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

Mr Brendan O'TOOLE
Managing Partner, Summergate Fine Wines

Biography of Speaker 講者簡介

Brendan was born and raised in New Zealand but has spent more than 18 years working in the UK, Scandinavia, Northern Europe, Australia, Hong Kong and Mainland China.

Brendan initially attended the University of Canterbury in New Zealand where he graduated with a Bachelor's Degree in Engineering with First Class Honours and the top accolades of both the Engineering School Prize and the Canterbury University Prize. Brendan subsequently studied business at the University of Cambridge in England, graduating as a Master of Business Administration (MBA). More recently Brendan completed the UK Wines and Spirits Education Trust's (WSET) advanced course in wines and spirits, passing the Level-3 Advanced Certificate examination with Distinction.

Brendan's working experience has been rich and varied spanning many industries and job roles. Most recently, he spent several years working as a management (strategy) consultant for the internationally prominent Boston Consulting Group (BCG), including two years based in China working in the wines and spirits sector on a major sales and distribution project for Seagram, before finally starting up Summergate with Ian Ford in 1999.

Now based in South China, Brendan's main responsibility is overseeing Summergate's back office operations, including logistics, finance and accounting, human resources, and legal and corporate affairs pan-China.

Brendan 在紐西蘭土生土長，但曾先後在英國、斯堪地納維亞半島、北歐、澳洲、香港及中國內地工作超過 18 年。

Brendan 畢業於紐西蘭坎特伯理大學，獲頒工程學一級榮譽學士學位，並獲授工程學院獎項(Engineering School Prize)和坎特伯理大學獎項(Canterbury University Prize)兩項最高榮譽。Brendan 其後負笈英國劍橋大學修讀商科，獲頒工商管理碩士學位。最近他完成了英國葡萄酒及烈酒教育信託(WSET)的葡萄酒和烈酒高級課程，並以優異成績考獲第三級高級證書。

Brendan 曾於多個行業出任不同崗位，在各行各業均累積了不少寶貴經驗。他曾在國際知名的波士頓顧問集團(Boston Consulting Group)出任管理（策略）顧問多年，當中有兩年獲派駐中國發展葡萄酒和烈酒業務，負責 Seagram 的主要銷售及分銷項目；其後於 1999 年夥拍 Ian Ford 成立美夏(Summergate)。

Brendan 現長駐華南地區，主管美夏的後勤辦公室業務，如物流、財務會計、人力資源，以及公司於全中國的法律及企業事務。

Presentation Abstract 演講內容簡介

The import quantity of wine of fresh grapes in Mainland China has nearly triple over the past 10 years, although the current grape wine consumption per capita in Mainland is fairly low compared to other countries. The wine market in Mainland has a vast potential and the future for wine distribution is promising. Importers involved in the distribution are in general regionally based, with only a limited number of distributors who are covering wine supply national wide. In spite of the difficulties, companies have managed to use different distribution approaches to fulfill their distribution coverage and expand.

相對其他國家而言，現時內地人均葡萄酒消耗量仍然偏低，但事實上，中國內地的鮮葡萄酒進口量在過去十年間增加近兩倍。內地的葡萄酒市場具有龐大潛力，未來葡萄酒經銷的商機處處。進口商的業務多局限於某一地區，只有少數經銷商的葡萄酒供應網絡能遍布全國。這些公司雖面對不少困難，但仍能運用不同的分銷方法，充分利用其經銷網絡拓展業務。