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

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Biography of Speaker 講者簡介

Following an initial period with what is now Diageo, David's career has focused on vocational education in the field of wines and spirits. As a Master of Wine, he has worked for the WSET® (Wine & Spirit Education Trust) since 1990. Based in London, UK, WSET is the world's leading provider of qualifications in the field of wines and spirits, with over 25,000 candidates each year preparing for one or other of 8 qualifications in 47 countries and 15 languages. David's involvement has included teaching, helping to develop the WSET Systematic Approach to Tasting© and establishing and running the qualifications division. For the past 5 years he has led the International Development team, giving him extensive experience of the value of education in numerous different markets.

大衛・域尼(David WRIGLEY)首份工作為任職於 Diageo，其後則專注於葡萄酒及烈酒範疇的專業教育。他作為一位葡萄酒大師（Master of Wine），自 1990 年起加入 WSET®（葡萄酒及烈酒教育信託）。WSET 以英國倫敦為基地，在頒授葡萄酒及烈酒資格方面屬於世界級的大型頒授機構，每年在 47 個國家，有超過 25,000 位考生以 15 種語言參加一項或其他 8 項資格認證。David 參與的工作包括教學、協助發展 WSET 的系統品嚐方法©、建立及執行資格級別。在過去 5 年，他領導國際開發小組工作，令他在不同市場的教育價值方面取得豐富經驗。

Presentation Abstract 演講內容簡介

At last year's conference, David established the principle that systematic education is central to the long term success of the wine industry, in both producing and consuming markets. This year he will look at the opportunities and challenges of building a robust wine education platform in mainland China. David will evaluate the key issues that need to be considered, from the practical, financial and logistical to the cultural and linguistic. He will consider Hong Kong's credentials as a provider of wine education, and evaluate its potential roles in the development of the market for wine programmes in mainland China.

大衛在去年的研討會上曾經提出：系統教育是葡萄酒業長遠發展（不論在釀製及消費市場方面）的關鍵所在。今年，他將會探討於國內建立穩健的葡萄酒教育平台所產生的機遇及將面臨的考驗。屆時大衛將評估各個需予考慮的重點課題，由實行、財政、物流等方面以至文化及語言等都會一一涵蓋。他亦會考慮香港是否具備提供葡萄酒教育的條件，以及評估香港在國內葡萄酒培訓市場發展方面可能扮演的角色。