

To assignment editors

Hong Kong International Wine & Spirits Fair Opens in November *Press Conference to Introduce Fair Highlights and Wine Tasting*

18 October 2011 - The Hong Kong International Wine & Spirits Fair to be held at the Hong Kong Convention and Exhibition Centre (HKCEC) from 3-5 November will feature approximately 900 exhibitors from 37 countries and regions.

They will showcase a wide variety of wines, spirits, wine accessories and equipment, and present related services such as wine logistics and training.

Highlights will include the largest pavilion from Italy, which is this year's partner country, and the 3rd edition of the Cathay Pacific Hong Kong International Wine & Spirit Competition.

A press conference to introduce the highlights and wines from nearly 50 exhibitors will be held **Monday (24 October)** by the fair organiser, the Hong Kong Trade Development Council (HKTDC).

You and/ or your representatives are cordially invited to attend the press conference, sample the wines and interview the exhibitors. Details as follows:

Date: 24 October (Monday)

Time: 3-4pm

Venue: Room S421, HKCEC

Speakers: Benjamin Chau, Deputy Executive Director, HKTDC

Paola Guida, Italian Trade Commissioner, Italian Trade Commission – Hong Kong Office

Debra Meiburg, Master of Wine; Director, Hong Kong International Wine & Spirit Competition

Remark: The press conference will be conducted in Cantonese but English press kits will be available and exhibitor interviews may be conducted in English.

Media Enquiries

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