

Taste of the Finesse and Elegance of Japanese Wines

品嚐細緻而優雅的日本葡萄酒

- Date 日期** : 10 / 11 / 2017 (Friday 星期五)
Time 時間 : 1:30pm – 2:30pm
Venue 地點 : Seminar Room, Hall 3E Concourse, HKCEC
香港會議展覽中心展覽廳 3E 大堂研討室
Languages 語言 : English
英語
Remarks 備註 : Free Admission 費用全免

Programme 程序表

Time 時間	Programme 程序
1pm – 1:30pm	Registration 登記
1:30am – 2:15am	<p>Speakers 講者: Mr Katsuhisa Fujino The Senior Wine Maker of Chateau Mercian Group (Oenologue - Union Japonaise Des Oenologues; DUAD - Bordeaux 2 University)</p> <p>Ms Aya Jindo Chief Brand Manager of Chateau Mercian</p> <p>Mr Micky Chan HK wine educator, Chateau Mercian Brand consultant for South China</p> <p>Content 內容: Chateau Mercian started in 1877, as a genuine successor of history of Japanese viticulture, brought a new era of Japanese fine wine making. We hope you enjoy Chateau Mercian, in which you can find Finesse and Elegance that are brought by the spirit of Japanese soil and climate, grape and delicateness which we have pursued over 140 years. Chateau Mercian has been awarded prestigious diplomas in various international wine competitions, including International Competition of wine in Ljubljana, and was also the first Japanese wine to appear in the world-famous wine magazine 'Wine Spectator'.</p> <p>Chateau Mercian 創於 1877 年，至今擁有 140 年歷史，是日本最早的葡萄酒莊。酒莊位於勝沼，屬山梨縣、富士山北面的田園地帶，Chateau Mercian 作為日本國產葡萄酒的先驅，屢獲國際葡萄酒競賽大獎，而在去年的 IWC 葡萄酒競賽中，他們共拿獲 7 個獎項，這不但穩固了日本葡萄酒的發展基</p>

	石,並在世界酒業界建立了高質日本葡萄酒的名聲。Chateau Mercian 是日本首個打入日航頭等艙的國產葡萄酒品牌,他們還把對日本消費者的葡萄酒教育列入公司發展的重要計劃,讓日本葡萄酒變得普及。
2:15pm – 2:30pm	Question & Answer Session 問答環節
2:30pm	Seminar Ends 活動結束

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 歲或以上業內人士進場。
- 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。

Speaker 講者



Mr. Micky Chan 陳銘基先生

Mr. Micky Chan is an educator, writer, international judge and consultant. He is the co-founder of Hong Kong Wine Academy, "Umai" magazine; moreover, his own social platform on Facebook and Blog – www.mickychan.com, focused on F & B sector.

As a wine and Japanese sake educator, he has been delivering courses and trainings in Hong Kong, Macau, Taiwan and Mainland China. Also, Micky is actively participating into various international competitions as judge:

- International Wine & Spirit Competition (IWSC)
- International Wine Challenge (IWC)
- Berlin Wine Trophy
- Asia Wine Trophy

In year 2017, he is appointed as "Overseas Support desk (Asia)" of Japan Sake & Shochu Makers' Association. Also, the "Sake Samurai", which is the 2nd Chinese to achieve this title. As a wine person, he is also appointed as "Brand Consultant" of most famous Japanese winery – Chateau Mercian, which to provide marketing advice and update information on brand building.

陳銘基先生是一位資深導師、飲食編輯、酒業顧問及國際評判。他也是香港葡萄酒教學中心的創辦人之一；日本飲食專題雜誌 -- 《Umai 嗜.日》副社長及總編輯；還打理個人多媒體社交平台及部落格 - www.mickychan.com。

陳銘基先生不停穿梭中、港、台、澳四地作教學及培訓，亦為以下大型國際性葡萄酒及清酒比賽，擔任評審工作：

- 「國際葡萄酒及烈酒比賽」(IWSC)
- 「國際葡萄酒挑戰賽」(IWC)
- 「柏林葡萄酒大賞」
- 「亞洲葡萄酒大賞」

2017年，陳先生先是獲委任成為「日本酒造組合中央會 - 海外支援辦公室負責人」，及後，更獲日本清酒釀造協會 - 青年議會委以「酒武士」名銜；成為世界第二位華人奪得此名銜。葡萄酒方面，陳先生亦同時獲委任成為日本著名葡萄酒 - Chateau Mercian 的「品牌顧問」，提供市場資訊及建議，建立品牌形象。



Ms Aya Jindo 神藤亜矢女士

After joining Mercian Corporation, in 1998-1999 (about 6 months), she learned about wine business and marketing in London.

Since returning to Japan, she was Brand Manager of number of imported fine wine brands, including Robert Mondavi Winery, Concha y Toro, Codorniu, and others for more than 10 years.

From 2014 to 2017, she has experienced new product development of craft beer and ciders in Kirin Brewery R&D, and returned to Mercian in April 2017.

Currently the leader of the Château Mercian marketing team.
Holder of the WSET Advanced Certificate, senior sommelier.



Mr Katsuhisa Fujino 藤野勝久先生

Joined Mercian in 1979.

He has been seconded to Château Reysson (Bordeaux) in 1992, Director of Mercian Europe Office in 1996.

Taking advantage of extensive overseas experience, he was selected as the judge of many international wine competitions such as the “Les Citadelles du Vin” (International Wine Competition) and many others.

Currently the Special Advisor of Japan Wineries Association, and the Wine Chairman of Japan Wines and Spirits Importers’ Association.

Holding many certificates such as DUAD, Oenologue, Senior Sommelier etc.

Through his public and private friendship with Late Mr. Paul Pontallier, the General Manager of Château Margaux, he has been making use its wine philosophy to the Château Mercian brand building.