

5 May 2008

## **Good Chances for German Wines in Hong Kong**

Vinexpo in Hong Kong is the Leading Trade Fair for Asia / Federal Ministry of Agriculture repeats successful German Wine-growers' Presentation in China

The Vinexpo Asia-Pacific in Hong Kong, with ca. 700 exhibitors from 31 countries, has developed into one of the most important trade forums for the Asian-Pacific region. Some 7,500 international trade visitors are expected in Hong Kong from 27 to 29 May 2008, when the German Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and the German Wine Institute/Mainz (DWI) will draw attention to the ca. 30 German producers with numerous activities. They will present German quality and Prädikat wines – primarily from the highly praised 2007 vintage – in an area of more than 300 square meters.

To support small and medium-sized companies of the wine producing sector in gaining market shares in specific markets abroad the Federal Ministry of Agriculture once again organizes and finances Germany's joint stand at Vinexpo in Hong Kong, the leading trade fair for wine and spirits in Asia.

Given the fact that demand for German wines, and Riesling in particular, has increased worldwide, Steffen Schindler, marketing director of the wine institute, feels that sales opportunities in the Asian market are good. "Other countries take note of the tremendous success stories in trendsetting markets, like the USA, and they kindle interest elsewhere in wines from our wine-growing regions."

Last year, the value of German wine exports to China or South Korea, for example, showed remarkable increases in value – 66% and 11%, respectively, although at a relatively low level in terms of the “big picture.” Nevertheless, both markets have growth potential. In 2007, 10,000 hl valued at four million Euro were exported to China, and 11,000 hl valued at three million Euro to South Korea – each of which is equal to about one percent of total revenue generated by German wine exports. Overall, German wine exports in 2007 reached an all-time record volume of ca. two million hl valued at 383 million Euro.

#### **Riesling and Spätburgunder (Pinot Noir) are Focal Points**

According to Steffen Schindler: “The German presentation in Hong Kong this year focuses on white and red German quality and Prädikat wines from the middle and upper price segments.” Trade visitors can look forward to tastings – some of which will be conducted by German wine queen Evelyn Schmidt – of selected Riesling and Spätburgunder wines, as well as light or mature wines.” Keeping in line with the special significance of sparkling wine in Asia, there will also be a special tasting of “Winzersekt” (a vintner’s vintage, varietal sparkling wine). Last but not least: guests invited to the Vinexpo Forum will be able to participate in a tasting of lusciously sweet dessert wines.

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**German Wine Industry Presence  
at Vinexpo Asia-Pacific Hong Kong  
27-29 May 2008**

BMELV	HJ 56-1
Deutsches Weininstitut	HJ 56-1
Weingut Paul Anheuser	GH 56-7
Bischöfliche Weingüter	GH 56-8
Weingut Joh. Jos. Christoffel	GH 56-6
Durbacher Winzergenossenschaft	J 51
Winzergemeinschaft Franken (GWF)	GH 56-6
Weingut Gunderloch	GH 56-6
Kelterei Heil	J 59-2
Kaltenburger Kellerei	J 59-1
Reh Kendermann GmbH	GH 56-5
Weinkellerei-Weingut Kessler-Zink	HJ 54-4
Weingut J. Koegler KG	GH 56-3
Weingut Dr. Loosen / J.L. Wolf	GH 56-6
Peter Mertes GmbH & Co. KG	HJ 54-3
Weingut Moenchhof	GH 56-6
Weingut Markus Molitor	GH 56-2
MO-RHE-NA	HJ 54-2
Moselland	GH 56-6
Weingut Max Ferd. Richter	GH 56-7
Weingut Fritz Windisch	GH 56-4
VDP. Die Prädikatsweingüter	GH 56-1
Weingut August Kessler	GH 56-1
Wein- und Sektgut Barth	GH 56-1
Weingut Geh. Rat Dr. v. Bassermann-Jordan	GH 56-1
Weingut Bürgerspital zum Heiligen Geist	GH 56-1
Eastern Asia Trade	GH 56-1
Weingut Georg Müller Stiftung	GH 56-1
Weingut Juliusspital	GH 56-1
Weingut Rappenhof	GH 56-1
Weingut Robert Weil	GH 56-1
Domdechant Werner'sches Weingut	GH 56-1
Einig-Zenzen	J49
Henkell & Söhnlein, Schloss Johannisberg	A68
Langguth Erben	D63
Racke	J43
Weltachs-Kellerei	C74
Zimmermann-Graeff-Müller	J61