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

Mr James MILES
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Biography of Speaker 講者簡介

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 Hong Kong 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. Liv-ex is now the leading marketplace for fine wine in the world. It has 250 trade members in 22 countries, which together account for at least 75% of global turnover in fine wine.

占士・邁奧斯(James MILES)生於香港，並在英國接受教育。他於 1991 年加入本地怡富資產管理有限公司，其後加入 Asia Equity（即後來的 Banque Paribas 及今天的法國巴黎銀行(BNP Paribas)）任證券分析員及策略員。他於 1997 年移居倫敦，及後於 2000 年 3 月離開銀行業，創立了倫敦國際酒商交易所(Liv-ex)。時至今日，倫敦國際酒商交易所已成為全球最首要的優質葡萄酒交易平台，在全球 22 個國家有多達 250 名交易會員，營業額至少佔優質葡萄酒市場全球收益的 75%。

Presentation Abstract 演講內容簡介

For as long as fine wine has been made it has been invested in. Investing in wine has historically shown strong returns, low volatility and limited correlation with other assets. There are certain criteria, however, that a wine must fulfil before it can be considered a worthwhile investment, such as heritage, region and critical reception. Currently, the fine wine market is worth around USD 3 billion, following a number of years of fast growth. Much of this growth has come from new markets, such as Hong Kong. Improved price transparency has also encouraged new entrants into the market. In the future, the fine wine trade's focus will be on increasing efficiency and reducing risk.

自人類釀製葡萄酒以來，就已經有人將其視為一種投資。歷來葡萄酒投資的回報均十分可觀，此外市場波動亦較小，而且亦較不受其他資產的表現所影響。不過，葡萄酒必須符合一定的準則，才算得上是有價值的投資工具。這些準則包括葡萄酒的傳統、產地及專家評價等。經過多年來的高速增長，優質葡萄酒市場的現值高達三十億美元左右。這些增長大多來自香港及其他新興市場。此外，價格透明度提高亦吸引更多投資者加入市場。未來，提高效率及減低風險將成為優質葡萄酒貿易的焦點所在。