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Post: Hong Kong

Success at Hong Kong Wine and Dine Festival 2015

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Hong Kong's Wine & Dine Festival (HKWDF) 2015 featured 350 wine and food booths, the largest number in the event's history, with wines and foods from 23 countries and regions. The U.S. sponsored its first country pavilion at the Festival with eight participants who reported sales of over US\$88,000. The event is one of Forbes "Top 10 International Food and Wine Festivals."

General Information:

Hong Kong Wine & Dine Festival (HKWDF) is the largest outdoor wine and dine event for consumers in Hong Kong. It started in 2009 and always attracted over 100,000 wine and food lovers. This year, the event was held at the harbor-front of the Central Business District and attracted over 140,000 visitors. Hong Kong companies carrying U.S. foods and wines used to participate in the event individually. To create synergy among participants carrying U.S. food and wines, and to portray a stronger USA image, post organized a U.S. pavilion with eight booths featuring American wines, spirits and foods. The U.S. Pavilion was at a prime location at the event. It was also specially designed to attract more visitors. In addition, post placed a print advertisement (below) at one of the most popular Chinese newspapers to publicize the event.



- Participants’ comments:

“Thanks to ATO Hong Kong’s support and take the lead to organize it. The design of the Pavilion is so American and very much help for the audience to recognize the existing of US products especially the wine and spirits.”

“Thanks for putting all these together. Your office has done a good job. Hope we can have this for the coming years.”

“Highly appreciated the coordination and support from ATO for the event, especially the print ad which did help to draw some consumers looking for our products.”

“All went very well. Thanks for all the arrangements and it was a wonderful event!”

Photos during the event

