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## AsiaWorld-Expo – The ideal MICE solution for debut shows

Winefuture is a well-established and world-renowned summit of the wine industry organised annually by The Wine Academy of Spain. In November 2011, this industry-leading event made its successful Hong Kong debut at AsiaWorld-Expo, bringing together many of the most important wine personalities from around the world. This inaugural event used the venue’s strategic advantages to achieve a greater reach than ever before: In addition to Hong Kong’s status as the world’s leading centre for wine auctions, AsiaWorld-Expo provided Winefuture with easy access to Mainland China, as well as the region’s finest facilities, and the peace of mind that can only come from an impeccable track record of hosting successful high-profile events.

CASE STUDY WINEFUTURE HONG KONG



the wine academy  
spain

## The perfect venue for content-rich conferences

Over the course of three days, Winefuture Hong Kong 2011 brought delegates together for conferences conducted by industry luminaries as Jancis Robinson MW, Francis Ford Coppola and Pancho Campo MW, as well as large-scale wine-tasting sessions including a master class by wine authority Robert Parker, and an exhibition featuring some 200 exhibitors and over 300 wineries. Naturally, a diverse and dynamic conference event such as this demands a venue with the highest levels of flexibility, as well as comprehensive support services that can meet the needs of visitors and delegates from across the globe.

Home to Hong Kong’s largest indoor convention and hospitality hall, AsiaWorld-Expo is the only venue in Hong Kong that can host a conference, catered event and exhibition all in a single hall, and all backed up by the expertise and professionalism of a team that has proven itself on countless large-scale events. AsiaWorld-Expo’s highly flexible and purpose-built design allows the space to be configured to the unique needs of each event programme, while also providing unparalleled levels of convenience and comfort.

## • 3-IN-1 CONVENTION AND HOSPITALITY HALL •



Conference Zone



Exhibition Zone



Catering Zone

“

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at AsiaWorld-Expo definitely added extra value to the event and helped create the perfect experience for all participants. ”

“It was a fantastic decision to hold the conference at AsiaWorld-Expo,” remarked Mr. Randall Gramh, Owner and Winemaker, Bonny Doon Vineyard, Canada. “The overall arrangement of the conference was good and there was a strong diversity of exhibitors. It was especially nice to have all the different programmes located under one roof, which allowed easy access from one zone to another.”

### A value-added experience

With a packed programme lasting all day long, Winefuture’s trade show breaks and lunch sessions provided important opportunities for participants to rest, network and mingle. To ensure these occasions added real value to the event, AsiaWorld-Expo’s award-winning culinary team provided an F&B service that made the food yet another highlight of a rich and rewarding event.

“Winefuture is a dynamic conference event featuring world-class master winemakers, expert connoisseurs and the opportunity for worldwide delegates to sample a wide range of wines. Naturally, high quality food is an essential pairing for this experience,” said Mr. Rony Bacque, Business Manager, The Wine Academy of Spain. “We very much appreciated the excellent F&B services provided by AsiaWorld-Expo. In fact, in feedback from delegates, everyone commented on the superb quality of the food! This was a very successful Hong Kong debut for Winefuture. The outstanding F&B service at AsiaWorld-Expo definitely added extra value to the event and helped create the perfect experience for all participants.”





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### Strategic advantages for long-term growth

AsiaWorld-Expo’s convenient location for local, regional and global visitors ensured a high turnout of participants and media representatives. This translated into excellent foot traffic and media coverage, which has also created a strong foundation for the show’s future growth.

In total, some 1,000 industry professionals drawn from 45 nationalities attended the event, including eight Masters of Wine and over 50 honourable speakers. Approximately 200 journalists were also registered, ensuring the event gained excellent coverage both inside and outside the wine industry. These excellent numbers were further complemented by some 200 exhibitors and over 300 wineries from more than 45 different regions around the globe. A truly international success story!

“It’s good that Winefuture made its Hong Kong debut at AsiaWorld-Expo,” said Mr. Ali Basman, Managing Director, Kavaklidere Wines Company, Turkey. “I’m confident the conference will be even bigger next time and I look forward to coming back again.”

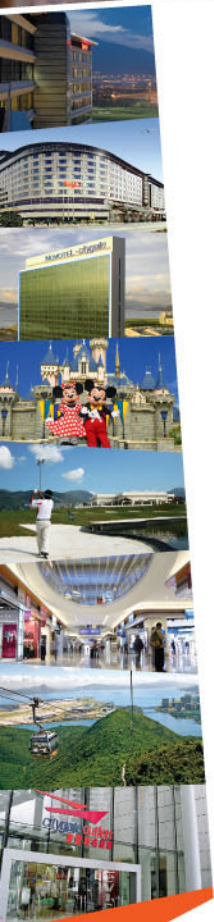


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Many participants also expressed their pleasure at the excellent standard of the facilities available at AsiaWorld-Expo, and the extensive range of synergistic amenities and attractions within easy reach of the venue. These include five-star hotels and world-class golf and shopping, as well as the touristic delights of Hong Kong Disneyland, Lantau Island's Giant Buddha, and the Ngong Ping 360 Cable Car – everything trade delegates need, in fact, to balance business and leisure.

“The venue is very nice and convenient,” agreed Mr. David Amadia, Vice President, Sales and Marketing, Ridge Vineyards, Canada. “There are hotels just minutes away, so it is easy to go back and forth. The Chinese Government’s 12th 5-year Plan is also sure to attract even more regional visitors to future fairs and generate even more opportunities ahead.”

By providing Winefuture with a total MICE solution that perfectly addresses its unique needs, AsiaWorld-Expo not only enabled the event to make a successful debut in the heart of Asia’s fast-growing markets, it has also provided a firm foundation for Winefuture to continue enjoying sustainable growth long into the future.



**AsiaWorld-Expo Management Limited**  
 AsiaWorld-Expo, Hong Kong International Airport  
 Lantau, Hong Kong, China  
 Tel: (852) 3606 8888 Fax: (852) 3606 8889  
 info@asiaworld-expo.com

[www.asiaworld-expo.com](http://www.asiaworld-expo.com)