

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 from 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.

Tentative Programme 擬定程序表

Time 時間	Programme 程序
1:00pm – 1:30pm	Registration 登記
1:30pm – 1:40pm	Welcome Remarks and Trophies Ceremony 歡迎辭與紀念品贈送
1:40pm – 1:55pm	<p><u>Overview - Trends to Watch in 2018: The Business of Bubbles and Beyond</u> 概覽 - 2018 市場前瞻：氣泡酒與各類佳釀之趨勢</p> <p>Speaker 講者: Mr Chuan Zhou 周川先生 Research Director, Wine Intelligence 英國酒智公司 市場研究總監</p> <p>Speech Content 演講內容: Chuan Zhou, Research Director at Wine Intelligence, will share trade and consumer insights from the first editions of the Sparkling Wine in the Chinese or 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.</p>
Part I – Sparkling Wines 第一部分-氣泡酒	
1:55pm – 2:10pm	<p><u>The Positioning of Cavas and Proseccos to Asian Markets</u> 意大利和西班牙氣泡酒之亞洲市場定位</p> <p>Speaker: Mr Patrick Schmitt MW <i>Editor-in-chief, The Drinks Business</i></p>
2:10pm – 2:25pm	<p><u>From Luxury Celebrations to Daily Drinking – The Evolvement of Champagne Consumption</u> 從豪華慶典到日常飲用 - 香檳消費的演變</p> <p>Speaker: Mrs Clotilde Chauvet <i>CEO Champagne Marc Chauvet based in Rilly la Montagne (Champagne Region)</i></p>
Part II – Other Emerging Trends 第二部分-其他新趨勢	
2:25pm – 2:40pm	<p><u>From Biodynamic Viticulture to Amber Wines – How The Market Demands for Variety</u> 從生物動力自然農法到紅酒 - 市場對葡萄酒多樣化之需求</p> <p>Speaker: Ms Sarah Abbott MW <i>Director, Swirl Wine Group</i></p>
2:40pm – 2:55pm	<p><u>From Its Rise to The Future of Rosé, The “Third Colour of Wine”</u> 從桃紅葡萄酒的興起到未來，第三款顏色酒</p> <p>Proposed Speaker: Mr Henri Fabre-Bartelli <i>Chief Executive Officer, Fabre en Provence</i></p>
2:55pm – 3:15pm	Panel Discussion 專題討論
3:15pm – 3:30pm	Question & Answer Session 問答環節
3:30pm – 4:30pm	Sparkling Wine Tasting and Networking session 氣泡酒試酒交流環節

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) 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.



Mr Patrick Schmitt MW 葡萄酒大師 Patrick Schmitt 先生
Editor-in-chief, The Drinks Business 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.



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

Sarah was inducted as a Master of Wine in 2008 and is currently based in the UK as a Wine Educator and Consultant.

Sarah is the Director of the Swirl Wine Group, which includes three businesses: Swirl & Savour, Swirl & Market and Swirl & Cellar. Swirl & Savour organises events involving wine, spirits and tasteful delights for consumer and corporate entertainment. Swirl & Market provides strategic and tactical marketing services for wine producers to develop their profile and sales in the UK, and increasingly in mainland Europe. Swirl & Cellar provides specialist wine portfolio, concierge and 'expert witness' services around fine wine, for private collectors and for insurance companies.

Sarah is also currently working with the talented and passionate team of the Soave Consorzio to create UK trade and press campaigns to raise awareness of and demand for these elegant, mineral wines.



**Mr Henri Fabre-Bartalli
Chief Executive Officer, 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 Château 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.

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。