

MAKING THE RIGHT INVESTMENT IN WINE ESTATES
如何明智投資葡萄酒產業

Date 日期	:	7/11/2014 (Friday 星期五)
Time 時間	:	12:45pm - 1:45pm
Language 語言	:	English 英語
Venue 地點	:	Wine Gallery, Hall 3D, HKCEC 香港會議展覽中心展覽廳 3D 「Wine Gallery」資訊廊
Remarks 備註	:	Free Admission 費用全免

PROGRAMME 程序表

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12:30pm - 12:45pm	Registration 登記
12:45pm - 1pm	<p>THE AUSTRALIAN WINE INDUSTRY SNAPSHOT 澳洲葡萄酒產業概覽</p> <p>Speakers 講者: Mr Aaron Brasher, Regional Director, Australia, Asia and Emerging Markets, Wine Australia 澳大利亞葡萄和葡萄酒管理局澳亞和新興市場區域總監 布拉舍先生</p> <p>Mr William Lin, Senior Investment Manager, Australian Trade Commission (Austrade), Australian Consulate-General Hong Kong and Macau 澳洲駐香港總領事館，澳洲商務署高級商務官 - 投資推廣 林懷李先生</p> <p>Why invest in Australia? What are the investment opportunities and how can Austrade help? 為什麼投資澳洲？演講者將探討在澳洲的葡萄酒相關投資機會以及澳洲商務署在這方面所提供的協助。</p>

<p>1pm - 1:15pm</p>	<p>WINE AND TOURISM INVESTMENT IN FRANCE 投資法國葡萄園及相關旅遊項目</p> <p>Speaker 講者: Mr Elias Rock, Director of Hong Kong and Taiwan Office, Invest in France Agency, Consulate General of France in Hong Kong & Macau 法國駐港澳總領事館駐港台法國政府投資部總監 Elias Rock 先生</p> <p>France still offers numerous and various opportunities for investment in its vineyards: from a small vineyard for less money than an apartment in Hong Kong to a “Grand Cru”, investors can always find what they are looking for. Moreover, in the most visited country in the world (83 million tourists a year), developing wine-related tourism activities can help improving the profitability of investments.</p> <p>法國提供各種投資葡萄園的機會，從一個價值比香港住宅單位更便宜的小葡萄園，到種植了優質葡萄的特級葡萄園（Grand Cru），投資者總能找到心儀的投資項目。此外，法國每年接待 8300 萬遊客，為全世界最多遊客到訪的國家。投資者可發展以葡萄酒為題的相關旅遊項目，提高葡萄園的投資價值。</p>
<p>1:15pm - 1:30pm</p>	<p>VINEYARD ACQUISITION EXPERIENCE IN FRANCE 擁有法國葡萄園不再是夢想</p> <p>Speaker 講者: Mr Simon Wong JP, Chairman, Kampery Group 金百加集團主席黃家和太平紳士</p> <p>Most people may think that acquiring a vineyard in France is an untouchable dream, while Mr Simon Wong JP has made this dream come true. He will be sharing his experience on acquiring Château Le Cléret, managing the vineyard, and exploring future opportunities of the Château.</p> <p>很多人也許認為收購法國葡萄園是一個遙不可及的夢想，但黃家和太平紳士卻讓這個夢想成真。他將會分享有關收購法國「嘉禧酒莊」、管理葡萄園以及開拓酒莊的親身經驗。</p>
<p>1:30pm - 1:45pm</p>	<p>Q&A Session 問答時間</p>
<p>1:45pm</p>	<p>Seminar Ends 活動結束</p>



MR AARON BRASHER, REGIONAL DIRECTOR, AUSTRALIA, ASIA AND EMERGING MARKETS, WINE AUSTRALIA 澳大利亞葡萄和葡萄酒管理局澳亞和新興市場區域總監 布拉舍先生

Based in Sydney and with more than 20 years' experience in the wine sector, Brasher is Wine Australia's Regional Director for Australia, Asia and Emerging Markets. A wine marketing graduate of Roseworthy Agricultural College, Brasher has a comprehensive understanding of wine production, retail, marketing and sales and has worked on some of Australia's most well-known and regarded wine brands including Penfolds, O'Leary Walker and Petaluma.

His career has included stints as a tasting judge on the Australian Wine Export panel and judge in a number of Australian wine shows. He's a graduate and panel judge of the Australian Wine Research Institute's Advanced Wine Assessment Course and was a participant in the 2002 Len Evans Tutorial Scholarship, designed to further develop the industry's most gifted wine palates.

In 2006 influential UK wine writer Matthew Jukes named him as one of the top 50 Young Leaders of the Australian Wine Industry and in 2010, he took part in the Winemakers' Federation of Australia Future Leaders program. Brasher is an accredited Wine and Spirit Education Trust educator at the Advanced level and is a certified sommelier through the Court of Master Sommeliers.

In addition to his work at Wine Australia promoting the diversity and quality of Australian wine, Brasher is also a founding partner of Mad Dog Wines from the Barossa Valley.

布拉舍先生是澳大利亞葡萄和葡萄酒管理局澳亞和新興市場區域總監，他擁有在葡萄酒行業超過 20 年的經驗。除了在澳大利亞葡萄酒推廣方面豐富的工作經驗外，布拉舍先生也是巴羅莎谷 Mad Dog Wines 葡萄酒品牌的創始合夥人。



MR WILLIAM LIN, SENIOR INVESTMENT MANAGER, AUSTRALIAN TRADE COMMISSION (AUSTRADE), AUSTRALIAN CONSULATE-GENERAL HONG KONG AND MACAU
澳洲駐香港總領事館, 澳洲商務署高級商務官 - 投資推廣 林懷李先生

William is the Senior Investment Manager at Austrade Hong Kong, he is also part of the Austrade Greater China Investment team. William joined Austrade in December 1996 and has been fully engaged in Australian food and consumer goods export promotion since; he has also undertaken various Austrade regional industry team leaderships in the past 15 years. In 2009, William took up the investment promotion role to attract productive Foreign Direct Investments (FDI) from Hong Kong and Macau to Australia.

William has a degree in Architectural Engineering from Guangzhou, South China. He has also completed Bachelor Degree of Business at Monash University in Melbourne. Before joining Austrade, William was a consultant to serve Australian and European corporate clients for international investment and trade in both mainland China and Hong Kong.

林懷李是澳洲駐香港及澳門總領事館, 澳洲商務署的高級商務官, 他帶領一個團隊專門負責投資推廣. 該團隊也是澳洲商務署大中華投資團隊的一部分。

林懷李出生於廣州, 留學澳洲, 於 1996 年加入澳洲商務署, 他在澳洲商務署工作超過了 17 年, 專業從事澳中貿易和投資的推廣工作。



MR ELIAS ROCK, DIRECTOR OF HONG KONG AND TAIWAN OFFICE, INVEST IN FRANCE AGENCY, CONSULATE GENERAL OF FRANCE IN HONG KONG & MACAU 法國駐港澳總領事館駐港台法國政府投資部總監 Elias Rock 先生

Elias Rock is director of the Invest in France Agency Office in Hong Kong. As a part of the French Trade Commission, Invest in France Agency advises and supports investors interested in expanding in France. Elias has more than 10 years of experience in foreign investment promotion and support. He holds a Master of Geomarketing (Paris) and an MBA (Frankfurt). He is married and has two children.

Elias Rock 先生是駐港法國政府投資部總代表。香港法國政府投資部隸屬法國商務專員公署，為投資者提供諮詢服務，協助他們擴大在法國境內的投資。Elias 先生有超過 10 年引進及協助外來投資的經驗。他於巴黎獲取地理營銷碩士學位，其後於法蘭克福獲取工商管理碩士學位。他已婚，有兩個孩子。



MR SIMON WONG JP, CHAIRMAN, KAMPERY GROUP 金百加集團主席黃家和太平紳士

Mr Simon Wong is the Chairman of Kampery Group which does coffee, tea, wine and organic food business. Major brands include: Dai Pai Dong, GreenDotDot, RedDotDot and Mocaroma. The Group is currently trading with more than 30 countries and has branch offices in North America, Europe and Asia. The Group has coffee roasting facilities in China, HKSAR and Canada, and owns a vineyard in France.

Mr Wong is Chairman of Chamber of Food & Beverage Industry of HK, President of HK Federation of Restaurants and Related Trades, Chairman of Association of Coffee & Tea of HK, Chairman of Association of Green Organic at Living, Executive Committee Member of the Chinese Manufacturer's Association of HK, Vice-Chairman of HK Brand Development Council, etc.

Mr Wong is a Member of the Chinese People's Political Consultative Conference of Heilongjiang Province. He is the Chairman of the Hong Kong Chamber of Commerce in China - Harbin. He has served as Board member in various Advisory Committees in the HKSAR, such as the Advisory Council on the Environment, Expert Committee on Food Safety, Occupational Safety & Health Council, Agriculture & Fisheries Committee, etc.

Mr Wong is now Board Member of Liquor Licensing Board, HK Quality Assurance Agency, Committee on Prevention & Control of Non-Communicable Disease, Council for Sustainable Development - Waste Charging, etc.

Mr Wong is Adjunct Professor of the Faculty of Business of City University of HK, Trustee of the University of Minnesota Foundation of USA, Chairman of the Advisory Committee of Sociology Department of HK Baptist University, Vice-Patron of the Community Chest of HK, Cultural Committee Member of UNESCO HK and Board Member of Food For Good, etc.

Mr Wong is dedicated to promoting Hong Kong's food & beverage culture and has organized various activities and competitions for the industry, including the renowned "International KamCha Competition - HK Style Milk Tea" and the Japan Mega Fest.

黃家和先生乃金百加集團主席，從事食品行業，包括入口、生產、批發、零售及出口產品，種類包括咖啡、紅茶、葡萄酒、健康及有機食品等。金百加集團旗下品牌包括：「大排檔」、「点点綠」、「点点紅」、「慈康農圃」、「樂滿家」及「嘉禧酒莊」等。「大排檔」及「点点綠」分別獲得「香港名牌」的殊榮。集團在中國主要城市均設有分公司，客戶以酒店、餐廳、茶餐廳、快餐連鎖店、超級市場為主，產品分銷全中國主要城市。集團產品同時銷往海外，市場如北美洲、澳大利亞、東南亞及歐洲等國家，更與 30 多個國家建立貿易關係。集團在其它國家如法國、加拿大等均有投資，並於法國擁有葡萄酒莊及於香港、中國及加拿大生產烘焙咖啡行銷各地。

集團主席黃家和先生積極推廣「港式」飲食文化，並成功申請「港式奶茶」列入香港非物質文化遺產。

其它公職及社職包括：中華人民共和國黑龍江省政治協商會議政協委員、香港特別行政區行政長官選舉委員會委員、中國香港(地區)商會-哈爾濱創會會長、香港餐飲聯業協會會長、香港咖啡紅茶協會主席、香港食品及飲品行業總會主席、香港綠色有機生活協會主席、中華廠商聯合會常務會董以及香港品牌發展局副主席。

同時擔任：公益金名譽副會長/歷屆董事委員會委員、香港城市大學商學院協席教授、美國明尼蘇達大學基金會董事、並擔任香港特區政府多個諮詢委員會委員。

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告。