



For immediate release

Hong Kong, November 6th 2014. - The Asian Wine Producers Association (AWPA) formally launches its promotional activities at the Hong Kong Wine & Spirits Fair, from November 6th to 8th 2014.

The Association is a grouping of wineries across Asia which own or manage vineyards and produce grape wine from locally grown grapes. It's booth at the fair presents to the international wine community for the first time a cross selection of quality wines from six of the Region's leading wine producers, from four Asian wine producing countries. In addition to the booth, the AWPA is holding it's first annual members meeting and is hosting an inaugural tasting cocktail event.

The participating wineries are: GranMonte and Siam Winery (Thailand), Sula Vineyards and Grover/Zampa Vineyards (India), Hatten Wines (Bali) and Château Mercian (Japan).

During the Fair there is a 'meet & greet' schedule at the booth, located at 3F – B33, which allows visitors to meet the wineries' personnel and taste the featured wine. To inaugurate the Association publically, members will also host a reception with a relaxed and welcoming format for the media and interested key wine connoisseurs on November 7th at 18:30 at the Seminar Room Hall 3D (concourse). The wines of the six featured wineries will be presented for tasting.

The Association is also expecting other Asian wineries which are producing wines will see it in action and consider joining the Association and its membership for future activities.

After several years of discussion among wine producers in several countries in Asia, a Steering Committee was formed and it met at the Hong Kong Wine and Spirits Trade Fair in November 2013 to consider a membership charter, a functional focus and a range of practical activities that would benefit members. This conclusion was then presented to a broader group of wine producers attending the Fair and 10 Foundation Memberships were committed.

It has been agreed that, beyond this Foundation group, membership will be comprised of individual wine producers from any countries in Asia that are producing wine from locally grown grapes. Industry bodies in any of these countries will be encouraged to participate in a supporting role.



Wine is being made from locally grown grapes in 13 countries across Asia. The biggest producer is China, now ranked No.5 Wine Producing Nation Globally by the Organization of Viticulture and Wine (OIV). The next largest is Japan, followed by India, Thailand, South Korea, Taiwan, Vietnam, Myanmar and Indonesia (Bali). There are 'minor scale' or experimental projects in Cambodia, Nepal, Bhutan and Sri Lanka.

There is a growing view in the region that wine producers can combine efforts to facilitate constructive consultation and exchange of information on important industry development issues. The AWPA can provide a platform to pursue the regional industry's interests with appropriate wine-related industry and government bodies - both within the region itself and with long established Old World and New World national and international organizations. It will also provide an effective means to project the industry's achievements to international markets and to promote consumer awareness in major global wine markets.

Some of the initial activities being planned include:

- Promoting Asia as a large and respected wine region
- Promoting the AWPA as a means to obtain and exchange global industry input
- Creating an awareness and enhancing the image of the Asian Wine Producers Association, both in the respective domestic markets and in international markets
- Publicizing wine tourism options in the region
- Planning a regional owner, winemaker and vineyard manager forum to share and exchange experience.

It will provide a platform to attract recognition and respect for the achievements of wine producers in Asia. This will stimulate interest among the global wine community and encourage people in the industry globally to become more familiar with or, indeed, actively associated with wine production in the Asian region. This will allow regional wine producers to more effectively access international industry experience, resources, technology and equipment. It is seen, too, as providing a mechanism for individual Asian wine producers to share experiences with other producers in the region and to create a critical mass to promote Asian wines more effectively at wine events and functions.



For more info, please visit www.asianwinesassociation.com. The Association website explains the Associations goals and features the six founding wineries 'about us' and website links, a photo gallery and a factsheet.

Denis Gastin

Association Management
denisgastin@instate.com.au

Maryse LaRocque, Hatten Wines (Bali, Indonesia)

Association Administration & Marketing
development@hattenholding.com

Association Secretariat: awpa.secretary@gmail.com

ACTIVITIES CALENDAR @ Hong Kong Wine & Spirits Fair 2014

November 6th @ 09:00am: meeting of the Association's members

Wine Tasting Room B, Hall 3C

November 7th @ 18:30: inaugural cocktail of the AWPA

Seminar Room, Hall 3D Concourse

Booth information:

3F – B33