



Hong Kong International Wine & Spirits Fair 2024

Hong Kong
November 7-9, 2024

Hong Kong is one of the most densely populated locations in the world, with a population of 7.5 million within an area 1.4 times the size of New York City, making it one of the most vibrant and dynamic markets in Asia. Affluent and knowledgeable consumers bolstered Hong Kong’s wine and spirits market, whose alcohol consumption per capita reached 2.29 liters in 2022. In 2023, Hong Kong ranked the 6th largest importer of wine from the U.S., and 48th and 50th for spirits and beer, totaling to \$43 million in value.

The Hong Kong International Wine & Spirits Fair, organized by the Hong Kong Trade Development Council, is the city’s premium wine and spirits trade exhibition, attracting suppliers and buyers from around the world annually. The Fair is known for its showcase of fine wines, premium spirits and world class beers, and brings in over 1,000 exhibitors from 30 countries and regions, as well as 15,000-plus trade buyers, making it the ideal platform for southern wineries, distillers, brewers and agents to meet with buyers from Hong Kong and abroad.

Participation Fee: \$1,714; **Early Bird Special:** \$1,514 (if you register and pay before June 7, 2024)

Fee Includes:

- 9m² booth and standard furniture package
- Market Briefing & Tour
- Interpreter services
- Pre-arranged one-on-one meetings
- 5 co-exhibitor badges per company, ice and overnight cold storage
- Reimbursement of up to \$1,000 in sample shipping costs, with proper documentation

Registration Deadline: August 7, 2024 (No refunds for cancellation after this date)

50% CostShare: Apply for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Product Description: Wine, Distilled Spirits and Craft Beer (ex. still red and white wines, whiskey and bourbon)

Industry Focus: Alcoholic Beverages

Activity Managers

Department of Agriculture Name	Department of Agriculture Name	Department of Agriculture Name
Contact Name, Title Phone, Email	Contact Name, Title Phone, Email	Contact Name, Title Phone, Email

Global Event Coordinator: Angelique Rhome, Angelique@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler) and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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