

**WINE INDUSTRY CONFERENCE**  
**“CARPE VINUM - SEIZE THE WINE”**  
酒類行業會議  
《享受葡萄酒，把握葡萄酒商機》

- Date 日期** : 6/ 11 / 2014 (Thursday 星期四)
- Time 時間** : 2pm – 4pm
- Venue 地點** : Seminar Room, Hall 3D Concourse, HKCEC  
香港會議展覽中心展覽廳 3D 大堂研討室
- Language 語言** : English (Simultaneous Interpretation in Putonghua will be provided)  
英語 (附設普通話即時傳譯服務)
- Programme Advisor and Moderator 會議顧問兼主持人** : Ms Debra Meiburg MW  
葡萄酒大師 Debra Meiburg 女士
- Remarks 備註** : Free Admission 費用全免

The Wine Industry Conference is an annual highlight event of the Hong Kong International Wine & Spirits Fair, with an aim to provide a platform for the exchange on the latest wine market intelligence. This year, international renowned speakers from the industry will discuss the topic on **“CARPE VINUM - SEIZE THE WINE”**, bringing to you the latest updates from different sectors of the industry. Like previous editions, **Ms Debra Meiburg MW** will be the programme advisor and moderator to facilitate a fruitful discussion among the panelists and audience.

酒類行業會議是香港國際美酒展的年度盛會，旨在為葡萄酒市場提供一個交流最新資訊的平臺。今年將有國際知名的業內人士就《享受葡萄酒,把握葡萄酒商機》的主題展開討論，探討該行業在不同領域的最新發展。正如以前的會議，葡萄酒大師 **Debra Meiburg 女士**將擔任本活動的顧問和主持人，以便演講嘉賓和到場人士深入討論。

**PROGRAMME 程序表**

1:30pm – 2pm	<b>Registration 登記</b>
2pm – 2:10pm	<b>Welcome Remarks and Trophies Ceremony 歡迎辭與紀念品贈送</b> <i>By Mr Johnny Wan, Director, Exhibitions Market Development, Hong Kong Trade Development Council 香港貿易發展局展覽市場拓展總監溫少文先生</i>
2:10pm – 2:30pm	<b>Keynote Speech 主題演說</b> <b>The Next Frontier - A Global Challenge 開拓新領域 - 迎接全球挑戰</b> <b>Mr Paul Henry, Director, winehero ltd</b>  How will Australia meet the wine challenge throughout Asia in the next five years?  Will it seek to replicate its recent history in UK, EU and North America as a champion of popular premium brands, or will it choose a new leadership position?  Above all, how will it balance its own supply and demand equation to secure a more sustainable future?  Learn what Australia has in store for new consumer creation, distribution partnerships and high value positioning in Asia.  未來五年澳大利亞將如何應對亞洲葡萄酒市場帶來的挑戰？  澳大利亞會試圖在亞洲繼續保持其在英國，歐盟和北美洲葡萄酒流行品牌的領先地位，還是會選擇一個新的定位？  澳大利亞將如何平衡自己的供應和需求，以確保一個更可持續發展的未來？  了解澳大利亞如何在亞洲就吸引新消費者，建立分銷合作夥伴和葡萄酒定位去擬定策略。
2:30pm – 2:45pm	<b>The Fine Wine Market: Speculation is dead, long live speculation</b> <b>佳釀市場：炒作過時，亦或炒作萬歲？</b> <b>Mr James Miles, Managing Director (Co-Founder), Liv-Ex</b>  Many have always been uncomfortable with the idea that a product so ethereal, exquisite and graceful should be speculated in at all. Fine wine is for pleasure, it is a way of life, it is art and above the dark enterprise of profit and speculation. The reality is that wine and speculation have been intertwined since the beginning of time. James Miles will explore this ancient marriage,

the crucial role that speculation plays in the market and how it helps producers to finance their production and improve the quality of their wines. He will also look at how speculation has apparently waned in recent years, the unique characteristics that wine enjoys as an investment and how, as surely as night follows day, it will rise again.

很多人不贊同炒作像葡萄酒那般精美絕倫的產品。美酒是一種享受，一種生活方式和藝術，並非獲取商業利益的炒作工具。現實情況是，葡萄酒和炒作一直有著不能分割的關係。James Miles 將探討葡萄酒和炒作這源遠流長的特殊關係，以及炒作在市場中所發揮的關鍵作用，還有炒作是如何幫助製造商投入生產並提高葡萄酒的質量。他將分析近年來炒作力度明顯減弱的情況，及葡萄酒作為投資工具的獨有特質。他指出葡萄酒炒作在市場必然規律中佔有不可或缺的角色。

2:45pm – 3pm

### **Politics & Wine: The Impact of China's Austerity Measures**

政治與葡萄酒：中國貿易緊縮政策的影響

***Mr Ian Ford, General Manager, Summergate Fine Wines***

Over the last 24 months, we have witnessed the China government's most ambitious crack-down on corruption and government extravagance of the modern era. The impact of this "Austerity" campaign has fundamentally shifted the landscape of the China wine industry, and has irrevocably changed the market now and for the future.

In this session, Summergate General Manager Ian Ford will take you through the details of this important campaign, beginning back in 2012, and look into the 'anatomy' of the market slowdown that ensued. Specific sectors of the market have been impacted more than others, and the campaign has showed no signs of slowing down. Ian will explore with us where the market is today as a result, and shed light on where the market is likely to go in the years ahead.

在過去的 24 個月，我們已經見證了近代中國政府對貪腐和鋪張浪費行為最大刀闊斧的懲治打擊。該緊縮運動的影響，已經徹底轉變了中國葡萄酒行業的面貌，對市場的現在和未來都產生了不可逆轉的改變。

在這個議程裏，美夏總經理付一安先生將帶您通過這個重要改革的細節，溯源 2012 年，深入研究剖析隨之而來的市場增速減緩。酒類行業的特定領域受到更多的衝擊，而該運動卻沒有顯示出任何放緩的跡象。付一安將與我們一起探索目前的市場進程，並揭示葡萄酒市場在不久的將來可能的出路。

3pm – 3:15pm

**Preparing China's Future Sommeliers 預備中國未來的侍酒師**
***Mr Lu Yang, Corporate Wine Director, Shangri-La Hotel Group***

In this presentation, Yang will discuss the brief history of the Chinese sommelier industry, current SWOT of Chinese sommeliers, and the importance of the roles of modern Chinese sommeliers. He will also share the keys for preparing future sommeliers, including the importance of sommelier leaders; their education; support and effect from the media, the wine industry, and from the general public. Lastly, he will talk about what Shangri-la is doing to prepare future sommeliers.

呂楊會為大家簡介中國侍酒師行業的發展，中國侍酒師的強弱危機綜合分析和現代中國侍酒師的重要角色。他也會解釋預備未來侍酒師的關鍵因數，包括侍酒師領袖的重要性、教育、媒體、葡萄酒行業以及大眾的支持和影響。最後他會講解香格里拉是怎樣為未來的侍酒師作準備。

3:15pm – 3:30pm

**Wine Critics, Weibo or What? Communicating with China's New Wine Drinkers**
**葡萄酒評論家，微博還是其他？與中國新興的葡萄酒愛好者進行交流**
***Mr Robert Joseph, Director, DoILikeIt***

Communication with wine consumers across the world has never been simple, but most producers have at least a general understanding of the basic rules of public relations, advertising, and the building of relationships with sommeliers, retailers and wine critics. They probably now know something about the role of social media platforms such as Facebook and Twitter. The Chinese market, however, is very different. Identifying the most influential opinion formers is far from straightforward. Who and where are the sommeliers? What are the best ways to exploit Chinese social media platforms, given the absence of the ones to which westerners are accustomed? What kind of information do China's new wine drinkers want. And where do they expect to find it?

與世界各地的葡萄酒消費者進行交流並不是一件簡單的事，但大多數商家至少對市場的規律有一個基本的瞭解，包括公關、廣告、及如何與侍酒師、零售商以及葡萄酒評論家之間建立關係等。他們可能現在也更清楚如 Facebook 和 Twitter 等社交媒體發揮的作用。然而中國市場與眾不同，確立最有影響力的輿論並不那麼直接。誰是侍酒師？他們又在哪裏？在沒有西方慣用的社交媒體的情況下，如何更好的利用中國社交媒體平臺開拓市場？中國新興的葡萄酒愛好者想知道哪些信息？他們盼望從哪裏找到該信息呢？

3:30pm – 3:50pm

**Panel Discussion 專題討論**

3:50pm – 4pm

**Question & Answer Session 問答環節**

## ABOUT THE SPEAKERS 講者介紹



*Moderator 主持人:*

**MS DEBRA MEIBURG MW 葡萄酒大師 Debra Meiburg 女士**

**Director, Cathay Pacific Hong Kong International Wine & Spirit Competition**

A Hong Kong resident for over 25 years, Debra Meiburg MW is an award-winning author and speaker who holds the top honour in the wine world: Master of Wine. She has spoken for key political figures and business leaders across Asia about the finer points of wine appreciation, and for wine regions on 6 continents about Asian wine markets. Meiburg Wine Media, her multimedia platform for wine “edutainment” reaches over 60 million Chinese viewers monthly through online videos, taxi videos and a wine travel television show called Taste the Wine.

Debra is a widely respected wine judge and champion of the wine trade in Asia, and founded the first truly Asian wine competition, the Cathay Pacific Hong Kong International Wine & Spirit Competition, as well as the Guide to the Hong Kong Wine Trade. In 2013, she was awarded “Entrepreneur of the Year (Women of Influence)” award by the South China Morning Post & the American Chamber of Commerce. In 2012, the drinks business named her the 7th Most Powerful Woman in Wine.

定居香港 25 年以上的 Debra，是一位得獎葡萄酒作者及演講師，並擁有葡萄酒界別裡最高的榮譽：葡萄酒大師(Master of Wine)。在她有關葡萄酒鑒賞的講座裡，不少亞洲區政要和商界領袖也是席上客，而她更在六大洲各大產酒區講解有關亞洲區酒業發展情況。

Debra 主持的 Meiburg 美酒頻道透過多媒體資訊平台使用一個輕鬆有趣形式推廣葡萄酒教育。教育教材包括網上影片、每月接觸六千萬多人的計程車影片、和在 26 個國家的酒莊旅遊資訊電視節目「品嚐美酒」。同時，Debra 是一位在亞洲酒業裡深受推崇的葡萄酒評審、她更創辦了首個真正為亞洲人而設葡萄酒比賽 — 國泰航空香港美酒品評大獎。在 2013，Debra 獲得香港南華早報和香港美國商會的年度企業家獎。在 2012 年，Drinks Business Magazine 評選出 Debra 為葡萄酒界第七具有影響力的女士。



**MR PAUL HENRY**

**Director, winehero ltd**

Paul Henry has over 15 years experience in the international marketing of fine wine, occupying positions as diverse as importer, wholesaler, broadcaster and general manager of a Commonwealth government statutory authority (Wine Australia).

Today, Paul is the founding director of wine strategy consultancy, winehero ltd, which currently lists among its clients Barossa Grape and Wine Association; Primary Industries and Regions South Australia; SC Pannell Wines, McLaren Vale; Henry’s Drive, Padthaway; Torbreck Vintners, Barossa and thousand candles, Yarra Valley.

Along with renowned chef, Simon Bryant, Paul is also the creative director of Tasting Australia, Australia’s original food and wine festival, and is honored to be an International Food & Wine

Ambassador for South Australia.

As well as being honored as a Len Evans Tutorial Brokenwood Scholar, Paul has been recognized by Wine Communicators Australia as the International Wine Communicator of the Year, and been a keynote speaker at Masters of Wine Conference (2010); Wine Fusion Asia (2011) and Wine Vision, London (2013).

Outside of his professional commitments, Paul lists among his interest creative writing, reading, cooking and walking on the beach.

Paul Henry 在國際佳釀市場擁有超過 15 年的豐富經驗，曾從事葡萄酒行業各種不同的角色包括進口商，批發商和澳大利亞葡萄酒管理局 (Wine Australia) 的總經理等。

Paul Henry 現為葡萄酒顧問公司 winehero ltd 的董事，目前其客戶包括 Barossa Grape and Wine Association; Primary Industries and Regions South Australia; SC Pannell Wines, McLaren Vale; Henry's Drive, Padthaway; Torbreck Vintners, Barossa and thousand candles, Yarra Valley。

Paul Henry 亦與國際名廚 Simon Bryant 一起擔任澳大利亞原食材和葡萄酒節 “Tasting Australia” 的創意總監，更為南澳大利亞之國際美食及美酒的宣傳大使。

學術方面，Paul Henry 被推崇為 Len Evans Tutorial Brokenwood Scholar，在不同的葡萄酒國際會議上擔任主要演講者，包括 Masters of Wine Conference (2010); Wine Fusion Asia (2011) and Wine Vision, London (2013)。

空閒時 Paul 喜歡創意寫作、閱讀、烹飪及在沙灘上漫步。



### **MR JAMES MILES**

#### **Managing Director (Co-Founder), Liv-Ex**

James Miles was born in Hong Kong and attended school and university in the UK. He started his career with Jardine Fleming Investment Management in 1991, before becoming an equities analyst and strategist with Asia Equity (which later became Banque Paribas and then BNP Paribas). He moved to London in 1997 and left banking in March 2000 to set up Liv-ex – the fine wine market. Liv-ex is the leading trading, settlement and information platform to the fine wine industry with more than 430 members worldwide. Liv-ex also publishes a family of price indices – including the Liv-ex Fine Wine 100 Index – which are widely recognised as the industry benchmarks.

James Miles 出生於香港，在英國完成中學及大學學位。他於 1991 年在怡富投資管理公司展開他的職業生涯，然後在亞洲股票基金(即後來的巴黎巴銀行，現在名為法國巴黎銀行)擔任証券分析及投資策略的工作。1997 年他移居倫敦。2000 年 3 月他離開銀行業，之後成立了倫敦國際葡萄酒交易所。該交易所在業內居於領先地位，提供一個集交易、結算、資訊交流的平臺，在全球擁有 430 多家成員。倫敦國際葡萄酒交易所還發佈不同葡萄酒價格指數，其中包括 Liv-ex 100 高級葡萄酒指數，現已成為國際公認的行業標準。



#### MR IAN FORD

##### General Manager, Summergate Fine Wines

Ian Ford was born and raised in New York City, one of the world's most vibrant and dynamic cities. He attended Duke University, graduating with a BA in History, focused primarily on modern China, with a concentration in Mandarin Chinese. After an initial sojourn in China for one year in 1990, Ian moved permanently to China in 1995 to take up a career in the wines and spirits business with Seagram, based in Beijing. In 1999 Ian co-founded Summergate, an importer and national China distributor, focused on wine, with the goal in mind of leading the China market for imported wines and more over the coming decades. Ian has traveled to and studied wine in virtually every fine wine making region worldwide, and for fifteen years has been working closely with leading wine makers developing their brands in China. When not focusing his time on Summergate, a leading player in the Greater China drinks market, Ian is an avid sailor, golfer, and skier, and has a tireless passion for fine food and drink.

付一安先生 (Ian Ford) 出身於世界上最富有魅力和活力的國際大都市-紐約。他在美國杜克大學畢業，主修中國現代史和中文。付先生曾於 1990 年在中國旅居一年，然後在 1995 年搬到中國安家，在北京的加拿大施格蘭公司從事烈酒行業的工作。1999 年，懷著成為未來幾十年的中國市場進口酒類行業領導者的理想，付先生和朋友合夥成立了美夏公司，一家在大中華區進口和分銷優質葡萄酒的公司。付先生通過自己的專研學習，游歷世界各地的主要葡萄酒產區。十餘年來與世界頂尖的釀酒師緊密合作，進行市場運作和品牌建設。除却專注在大中華區頂級酒水公司美夏的發展工作上，付先生還熱衷於駕艇出海，打高爾夫和滑雪，當然還有對美食美酒樂此不疲的追尋。



#### MR LU YANG 呂楊先生

##### Corporate Wine Director, Shangri-La Hotel Group 香格里拉酒店集團葡萄酒總監

Yang Lu is the Corporate/Group Wine Director for Shangri-La Hotels and Resorts, overseeing the sommelier team and wine program of the entire group. Previously he spent 3 years as Hotel Sommelier for the Peninsula Shanghai, where he profoundly raised the status of Chinese sommeliers, and became the most influential and important sommelier in China.

Yang is the only Advanced Sommelier from Greater China, and is also the first ever internationally-certified sommelier from Mainland China. He holds WSET Level 4 Diploma (Merit), and also graduated from Viticulture and Winemaking Degree from Niagara College in Canada. Yang is the champions for all 3 major sommelier competitions in China, 2nd place in the 1st Greater China Sommelier Competition, and 4th place in World Best Young Sommelier of the Year Competition. Yang is the first Chinese winner of Madame Bollinger Foundation Award and Scholarship, and therefore in 2012 became the first Master of Wine student from Mainland China. As Chief Consultant and Educator for I-WAY Wine Education, Yang teaches wine regularly, and is regarded as one of the finest wine educators in China, while being a certified educator for WSET and official educator for both Burgundy (the first in China) and Bordeaux region. Yang contributes regularly to several professional and lifestyle magazines, and he translated *How to Taste* by Jancis Robinson into Chinese, which was published in 2010 in China and instantly becomes one of best-sellers among wine books. Yang feels honored to be invited as speakers for various international wine conferences and forums, and participates as judges for various local and international wine competitions. He also takes great pride in being the Chief Technical Director for the ever more eminent China Bling Tasting Competition, in charge of wine selection and service.

Recognized for his contribution and dedication, Yang has received many awards over the years, such as "Power List 2011" by Wine Magazine, "China Wine Ambassador" by Hurun Report in 2012, and "Young Hope" by French government and Sopexa in 2014.

Yang lives and breathes with wine, and he feels extremely fortunate and humbled to be in the journey of wine world.

呂楊是香格里拉酒店的集團葡萄酒總監，管理整個集團的葡萄酒項目和侍酒師團隊。之前他在上海半島酒店擔任侍酒師三年，前所未有地提升了中國本土侍酒師的地位，並成爲是中國最重要和最有影響力的侍酒師。

呂楊是大中華地區唯一一位高級侍酒師（Advanced Sommelier），也是中國大陸第一位取得國際認證的侍酒師。他持有 WSET4 級文憑，同時也畢業於加拿大尼亞加拉學院葡萄種植和釀酒專業。呂楊包攬中國三大侍酒師比賽的冠軍，大中華侍酒師大賽亞軍，世界青年侍酒師大賽第四名。他是由葡萄酒大師協會和 Champagne Bollinger 創立的 Madame Bollinger 獎學金在中國區的首位獲得者，並因此于 2012 年成爲有史以來首位進入葡萄酒大師（Master of Wine）課程的中國大陸學生。作爲 I-WAY 的首席顧問和講師，呂楊定期教授葡萄酒課程，被公認爲中國最出色的葡萄酒講師之一，他是 WSET 的認證講師，同時也是勃艮第（大陸首位）和波爾多產區的官方講師，爲中國的葡萄酒教育盡一份自己的力量。呂楊定期爲多個媒體撰稿，也曾將英國著名酒評家 Jancis Robinson 的《品酒》一書翻譯成中文，於 2010 在大



陸出版，并迅速成爲國內最暢銷的葡萄酒書籍之一。呂楊時常受邀在不同的國際葡萄酒會議和論壇發言，也定期以評委身份參加國內外多項葡萄酒評審。他也十分自豪能成爲愈加重要的中國盲品大賽的技術總監，主管大賽選酒和服務。

因爲其對行業的貢獻和投入，呂楊近年獲得了衆多獎項和榮譽，例如2014年法國政府和 Sopexa 頒發的“法國美食精神之青年才俊獎”、《葡萄酒》雜誌的“2011年度風雲人物”、2012年被《胡潤百富》雜誌評爲“中國葡萄酒大使”等等。

能走上一條葡萄酒的旅程，呂楊感到無比幸運，并希望能和大家分享葡萄酒帶來的那種來自內心深處的快樂、樸實而有內涵的美好。

#### MR ROBERT JOSEPH

##### Director, DoLLikelt

Robert Joseph is an unusually widely experienced member of the wine world. After briefly running a family hotel in Sussex, he romantically ran away to Burgundy, before returning to launch Wine International Magazine and the International Wine Challenge (IWC) and become the Sunday Telegraph wine correspondent. Writing over 25 books - including the French Wines and the Ultimate Encyclopedia of Wine earned a few awards, while running wine competitions in places like China, Japan, Russia, Poland, Vietnam, Singapore and India gained a few air miles. Today, he co-owns a successful French wine brand called le Grand Noir, is editor at large of Meininger's Wine Business International, a consultant and frequent public speaker. A frequent visitor to Hong Kong and China since 1990, he is currently working on a Marketing Handbook for the wine industry.

Robert Joseph 是國際葡萄酒界罕有的知名人士。他先是在英國蘇塞克斯開辦了家庭旅館，很快他又瀟灑地跑到法國勃根地，隨後創辦了《國際葡萄酒》雜誌和國際葡萄酒挑戰賽（IWC），並且成爲星期日電訊報葡萄酒記者。他寫過的書超過 25 本，其中包括《法國葡萄酒》和《葡萄酒大百科全書》並以此獲得不同獎項。同時他還飛往中國、日本、俄羅斯、波蘭、越南、新加坡和印度等地舉辦葡萄酒競賽。今天他是一家法國葡萄酒知名品牌 le Grand Noir 的股東，同時擔任梅林格《國際葡萄酒貿易雜誌》編輯。他也是一位資深顧問和演講家。自 1990 年以來他一直是香港和中國大陸的常客。目前他爲葡萄酒行業制定營銷手冊。

#### Remarks 備註:

- Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。