

**Wine Industry Conference**  
**Trends to Watch in 2018: The Business of Bubbles and Beyond**  
**酒類行業會議**  
**2018 市場前瞻：氣泡酒與各類佳釀之趨勢**

- Date 日期** : 9 / 11 / 2017 (Thursday 星期四)
- Time 時間** : 1:30pm – 4:30pm
- 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
- Language 語言** : English (Simultaneous Interpretation in Putonghua will be provided)  
英語 (附設普通話即時傳譯服務)
- Programme Advisor and Moderator** : Ms Debra Meiburg MW  
葡萄酒大師 Debra Meiburg 女士  
會議顧問兼主持人
- Remarks 備註** : Free Admission 費用全免

From Catalonia to Champagne, Sussex to Stellenbosch, Tasmania to Treviso and many stops in between, the world of sparkling wine is diverse and is one of the key trends in the international wine industry. With potential galore in Asia, we've rounded up experts from the key producing regions, as well as Asia market analysts to offer the full picture of this high-potential market for Asia. The panel will explore the current trends, consumption opportunities, such as luxury celebrations to daily drinking, the spectrum of products on the international market, consumer dynamics, marketing themes and more. We'll examine and analyze key opportunities and advantages in Asia and offer real-world advice on taking advantage of this emerging trend. Join us to pop the cork on Asia's fizzing sparkling wine market.

從加泰羅尼亞到香檳(行省)，蘇塞克斯到斯泰倫博斯，塔斯萬尼亞到特雷維索等等，氣泡酒的市場是多樣化的，亦是國際葡萄酒行業的重要趨勢之一。鑒於亞洲市場的龐大潛力，我們邀請了各個氣泡酒主產地區的專家以及市場分析師，為大家展示這個高潛力市場的全貌。講者們將探討目前的趨勢，例如由豪華慶典至日常飲用的消費趨勢，國際市場各類型的產品定位，消費者的最新動態及營銷主題等。我們會研究和分析亞洲市場的機遇和優勢，並針對新興趨勢提供實際可行的建議。讓我們一起來發掘亞洲氣泡酒市場的無限可能性！

**Programme 程序表**

<b>Time 時間</b>	<b>Programme 程序</b>
1:00pm – 1:30pm	<b>Registration 登記</b>
1:30pm – 1:45pm	<b>Networking wine tasting 試酒交流環節</b>
1:45pm – 1:50pm	<b>Welcome Remarks and Trophies Ceremony 歡迎辭與紀念品贈送</b>  By Mr Johnny Wan, Director, Exhibitions Market Development, Hong Kong Trade Development Council 香港貿易發展局展覽市場拓展總監溫少文先生
1:50pm – 2:05pm	<b><u>Overview - Trends to Watch in 2018: The Business of Bubbles and Beyond</u></b> <b>概覽 - 2018 市場前瞻：氣泡酒與各類佳釀之趨勢</b>  <b>Speaker 講者:</b> Mr Chuan Zhou 周川先生 Research Director, Wine Intelligence 英國酒智公司 市場研究總監  <b>Speech Content 演講內容:</b> Mr Chuan Zhou will share trade and consumer insights from the first editions of the Sparkling Wine in the Chinese and Japanese Market reports published by Wine Intelligence. His presentation will focus on consumer demands, expectations and choices, and how they are evolving in the light of emerging trends. Chuan will also examine sparkling wine consumption in both the on-trade and off-trade, and discuss the marketing opportunities – and challenges – present in these two key markets.  周川先生將分享由英國酒智公司發佈的“中國和日本氣泡酒市場”報告中所提及的貿易和消費趨勢。他的演講將針對消費者的需求，期望和選擇，以及消費者面臨新行業趨勢時的轉變。周川先生亦會將在探討氣泡酒對內及對外貿易的消費趨勢，並商討在日本和中國兩個重點市場在市場推廣方面所面臨的商機和挑戰。
<b>Part I – Sparkling Wines 第一部分-氣泡酒</b>	
2:05pm – 2:20pm	<b><u>Can Sparkling Wine Succeed in Asia?</u></b> <b>氣泡酒能否在亞洲市場突圍而出?</b> <b>Speaker:</b> Mr Patrick Schmitt MW 葡萄酒大師 Patrick Schmitt <i>Editor-in-chief, The Drinks Business</i> The Drinks Business 雜誌總編輯
2:20pm – 2:35pm	<b><u>Luxury Celebrations to Daily Drinking – Emerging Trends of Champagne Consumption</u></b> <b>豪華慶典至日常飲用 - 香檳消費之趨勢</b> <b>Speaker:</b> Mrs Clotilde Chauvet <i>CEO Champagne Marc Chauvet based in Rilly la Montagne (Champagne Region)</i> 法國香檳 Marc Chauvet 行政總裁

Part II - Other Emerging Trends 第二部分-其他新趨勢	
2:35pm - 2:50pm	<p><b><u>From Biodynamic Viticulture to Amber Wines - How The Market Demands for Variety</u></b>                      從生物動力自然農法到紅酒 - 市場對葡萄酒多樣化之需求  <b>Speaker:</b> Ms Sarah Abbott MW 葡萄酒大師 Sarah Abbott                      Director, Swirl Wine Group Swirl Wine Group 集團總監</p>
2:50pm - 3:05pm	<p><b><u>From Its Rise to The Future of Rosé, The "Third Colour of Wine"</u></b>                      從桃紅葡萄酒的興起到未來, 第三款顏色酒  <b>Proposed Speaker:</b> Mr Henri Fabre-Bartalli                      Chief Executive Officer, Fabre en Provence                      法國普羅旺斯酒莊 Fabre en Provence 行政總裁</p>
3:05pm - 3:20pm	<b>Panel Discussion 專題討論</b>
3:20pm - 3:35pm	<b>Question &amp; Answer Session 問答環節</b>
3:35pm - 4:30pm	<b>Wine Tasting and Networking session 試酒交流環節</b>

## Speakers 講者



**Programme Advisor and Moderator 會議顧問兼主持人：**  
**Ms Debra Meiburg MW 葡萄酒大師 Debra Meiburg 女士**

A Hong Kong resident for over 25 years, Debra Meiburg, who holds the top honour in the wine world: Master of Wine, is an award-winning author, TV personality, international speaker, and a leading voice in wine education in Greater China. Debra was named Entrepreneur of the Year (Women of Influence) by the South China Morning Post & the American Chamber of Commerce as well as ranked 7th Most Powerful Woman in Wine by The Drinks Business magazine. Debra is wine consultant for Cathay Pacific Airways and Dragonair and in 2016 appointed incoming Chair of the Education Committee for the Institute of Masters of Wine.

Debra is producer and host of several documentaries and TV shows, including *Taste the Wine* which is broadcast in 26 countries, as well as *Grape Moments*, a video series broadcast via taxis to 70 million monthly viewers in China. She also hosts an online video series called *Meet the Winemaker* and has a monthly column in the South China Morning Post, among other publications. She judges many wine competitions annually and co-founded the world's first truly pan-Asian wine competition, the *Cathay Pacific Hong Kong International Wine and Spirit Competition*. Her suite of award-winning wine educational books and tools are currently distributed on four continents and her five-volume book series, *Debra Meiburg's Guide to the Hong Kong, Shanghai, Beijing, Singapore and Taiwan Wine Trades*, has firmly established Debra as a key voice in the Asian wine trade.

於香港定居超過 25 年的 Debra Meiburg 擁有葡萄酒界最高殊榮——Master of Wine 葡萄酒大師，是著名的葡萄酒專欄作家、電視節目監製及主持、國際知名講者，也是大中華區葡萄酒教育的權威。Debra 於 2012 年由《Drinks Business Magazine》雜誌評為葡萄酒界七大具有影響力的女士，並在 2013 年獲得香港南華早報和香港美國商會的年度企業家獎。Debra 是國泰航空的專業品酒顧問，並於 2016 年被葡萄酒大師協會委任為葡萄酒大師教育委員會主席。Debra 為多個電視節目和紀錄片監製及主持，其中 *Taste the Wine* 《品嚐美酒》在 26 個國家播出，在計程車播放的節目《葡萄時刻》更接觸超過七千萬中國觀眾。她還主持了一檔在線節目，叫《與釀酒師見面》。同時，Debra 每月在《南華早報》的葡萄酒專欄發表文章。她更創辦了首個真正為亞洲人而設葡萄酒比賽——國泰航空香港美酒品評大賽。Debra 創作了一系列獲獎葡萄酒教育書籍以及葡萄酒教學產品，廣受好評，又出版了香港、上海、北京、及新加坡等地的葡萄酒市場指南，使她成為亞洲葡萄酒業界權威。



**Mr Chuan Zhou 周川先生**  
**Research Director, Wine Intelligence**  
**英國酒智公司 市場研究總監**

Chuan Zhou is Research Director with Wine Intelligence, a London-based market research and consulting firm dedicated to supporting wine businesses worldwide by providing insight, information, wine branding development and strategic advice to help wine businesses make better informed decisions. Their services include a range of marketing, strategy and research services as well as ready-to-purchase reports, aiming at helping wine businesses make more profitable business decisions.

Chuan is responsible for managing research programmes, tracking the latest market trends, providing consumer insights to global wine businesses and advising trade bodies on their emerging market strategies in China. He regularly travels across the country, gaining market insights by visiting new stores and meeting local retailers and suppliers.

Prior to working at Wine Intelligence, Chuan completed his Master's degree in Strategic Marketing at Cranfield University in the UK where he built the knowledge and skills in market research and marketing consulting.

周川在酒智公司(Wine Intelligence)擔任市場研究總監。酒智公司總部位於英國倫敦，專注於為世界各地的葡萄酒企業提供專業的市場調研和戰略諮詢等服務。

作為市場研究總監，周川主要負責管理調研諮詢項目，追蹤最新的市場趨勢，提供消費者洞察信息，以及向準備進入中國這一新興葡萄酒市場的客戶提供戰略性建議。他還定期到訪中國各大城市，參觀門店和拜訪當地零售商和供應商以獲取最新的市場信息。

在就職酒智之前，周川於英國克蘭菲爾德大學攻讀碩士學位，研究方向為戰略性市場營銷，期間掌握了市場調研和營銷諮詢相關專業知識。



**Mrs Clotilde Chauvet**  
**CEO Champagne Marc Chauvet based in Rilly la Montagne**  
**(Champagne Region) 法國香檳 Marc Chauvet 行政總裁**

After studying oenology in Montpellier and Beaune, Clotilde, the fifth generation of her family champagne house, travelled and worked during 5 years in Australia and New Zealand gaining experience and knowledge in new world wines.

Since returning to France to take over the family's vineyard with her brother, she has been passionately involved in defending the Champagne AOC (Appellation d'Origine Controlée), its promotion, excellence and unity.

在法國 Montpellier 和 Beaune 學習釀酒學後，作為家族香檳酒莊第五代接班人的 Clotilde 到澳洲和新西蘭旅行和工作五年，增進對新世界葡萄酒的知識和經驗。

自從回到法國與哥哥接管家族的葡萄園後，Clotilde 一直熱心捍衛香檳 AOC (Appellation d'Origine Controlée) 的推廣，卓越和團結。



**Mr Patrick Schmitt MW 葡萄酒大師 Patrick Schmitt 先生**  
**Editor-in-chief, The Drinks Business**  
**The Drinks Business 雜誌總編輯**

Patrick was inducted as a Master of Wine in 2015 and is currently based in the UK as the editor-in-chief at The Drinks Business.

He writes for and manages the European and Hong Kong editions of The Drinks Business, as well as the printed product's website thedrinksbusiness.com. He also chairs the publication's annual awards programme, including The Drinks Business Awards for product innovations and environmental initiatives, as well as the magazine's Chardonnay, Pinot Noir, Champagne and Rioja Masters, for which he heads up a tasting panel of wine experts. Patrick passed both the theory and practical papers of the Master of Wine examination on his first attempt and became a Master of Wine in March 2015.

Patrick has been shortlisted two years running for editor of the year in the business and professional magazine category for the British Society of Magazine Editors (BSME). Patrick studied Geography at Oxford University and later Landscape Architecture at the University of Greenwich. Although he had initially planned to practise as a landscape architect, a job on a horticultural trade journal took him into a career as a journalist.

**Patrick Schmitt 先生於 2015 年成為葡萄酒大師，現居英國。**

Patrick 目前擔任酒業雜誌 The Drinks Business 的總編輯，主理歐洲及香港版雜誌和網頁版 thedrinksbusiness.com，同時身兼 The Drink Business 雜誌多個年度獎項的評審主席。獎項的項目包括產品創新及環保計劃，以及莎當妮(Chardonnay)、黑皮諾(Pinot Noir)、香檳(Champagne)和里奧哈(Rioja)等多個酒評大獎。Patrick 首次投考便已通過葡萄酒大師考試的理論和實踐部分，於 2015 年 3 月成為葡萄酒大師。

Patrick 連續兩年成為英國雜誌編輯協會 (BSME)「商業和專業雜誌類」的年度編輯候選人。他早年於牛津大學修讀地理學，後來在格林威治大學修讀景觀設計。Patrick 最初計劃成為一位景觀設計師，後來在一家園藝業務雜誌工作，並踏上記者編輯之途。

### **Ms Sarah Abbott MW 葡萄酒大師 Sarah Abbott 女士 Director, Swirl Wine Group 集團總監**



Sarah studied Classical Italian and Greek Literature at University, and took a Post Graduate Diploma in Enterprise at Durham Business School before joining the wine trade in 1996. She has worked in the wine trade ever since, in roles including buying, business development, marketing, and commercial strategy. Her specialist areas are Bordeaux, Burgundy, Barolo, and Emerging Wines. Her initial wine experiences and training were in the classics of wine, but she greatly appreciates the new frontiers of wine.

She is Co-Chair (one of 5 head judges) of the International Wine Challenge, the world's largest wine competition, and also judges in wine competitions globally, from London to Tbilisi to Melbourne. As a sought-after communicator, she leads headline presentations across the world.

She is a finalist in the 'Roederers', the global competition for wine writing and communication, for her columns for timatkin.com. She is the co-author of the Burgundy section of 'The Wine Opus', an award winning wine guide published by Dorling Kindersley in 2010.

After 10 years working for wine importers, Sarah founded her business, Swirl, in 2006. Swirl delivers corporate events, private client consultancy, and marketing strategy and activation for wine producers and trade bodies from France, Italy, Turkey, Georgia and Portugal. Most recently, she has partnered with trusted associates around the world to offer integrated global solutions for wine marketing and distribution strategy.

**Sarah Abbott** 在大學修讀古典意大利文和希臘文學，後於杜咸商學院攻讀企業研究生文憑，並在 1996 年加入葡萄酒行業，曾從事葡萄酒貿易，涉獵採購、業務發展、營銷和商業策略等多個酒業範疇。Sarah 對波爾多、勃艮第、巴羅洛和新興葡萄酒尤有了解。雖然她以往的品酒經驗和訓練多集中於經典的舊世界葡萄酒，但她亦十分欣賞各種新興葡萄酒款。

Sarah 是全球最大的葡萄酒大賽 - 國際葡萄酒挑戰賽 (International Wine Challenge) 的 5 位主席之一，也擔任倫敦、第比利斯、墨爾本等地的不同葡萄酒比賽的評委。作為一名酒業專家，她亦經常出席全球各地的業界研討會議，並擔任講者。

Sarah 在 timatkin.com 的專欄作品入圍全球葡萄酒寫作與交流大賽 Roederers 的決賽。她合著了酒評書籍 "The Wine Opus" 的勃艮第葡萄酒部分，並由 Dorling Kindersley 於 2010 年出版。

於葡萄酒進口商工作了 10 年後，Sarah 於 2006 年創立了 Swirl，為來自法國、意大利、土耳其、格魯吉亞和葡萄牙的葡萄酒生產商和貿易機構提供企業活動、客戶諮詢以及營銷策略等顧問服務。近年 Swirl 集團聯繫世界各地的合作夥伴，就葡萄酒營銷和分銷戰略方面為客戶提供全球綜合方案。



**Mr Henri Fabre-Bartalli**  
**Chief Executive Officer, Fabre en Provence**  
**法國普羅旺斯酒莊 Fabre en Provence 行政總裁**

Henri is the ambassador of Provence for wine and food. 17th generation of a family firmly anchored in the Provencal tradition and the wines of Provence. Fabre's family was one of the first - if not the first - to work for the acknowledgement of Côtes de Provence appellation. His family is also the owner of 2 Châteaux Cru Classé, Château de l'Aumérade and Chateau de la Clapière.

Henri has worked all his life for the promotion of French and Provence Heritage. He has organized numerous shows and events around the World to promote the famous Gastronomy of France and in particular, Provence region.

Henri 是法國普羅旺斯 (Provence) 的葡萄酒和食物大使。已經歷 17 代的 Fabre 家族堅實地保留普羅旺斯的傳統和葡萄酒。Fabre 家族亦是其中一個最先獲得 Côtes de Provence 稱謂的家族。他的家族擁有兩個 Châteaux Cru Classé, Château de l'Aumérade 和 Chateau de la Clapière

Henri 一直致力於推廣法國和普羅旺斯文化遺產。他在世界各地舉辦了許多展覽和活動，以推廣法國著名的烹飪文化，尤其是普羅旺斯地區。

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。