. Wine Seminar



U.S. Pavilion at Vinexpo



U.S. Pavilion at Vinexpo



U.S. Pavilion at Vinexpo



Consul General Tong Visited U.S. Pavilion at Vinexpo



U.S. Pavilion at Vinexpo