

Wine Industry Conference

Driving Growth: The Flourishing Asia Wine Market

酒類行業會議

酒進亞洲葡萄酒市場新時代的無限機遇

- Date 日期** : 8 / 11 / 2018 (Thursday 星期四)
- Time 時間** : 2pm – 5pm
- 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** : Debra Meiburg MW
葡萄酒大師 Debra Meiburg
會議顧問兼主持人
- Remarks 備註** : Free Admission 費用全免

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Over the past decade, the Asian markets, especially Hong Kong and Chinese Mainland have become far more important to the world's wine markets, while Southeast Asia's imports of fine wine continue to grow steadily. Stepping into its 11th edition of HKIWSF, the Wine Industry Conference returns this year with the theme of "Driving Growth: The Flourishing Asia Wine Market". Eagerly awaited by the world's top wine professionals in search of the latest industry trends, experts from the industry including Masters of Wine, winery owner and wine authentication expert will offer the full picture of the rising trends ranging from e-commerce, premiumization, to the persisting threat from counterfeit activities.






在過去十年，亞洲市場——尤其是香港與中國內地逐漸佔據全球葡萄酒市場的重要席位；同時，東南亞美酒進口量亦見穩定增長。香港國際美酒展本年踏入第 11 屆，載譽歸來的酒類行業會議以「酒進亞洲葡萄酒市場新時代的無限機遇」為題，誠邀行內專家包括葡萄酒大師、酒莊莊主及鑑定專家仔細分析亞洲市場最新動向，讓全球葡萄酒界行家可藉此機會獲取最新的行業訊息，從電子商貿到假酒認證等範疇等一一掌握。



Programme 程序表



Time 時間	Programme 程序
1:30pm – 2pm	Registration 登記
2pm – 2:10pm	Welcome Remarks and Trophies Ceremony 歡迎辭與贈送紀念品 <i>By Johnny Wan, Director, Exhibitions Market Development, Hong Kong Trade Development Council</i> 香港貿易發展局展覽市場拓展總監溫少文先生
2:10pm – 3:40pm	Overview: Key Trends and Consumer Preferences in the Asian Wine Industry 「行業概覽」 - 亞洲葡萄酒主流趨勢及消費者喜好 Speaker 講者: <i>Hianyang Chan, Consultant of Euromonitor 歐睿國際調研顧問 曾憲揚</i> The Disruptive Trend in the Asian Wine Landscape – E-commerce 「顛覆傳統」 - 葡萄酒電商銷售新時代 Speaker 講者: <i>Sarah Heller MW 葡萄酒大師 Sarah Heller</i> <i>Cynthia Yang, Senior Manager of JD.COM 京東高級經理 楊思琦</i> Trending Up: Premiumisation in the China Wine Market 「大勢所趨」 - 中國葡萄酒市場的「高端化」機遇 Speaker 講者: <i>Marcus Ford, Asia Market Manager, Wines of South Africa</i> 南非葡萄酒協會亞洲區總監 Marcus Ford Counterfeits: Still a Threat Facing Asian Markets? 「潛在隱憂」 - 假酒危機仍然威脅亞洲市場？ Speaker 講者: <i>David Wainwright, Director, Wainwright Advisors</i> Flourishing Trend of Green Wine Productions 「後起新秀」 - 葡萄酒生力軍醞釀「綠色」潮流 Speaker 講者: <i>David Gaudinat, Owner of Champagne Gaudinat Boivin</i>

3:40pm – 4pm	Panel Discussion 專題討論
4pm – 4:15pm	Question & Answer Session 問答環節
4:15pm – 5pm	<p>Wine Tasting and Networking session 試酒交流環節</p> <p><i>Sponsored by Wai Shing Wine & Spirits and Champagne Gaudinat Boivin</i> <i>由偉成洋酒及 Champagne Gaudinat Boivin 贊助</i></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Thomas Barton Réserve Saint-Emilion 2015</p> </div> <div style="text-align: center;">  <p>Slovenia Capo d'Istria Cabernet Sauvignon</p> </div> <div style="text-align: center;">  <p>Champagne Tradition Brut Champagne Gaudinat Boivin</p> </div> </div> <p style="text-align: center;">Wai Shing Wine & Spirits 偉成洋酒</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 10px;">偉成洋酒 WAI SHING WINE & SPIRITS SINCE 1968</p> </div> <div style="text-align: right; margin-top: 20px;">  </div>

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。

Speakers 講者



Debra Meiburg MW
葡萄酒大師 Debra Meiburg



Programme Advisor & Moderator

會議顧問兼主持人

Ranked 7th Most Powerful Woman in Wine (by The Drinks Business), and Entrepreneur of the Year (South China Morning Post & AmCham's Women of Influence Awards), one of approximately 350 "Masters of Wine" in the world, **Debra Meiburg MW** is widely considered the global authority on the Asian wine market. She is Founding Director of MWM Wine School – Hong Kong's premier wine school offering WSET courses and a variety of educational wine courses and workshops; Meiburg Wine Media, Asia's leading wine marketing and events agency; and the Cathay Pacific Hong Kong International Wine and Spirit Competition. Her other key roles include wine consultant for Cathay Pacific Airways and Cathay Dragon, and Chair of the Education Committee for the Institute of Masters of Wine.

A Hong Kong resident for over 30 years, Debra is an award-winning author, international speaker, producer and host of several documentaries and TV shows, including Taste the Wine which is broadcast in 26 countries, Grape Moments, a video series broadcast via taxis to 70 million monthly viewers in China, and the online video series Meet the Winemaker. 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.

Debra Meiburg MW 是亞洲葡萄酒市場的國際權威。她是亞洲首位，全球 350 多位之一獲得封葡萄酒大師 (Masters of Wine) 的殊榮。Debra 名列全球最具影響力的酒類貿易專業媒體飲料商業雜誌「葡萄酒界最具權力女性」第七位，並獲得《南華早報》和美國商會評為最具影響的女性年度企業家獎。她創辦了香港高端品酒教育機構 MWM 葡萄酒學校，提供優質葡萄酒課程及國際認可的 WSET 證書課程；她亦是葡萄酒市場策劃及傳訊顧問公司 Meiburg Wine Media，以及國泰航空香港國際美酒品評大賽的創辦人。Debra Meiburg MW 的其他職銜包括國泰航空及國泰港龍航空的專業品酒顧問，以及葡萄酒大師學院教育委員會主席。於香港定居超過 30 年的 Debra 是屢獲殊榮的葡萄酒專欄作家，電視名人，國際企業演說家及電視節目主持人 - 包括在 26 個國家的電視頻道播出的品嚐葡萄酒「品嚐美酒」，以及通過出租車向中國每月 7000 萬觀眾播放的一分鐘葡萄酒節目葡萄時刻。



Hianyang Chan
Consultant of Euromonitor

歐睿國際調研顧問
曾憲揚

Overview: Key Trends and Consumer Preferences in the Asian Wine Industry

「行業概覽」 - 亞洲葡萄酒主流趨勢及消費者喜好

Hianyang is responsible for the research output and client support for the services and payment vertical across the Australasia region, including retailing, consumer finance, digital consumer and foodservice. As such, he has strong interests in how the alcoholic drinks industry is changing in terms of the shift to online, the importance of social media in consumer choice and corporate marketing, and the importance of personalisation in consumer choice.

With over 4 year's research experience at Euromonitor International, Hianyang possesses strong strategic, quantitative, and qualitative research experience, with emphasis in all areas of the retailing industry. Other key responsibilities at Euromonitor include mentoring analysts, ensuring quality control and best practices, and collaborating with various research teams globally to ensure knowledge sharing and cross-border data standardisation. His areas of research expertise include market assessment and sizing, industry analysis, SWOT analysis, competitive landscape assessment, and trade interviews. Hianyang is also heavily involved in promoting Euromonitor's research as part of the sales process and has vast experience in direct client engagements.

曾憲揚先生在歐睿國際主要負責行業研究及管理大洋洲客戶相關事宜，客戶群來自飲食服務業、零售業、消費融資、在綫消費等範疇。故此，曾先生對於酒類行業的轉變，尤其是其逐漸從實體轉至零售的消費模式、近年崛起的社交媒體市場推廣模式、消費者喜好與企業營銷模式及消費者個性化等熱門議題均擁有精辟見解。在歐睿國際中超過4年的經驗令曾先生成爲了一位具前瞻性及多產的調研顧問，在許多零售範疇裏均有涉獵。他不但需要為年資較淺的分析員提供指導，監察他們研究結果的品質及工作守則，還需要與各地調研部門協調，確保數據一致。



Sarah Heller MW
葡萄酒大師 Sarah Heller

The Disruptive Trend in the Asian Wine Landscape – E-commerce 「顛覆傳統」 - 葡萄酒電商銷售新時代

Sarah Heller is a content creator, visual artist and wine expert based in Hong Kong and at 30 is Asia's youngest Master of Wine. Her educational wine videos have over 3 million students and she writes for several publications. She produces an art series called Visual Tasting Notes, owns a boutique design agency Radix + Folium, is a brand ambassador and design collaborator for Lucaris Crystal and is in charge of wine selection for the Almásy Collection of Central European wines. She was recently appointed to the faculty of the Vinality International Academy. She speaks on several topics including Italian wine, Asian wine markets and Ecommerce and also regularly judges wine competitions like the Cathay Pacific HKIWSC and China's WINE100.

Having graduated from Yale University with a fine art degree, Sarah began her career in the New York and Hong Kong wine trades and wineries in France and Italy. She was Executive Director of events and education firm Meiburg Wine Media in Hong Kong for three years. As well as being a Master of Wine and AIWS, Sarah is a SWE Certified Specialist of Wine and Spirits. Sarah speaks English, Chinese, German, Italian and French with some proficiency in Spanish and her 2018 goal is to tackle Korean.

Sarah Heller MW 是香港出色的創作家，視覺藝術家和葡萄酒專家，並以 30 歲之齡成為亞洲最年輕的葡萄酒大師。她的葡萄酒教學視頻系列在吸引超過 300 萬人觀看，同時擁有一些出版撰書經驗。Sarah 涉獵的範疇廣泛——她曾經創作出 Visual Tasting Notes 藝術系列；經營一間精品設計社 Radix + Folium；成為了 Lucaris Crystal 的品牌大使及設計協作者；又負責為 Almásy Collection 的中歐系列葡萄酒選酒... 可謂多產藝術家。最近，Sarah 更被委任為 Vinality International Academy 的講師，演講主題包括意大利葡萄酒，亞洲葡萄酒市場及電子商貿；同時亦常為知名葡萄酒比賽，如國泰航空香港國際美酒品評大賽及 WINE100 葡萄酒大賽等。

Sarah 於耶魯大學取得視覺藝術學位。最初她從事紐約香港之間的紅酒貿易，並曾在一些法國及意大利的酒莊工作。她曾經在 Meiburg Wine Media 擔任活動及教育推廣總監三年之久。Sarah 同時身兼葡萄酒大師及葡萄酒與烈酒協會會員的涵頭，也是 SWE 認證的葡萄酒與烈酒專家。她能操流利 5 國語言，包括英文、中文、德文、意大利文與法文，一般的西班牙文，並希望將來能夠學習並精通韓文。



Cynthia Yang
Senior Manager of JD.COM
京東高級經理 楊思琦

The Disruptive Trend in the Asian Wine Landscape – E-commerce 「顛覆傳統」 - 葡萄酒電商銷售新時代

Cynthia Yang, WSET 4 Diploma Candidate, ISG Sommelier Certificated, Senior Buyers, Wine Educator & Judges of International Wine Competitions. Cynthia joined JD.COM from 2013, she contributed all her experience and professionalism to establish the first imported category of JD.COM, the Imported Wine Business. Nowadays, JD.COM imports thousands of wines from 15 countries all over the world, which gains big success and reputation by the good quality and service. And Cynthia obtained great honorary as Member of Commanderie du Bontemps de Medoc, the Australian wine promotion ambassador and so on. To promote JD.COM wine business, Cynthia helped to set up the strategic cooperation project WINE COURSE (2 credits) in Renmin University of China, as the main instructor, she was awarded of Honorary Lecturer by the university.

As insists "0 counterfeit" all the time, JD.COM became the biggest alcohol products retailers and the biggest B2C wine retailer in Chinese market. And JD.COM announced the launching of JD.COM GLOBAL WINE REGION ALLIANCE in the presence of the embassies, government associations and wine region delegates from all over the world. In face of the new round of consumption upgrade which leading by the middle class, JD.COM WINE BUSINESS will continue to strengthen global cooperation, "Bring the quality wines all over the world to the discerning consumers", in cater to the new era of wine consumption for the consumers.

Cynthia Yang，英國 WSET 4 Diploma Candidate、美國 ISG 侍酒師認證，資深葡萄酒國際買手、高級品酒師、葡萄酒講師&國際賽事評委。自 2013 年加入京東以來，期間以其豐富的國際貿易工作背景及優秀的葡萄酒業務能力，帶領團隊實現了京東第一個品類的全球海外直采進口業務項目--葡萄酒海外直采，從十五個國家直接引入上千個高品質葡萄酒商品，廣受消費者好評，並獲得法國梅多克騎士勳章、澳大利亞葡萄酒推廣大使等榮譽稱號；為了宣傳京東葡萄酒業務形象及專業品質，主導開設了中國人民大學戰略合作落地項目—京東人大葡萄酒專業課程（2 個學分）並擔任主講，廣受師生好評並被中國人民大學授于榮譽講師的稱號。

多年以來，京東一直秉持「正品行貨」理念，使其成為了中國市場上最大的酒類零售平臺及最大的 B2C 葡萄酒銷售平臺。2018 年 8 月 31 日，京東葡萄酒聯合各葡萄酒原產國使館/政府機構及產區協會代表正式宣告成立「京東葡萄酒全球產區聯盟」。隨著新中產階級崛起引領的新一輪消費升級，京東葡萄酒將繼續加強葡萄酒全球產業合作，“將有品質的全球美酒帶給有品位的消費者”，進一步滿足用戶對葡萄酒的新時代消費需求。



Marcus Ford
Asia Market Manager,
Wines of South Africa

南非葡萄酒協會亞洲區總監

Marcus Ford

Trending Up: Premiumisation in the China Wine Market 「大勢所趨」 - 中國葡萄酒市場的「高端化」機遇

Marcus Ford was appointed as Asia Market Manager for Wines of South Africa (WOSA) in August 2018, with a focus on China, Japan and Hong Kong. Hong Kong born Marcus has been steeped in the wine and food industries since an early stint at Oddbin's in the UK, followed later by stints at Harvey Nichols' 5th Floor and the Oxo Tower in London. He was part of M on the Bund since 1999 in Shanghai that saw the establishment grow significantly until his departure in 2009 when he established one of China's first premium wine retailers, Pudaowines, subsequently opening award-winning flagship stores in Shanghai and Beijing with their focus on serving China's growing wine cognoscenti. In 2015 the group was acquired by Woolworths of Australia, and Marcus was a key business partner throughout the acquisition process. The Woolworths acquisition led to a further start-up business, Langton's East Asia, in Hong Kong where Marcus represented the brand and acted as buyer and Head of Wine and content. Since then he has been working as a consultant on numerous projects for wineries of all sizes in the China market. He is an experienced wine taster and judge as well as being an in-demand speaker on the China wine market at several high-profile events.

Marcus Ford 在 2018 年 8 月剛被委任為南非葡萄酒協會亞洲區總監，主要負責中國內地、日本及香港市場。出生於香港的 Ford 在英國的 Oddbin's 開啟了他的葡萄酒貿易事業，接著先後在哈維尼克斯 Harvey Nichol's 和 Oxo Tower 工作。1999 年重返上海後，他成為了上海 M on the Bund 的原創成員之一，並一直留在團隊直到 2009 年選擇加入 Pudaowines。2015 年集團被 Woolworths of Australia 收購。這也促成了 Langton's East Asia 在香港的成立，Ford 也擔任了該公司的買家，以及葡萄酒和內容部門的主管。近幾年他主要在中國各地為葡萄酒釀酒廠進行諮詢工作。Marcus 是一名極富經驗的品酒專家及鑑定家，也多次在各項備受矚目的場合上就中國葡萄酒市場發表真知灼見。



David Wainwright
Director, Wainwright
Advisors

Counterfeits: Still a Threat Facing Asian Markets?

「潛在隱憂」 - 假酒危機仍然威脅亞洲市場？

Taking a junior administrative position at Christie's Wine Department in London in July 1998, **David Wainwright** quickly rose through the ranks to head up their New York Department just over two years later. After more than 4 years in New York as the International Department's leading taster and business acquirer, David moved back to London as a freelance consultant. He took up a position on the Senior Management Team of New York based Zachys in 2006, then opened their Hong Kong office in 2008. As the market exploded in 2010, David moved to Hong Kong as Senior Managing Director to fully develop, manage and run both the retail and auction businesses across Europe and Asia. Looking for a new challenge and with growing demand for his expertise, David set up Wainwright Advisors in 2015. He manages a number of collections and portfolios, liaising with government authorities on counterfeits and providing guidance on strategy, marketing and acquisitions. With increasing demand for sourcing and acquisitions, David set up Andromeda Rare Wine in late 2016, a fine wine & whisky enterprise. Having worked extensively in Europe, UK, USA and Asia over some 20 years, David is a great source for acquisitions, guidance and expertise in the world of fine and rare wine.

David Wainwright 的事業在拍賣行起步，1998年，他在倫敦佳士得的酒類拍賣部門擔任初級行政工作，僅用短短兩年已經晉升到紐約酒類部門的主管。4年後，更成為紐約國際部門的首席品酒師及買手。後來，David 便搬回了倫敦從事自由身顧問工作。

後來在 2006 年，David 加入了紐約的施氏佳釀，並在 2008 年為公司開設了香港分部。2010 年市場爆破後，David 更移居香港，以高級董事總經理的身份著手發展、管理及營運施氏佳釀在歐亞之間的零售及拍賣業務。於 2015 年，他成立了 Wainwright Advisors，並管理數個系列及產品綫，與政府部門通力合作，為假酒鑑定、酒業策略、市場營銷及酒類收採購提供指導。有見市場就收採購的需求日增，他在 2016 年成立自己的美酒及威士忌企業 Andromeda Rare Wine。David 在歐洲、英國、美國及亞洲均有豐富工作經驗，並在美酒及稀有酒的知識及採購策略方面深具造詣。



David Gaudinat, Owner of Champagne Gaudinat Boivin

Flourishing Trend of Green Wine Productions

「後起新秀」 - 葡萄酒生力軍醞釀「綠色」潮流

David Gaudinat, is the CEO of Champagne Gaudinat-Boivin based in Festigny, France. His family has been in the Vineyard business for 5 generations. David is the elected member of the Syndicat Général des Vignerons de la Champagne and rapporteur of the Technical Commission. He is also the member of the Technical and Environment Commission of the Comité Champagne.

After 5 years of study in viticulture and oenology, David has obtained a highest technician diploma in 1992. He work as a winemaker at Champagne Moutardier to gain experience and knowlegde before joining his brother Hervé in 1998 in the family business, Champagne Gaudinat-Boivin. In 2002, they have finally taken over the management of the family estate to succeed their parents. Today, their vineyard cultivates 11.5 hectares of vines and produce 45,000 bottles of Champagne.

David Gaudinat 是 Champagne Gaudinat-Boivin 的 CEO，他的酒莊位處法國弗斯蒂尼，而他的家族已經經營酒莊生意已經有五代之久。David 是 Syndicat Général des Vignerons de la Champagne 的當選委員及技術委員會的書記；同時，他也是 Comité Champagne 技術與環境委員會的成員之一。

他以 5 年時間修讀葡萄栽種及釀酒學，並在 1992 年取得了最高等技術教育文憑的資格。畢業後，他在 Champagne Moutarduer 做了幾年釀酒師增加經驗及相關知識，然後在 1998 年開始與他的弟弟 Hervé 經營家族事業 Champagne Gaudinat-Boivin。在 2002 年，兄弟倆人終於正式繼承家族生意。時至今日，他們的酒莊日漸壯大，佔地 11.5 公頃，且已經釀製出約 45,000 瓶香檳。