# Wine Industry Conference: Hong Kong – Asian Wine Hub
# 酒類行業會議：香港–亞洲餐酒樞紐

**Mr Anthony WONG**
**Founder and Chairman, Hong Kong Logistics Research Centre**
**香港現代物流研究中心創辦人兼主席 黃輔華先生**

## Biography of Speaker 講者簡介

Anthony WONG has a strong background in logistics and procurement, and is currently the Director of Global Sourcing and Supply Chain Partners Limited – a logistics & supply chain management consulting firm.

On volunteering services, Anthony is the founder and Chairman of Hong Kong Logistics Research Centre – a non-profit making organization. He is also one of the founders of Hong Kong Logistics Association and currently the Immediate Past President. On other governmental services, he has served as council members of the Hong Kong Logistics Development Council (LOGSCOUNCIL) and various project groups (2001-2007). He also serves as the Committee Member for the Logistics Services Advisory Board of Hong Kong Trade Development Council on logistics related issues (2004-2007).

Anthony is currently the Adjunct Professor for the Logistics Institute of Beijing Normal University, Zhuhai Campus. Anthony holds a degree of bachelor of business in Transport & Logistics Management from Royal Melbourne Institute of Technology – Australia.

黃輔華現任環球採購及供應鏈管理有限公司（一家物流及供應鏈管理顧問公司）董事，於物流及採購方面擁有豐富經驗。

黃輔華亦熱衷於義工服務，身兼非牟利機構香港現代物流研究中心的創辦人兼主席。他亦是香港物流協會的前會長及創辦人之一。在其他政府服務方面，他在 2001 至 2007 年間擔任香港物流發展局及項目小組成員，並在 2004 至 2007 年間出任香港貿易發展局物流服務業諮詢委員會委員，負責處理與物流相關的事務。

黃輔華現任北京師範大學珠海分校物流學院兼任教授。黃輔華持有澳洲皇家墨爾本科技學院運輸及物流管理學大學學士。

## Presentation Abstract 演講內容簡介

- The Strengths
  - The logistics infrastructure currently we possess including the cross border physical distribution formalities
  - The best practices that currently adopted by our logistics practitioners in Hong Kong on fine wine storage and distribution
- The Opportunities
  - Opportunities from commercial wines sector in addition to fine wines
  - Hong Kong should further strengthen its trading and marketing services
    - Trading: An innovative idea: through the setting up of a centre where all value-adding functions such as exhibition, wholesale, auction, wine appreciation, museum, wine school, food and beverage, retail etc. are conducted under one roof.
    - Marketing of wine through an entertaining wine education and tasting journey to the 30,000,000 tourists and Chinese Officials visiting Hong Kong
- 優勢
  - 現有的物流基建設施，包括物流通關手續
  - 現時香港物流從業員在優質葡萄酒倉儲及經銷方面採納的最佳常規
- 機遇
  - 除優質葡萄酒外，商業化葡萄酒業也將帶來不少機遇
  - 香港應該進一步加強其貿易和市場推廣服務
    - 貿易：創新的意念—成立中心，並於該中心舉行各類增值活動，包括展覽、批發、拍賣會、品酒會、博物會、葡萄酒課程、飲食、零售等
    - 以富娛樂性的葡萄酒教育及品酒旅程，向三千萬旅客及訪港中國官員推廣葡萄酒