

# Hong Kong, China: A Confidence Case



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## Where is Hong Kong in the Wine World?

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- ❖ A free port
- ❖ Doorstep to Mainland China
- ❖ Regional wine hub
- ❖ World's largest wine auction centre

Free port: Hong Kong did away with wine duty in 2008.

Mainland China: according to Vinexpo, China (including Hong Kong)'s consumption grew 136% between 2008 and 2013 and would grow 33.8% in the next five years.

Regional hub: since 2008, Hong Kong has imported US\$5B worth of wine from more than 50 economies and re-exported US\$1.2B.

Auction: Hong Kong has fetched over US\$750M from 2008 to 2013.

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## Why Hong Kong?

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- ❖ No extra cost – zero duty, zero hassle
- ❖ Industry know-how
- ❖ Minimal requirements on imports

Duty exemption: we have also removed administrative controls.

Know-how: we have over 40 years of experience in wine trading. Over 3 440 HK companies have wine businesses on Mainland China. More than half are represented there. They are seasoned to help re-exports to get clearance from authorities.

Import requirements: no need for export certificate, etc. Minimal checking on imports (control at retail level). In Hong Kong, there are more than 20 accredited labs for food. The Hong Kong Accreditation Service is recognised by China National Accreditation Service for Conformity Assessment (CNAS), and is a member of the International Accreditation Forum, International Laboratory Accreditation Co-operation etc.

# How Hong Kong Maintains Wine Quality?



Hong Kong Quality Assurance Agency:

- ❖ Accredited storage
- ❖ Recognised traders



Accredited storage: As the first of its kind in the world, the Scheme accredits storage facilities not only at cellars and warehouses, but also retailers (retail shops, hotel, clubhouses) and transport service providers. There are now 35 accredited companies.

Recognised traders: also wholesalers, distributors, retailers, operators of cellars / warehouses, clubhouses and courier companies. There are now 27 such companies.



## What More Does Hong Kong Offer?

- ❖ Confidence –  
Freedom from counterfeit
- ❖ Seamless clearance



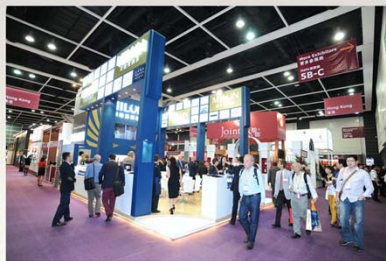
Anti-counterfeit: zero cases in recent years, due to Customs' vigilance and close cooperation with overseas and Mainland counterparts and local industry members.

Clearance: Mainland Customs provide exclusive facilitation to HK, by way of pre-valuation and compression of time and procedures for re-exports from Hong Kong.

# Who Support Hong Kong?



- ❖ International trade shows
- ❖ Co-operation with major wine-producing places



Trade shows: Vinexpo Asia-Pacific (6<sup>th</sup> edition, May 2014); Hong Kong Trade Development Council's annual International Wine and Spirits Fair (1 005 exhibitors in 2013); and Hong Kong Tourism Board's Wine & Dine Festival (139 000 visitors in 2013).

International network: we have signed wine MoUs with 13 major wine-producing countries / regions, including Australia, Chile, France (and its Bordeaux and Burgundy regions), Germany, Hungary, Italy, New Zealand, Portugal, Spain and the USA (and its Washington and Oregon states).



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**Thank you**

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