



## Hong Kong and China: Fact Finding Mission 14-22 October 2012

**Objective:** To give participants a clear insight and understanding of the key aspects of this fast changing market through market visits, seminars and discussions with the key players, local and foreign.

**Mission:** To cover the following elements with analysis of the current situation and future projections:

- Consumption and the consumer. Wine education.
- Production - Chinese and foreign facilities
- Distribution throughout China including in second and third tier cities
- Fine wine/auctions/counterfeit trading
- Direct Marketing and e-commerce
- Market - local and imports

### Programme

#### Hong Kong

##### Sunday 14 October

Hyatt Kowloon, Tsim Sha Tsui, 18 Hanoi Road

##### 20.00 Chinese dinner at Hutong Restaurant

28/F, One Peking Road, Tsim Sha Tsui

*Topic: Briefing on programme and players by CEO, Robert Joseph and Anthony Rose*

##### Monday 15 October

##### 10.00-11.30 Hong Kong Trade Development Council/Commerce and Economic Development Bureau

SME Centre Room B, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai.

Andrew Davis, Associate Director, General Investment Promotion, Invest HK

Topics: *How can Hong Kong help your wine business succeed in Asia?*

Keith Cheng, Exhibitions Manager, HKTDC

Topics: *Hong Kong: The wine trade marketing platform: Gateway to Asia Markets*

## 12.15 Round table 'gloves off' and lunch at Crown Cellars

18 Deep Water Bay Drive, Shousen Hill

Gregory L de 'Eb, Principal, Crown Wine Cellars

Debra Meiburg, MW

*Topics: Logistics, local partnerships, storage and transport conditions, differences with mainland China. Pricing issues.*

## 15.15 Visit to Watsons wine shop

Century Square, 1-13 d'Aguilar Street, Lang Kwai Fong, Central

James Hepple, Head of Retail, Watsons Wine

*Topics: Retail and distribution - Multi-channel operations.*

## 19.15 Visit to Bordeaux etc.

G01, Leighton Centre, 77 Leighton Road, Causeway Bay (Entrance Matheson Street)

Yvonne Wang, General Manager, Etc. Wine Shops

*Topics: Market research*

## 20.00 Round table dinner at The Pawn

No. 60 Johnston Road, Wanchai

Paulo Pong, Managing Director, Altaya Group International

Richard Sutton, Managing Director, Armit

Doug Rumsam, Managing Director, Bordeaux Index

Luke Cianfarini, Sales Manager, Corney and Barrow

David Wainwright, Managing Director, Zachys Asia

*Topics: The Fine wine market, local and foreign players. Direct sales and the wine club concept.*

## Tuesday 16 October

### 10.00 Round table session at Sothebys

Sothebys, 5<sup>th</sup> Floor, Pacific Place 1, Admiralty

Robert Sleigh, Senior Director, Head of Wine, Sothebys

David Wainwright, Managing Director, Zachys Asia

*Topics: Hong Kong as the auction hub of the world, including auctions and exports into mainland China. How does the auction market fit in with the retail scene? Who are the buyers, HK or mainland? What developments are there in styles of wines in demand at auction?*

## 12.00 Round table and lunch at The China Club

13-15/F, The Old Bank of China Building, Bank Street, Central

Lilian Haynes, MD, NorthEast

James Hepple, Head of Retail, Watsons Wine

Pierre Legrandois, General Manager, Links Concept

Patricio De La Fuente Saez, Links Concept

Laura Budlong, Director, Force 8

Clarence Chan, Club Manager, The China Club

*Topics: Distributing to the On Trade, the restaurant scene, consumer trends, differences in Hong Kong and mainland markets.*

18.00 PM: Fly to Shanghai

ETD 18.00 HKG Dragon Air KA872 ETA Shanghai Pudong International (PVG) 20.30

Transport to Hotel. Evening free.

Hyatt on the Bund, 199, Huangpu Road

## Shanghai

Wednesday 17 October

### 10.00 Mainland China Market overview

ASC, Greater China, 18F, BM Intercontinental Business Center, NO.100 Yutong Road

Don St Pierre Jr, CEO, ASC

Stephane Moreau, President, The Wine Gallery

*Topics: Facts and figures, local and imported wine market, regional differences, cultural perspectives, traditional and non-traditional channels.*

Followed by round table discussion focussing on developing direct sales/the wine club concept.

### 12.30 Round table lunch with ASC team

Imperial Treasure Chinese Cuisine

L402-403, Yi Feng Gallery. 99 Beijing Dong Lu, Huangpu District

PM Market visits

Carrefour No.388 West Jiangwan Road, Hongkou District

Metro: 418 Guangyue Lu, near Wenshui Dong Lu

19.30 Round table dinner at The Glass House  
Glass House, Hyatt on the Bund, 199, Huangpu Road

Ian Ford, Managing Director, Summergate tbc

Michael Shi, CEO, Mercuris

Sebastian Lezier, Director, Winpact

Barbara Lezier, Director, FrWine

*Topics: Importing and distribution throughout the mainland, trends, legislation, local and imported wine market. Developing business in a tertiary city, the gift business.*

#### Thursday 18 October

10.00 Presentation at Dezan Shira

Suite 1803-1805, Tian An Centre No. 338 Nanjing Road West

Cory Lam, Senior Associate, Business Development, Dezan Shira

Fabian Knopf, Manager, Suzhou, Dezan Shira

Mary Field, Marketing Manager, Dezan Shira

*Topics: Setting up and developing a wine business in China with a spotlight on secondary and tertiary cities*

12.30 Torres China, tasting of Chinese Wines followed by round table lunch

La Vinoteca, Torres, Elefante restaurant, 20 Donghu Lu (near Huai Hai Lu)

Alberto Fernandez, Managing Partner, Torres China

Plus on trade/sommelier guests

*Topics: The Chinese Consumer, on trade developments. What are the trends and what is pushing them. B to C business development.*

15.00 Visit to Everwines shop followed by market presentation at Torres China

Everwines, Jin'An Shop, No.200 Tai Zhou Road, Jing An District

Torres China, Floor 3, Building 4, no 990, Chang Ping Road

Alberto Fernandez, Managing Partner, Torres China

*Topics: Mainland markets and "The Third Way" distribution*

19.30 Networking Reception at Austrian Consul General's Residence  
Hongmei Lu, Hillcas Villas, Villa E

Michael Heinz, Austrian Consul General

#### Friday 19 October

10.00 Visit to Arvato Agency

162, Louxiu Road

Jason Ni, Business Director, Avarto

Gary Ng, Vice President, Avarto tbc

Ying Tang, Regional Business Director, Avarto

*Topics: 20 years of Direct Marketing in China with a spotlight on the customer services, CRM and Mobile solutions*

12.30 Lunch at Downstairs, URBN Hotel

183, Jiaozhou Lu, (Near Beijing Xi Lu)

Fergus MacDougall, General Manager, URBN

*Topic: 'The URBN concept hotel'*

15.00 Meeting with Energy Source

Floor 19, Metro Building, No.30 Tiao Yao Qiao Rd

Hank Lin, Account Director, Energy Source

Caroline Wang, General Manager, Energy Source

Lei Xu, Vice General Manager

*Topics: Presentation on e-commerce in China, past, present and future trends with a spotlight on the wine sector. CRM issues in China*

19.30 Dinner at Le Sheng Restaurant

Anfu Court, 308 Anfu Lu, near Wukang Lu

Vincent Dignonnet, President Asia Pacific, Digitas

Philippe Lamy, COO, Shang Xia (Hermes)

**David Laris, Owner David Laris Creations**

**Eddie Mcdougall, Flying Winemaker**

Isabelle Dugal-Thompson, Communications Director, David Laris Creates

*Topics: The fine dining scene in Shanghai. Spotlight on on trade wine consumption.*

**Saturday 20 October**

10.50 Flight to Taiyuan

ETD PVG 10.50 China Eastern Airlines 5689 ETA Taiyuan (TYN) 13.10

Visit Tour and tasting at Grace Vineyards with Proprietor, Judy Leissner

Dinner and overnight at Grace

**Sunday 21 October**

**Beijing**

10.00 Flight to Beijing

ETD TYN 10.00 China Eastern Airlines 5277 ETA Beijing (PEK) 11.00

## Transport to hotel

Grand Hyatt Beijing Oriental Plaza, 1 East Chang An Avenue

Afternoon free/Visit to the Forbidden City/Shang Xia Contemporary Chinese Art of Living exhibition

## 19.30 Round table dinner at Palette Vino and tasting of 'everyday' Chinese brands

5 Dongsì Shiyítiao

John Gai, Managing Director, Palette Wines

Jim Boyce, Blogger, Grape Wall of China

Fiona Sun, Senior Editor, La Revue du Vin de France Chinese Version

*Topics: Presentation on Social Media in China. Direct sales and distribution, the Chinese wine consumer, wine storage issues.*

## Monday 22 October

### 10.00 Presentation by COFCO, Wines Division

14F COFCO Fortune Plaza, no 8, Chao Yang Men South Street, Chao Yang

Ben Zhou, Deputy General Manager, Imports and Exports, COFCO

May Ma, Deputy Director Wines Division, COFCO

*Topics: Wine imports, distribution and sales networks, group purchasing. E-commerce. Future strategy.*

### 12.30 Round table lunch

Professor Huiqin Ma, China Agricultural University

Fongyee Walker, CEO Dragon Phoenix

Li Demei, wine consultant tbc

Jim Boyce, Grape Wall of China

Stuart Christie, Sales Manager, Pudao Wines

*Topics: Wine production in China - the issues. The local market, marketing wine to the Chinese consumer.*

### 15.00 Country Briefing with Maria Troein, Director Asia, Wine Intelligence

Pudao Wines, Unit F1-01, Tower AB, The Office park, No.10 Jitong West Road - North of Hanwei Place, East of the Place - Chaoyang District

*Market Visits: Jenny Lou's, JimGkelong, WOW, 7-Eleven*

### 20.00 Round table dinner and tasting

Beijing DaDong Roast Duck Restaurant, Nan Xin Cang Building, No. 22 off Dong Si Shi Tiao

Arthur Wang, Marketing Manager, Pernod Ricard Asia  
Sladjan Maksimovic, Director, Pernod Ricard Asia  
Craig Grafton, Winemaker, Pernod Ricard Asia  
Brett Richardson, Technical Director, Pernod Ricard Asia

*Topics: Background on HLM, brand positioning and marketing strategy.  
Introduction to viticulture. Introduction to winemaking.*

**Tuesday 23 October**

**Depart Beijing**