



CALL FOR EXPRESSIONS OF INTEREST

North Asia CAPE Wine and Hong Kong Virtual Study Tour October 2020

Background

The North Asia Centre for Asia-Pacific Excellence (CAPE) is arranging a virtual study tour to Hong Kong as part of its core objectives. CAPE's objectives include (a) preparing New Zealanders to build business relationships with Greater China, Japan, and Korea; and (b) supporting New Zealanders to deepen their knowledge and understanding of those cultures.

The virtual study tour programme focuses on the wine sector. The programme will appeal to owners, managers, marketing managers and representatives of New Zealand vineyards.

This is an invitation to qualified and experienced specialists in the wine sector to be involved.

Overview

The virtual study tour will allow participants to connect be introduced to the market potential in Hong Kong as well as aspects of operating in the Hong Kong market. The tour will be presented via Zoom, and will comprise six modules and take the following format:

Tuesday 13 October 2020 4:00pm to 6:00pm (NZDT)	Module 1	Hong Kong Overview <i>Market perspectives; trade statistics; case study of New Zealand wine vine-to-glass; in-market wine storage and registration; wine education</i>
Thursday 15 October 2020 4:00pm to 6:00pm (NZDT)	Module 2A Module 2B	Customs and Excise <i>Cross border export/import efficiencies; Hong Kong as a regional base</i> Retail, Hotels and Clubs <i>Restaurant scene, marketing initiatives, promotions, wine clubs, digital media, fine dining</i>
Tuesday 20 October 2020 4:00pm to 6:00pm (NZDT)	Module 3	Logistics <i>Freight operators, secure climate-controlled storage, cargo handling</i>
Thursday 21 October 2020 4:00pm to 6:00pm (NZDT)	Module 4A Module 4B	Trade Shows <i>A look at wine related events in Hong Kong and China</i> Macau <i>Fine dining, casino market, cross border</i>

Objectives and Outcomes

Participants will:

- Take part in the four-session event including six modules (as above)
- Discuss ideas and opportunities throughout the sessions
- Gain an insight into opportunities for New Zealand wine in Hong Kong
- Identify areas of opportunity where New Zealand can play a role to enhance its brands in-market
- Establish relationships for further liaison and possible collaboration between facilities in New Zealand and Hong Kong

About Hong Kong

Hong Kong is a Special Administrative Region of the People's Republic of China. Hong Kong maintains its own executive, legislature, judiciary, currency, legal system (English Common Law), police force, etc. These operate under a "one country, two systems" principle to differentiate it from mainland China, while the Basic Law of Hong Kong is the regional constitution.

The city maintains a strong wine culture and has numerous industry support initiatives available to the sector, including financial support for locally registered businesses (including New Zealand companies that establish local offices).

In 2007/2008 Hong Kong removed duty on wine. The previous 80% duty was slashed to zero – opportunity came knocking the door opened to massive expansion of the wine sector. At one stage there was even a "Made in Hong Kong" wine using bulk imported Italian grapes! Expansion has seen not just increase in sales, but establishment of wine trading, auction houses, controlled storage, wine clubs, focused education and more.

To register your interest in participating please apply online - Include your name, company, contact details, brief biography and a statement about what you hope to gain from the tour if accepted as a participant. If you have any further questions please email Laura Bunting at l.bunting@auckland.ac.nz

Successful applicants will demonstrate the ability to realise the key learnings. They will also agree to share their successes/outcomes with the North Asia CAPE for internal evaluation and external promotion purposes.

The **North Asia CAPE** is committed to helping New Zealand build sustainable, future-focused economic and cultural relationships with Greater China, Japan, and Korea. Established in 2017, the North Asia CAPE is one of three CAPEs funded by the government and supported by a consortium of four of NZ's leading universities: Auckland, Waikato, Otago, and Victoria University of Wellington.

[Find out more about the North Asia CAPE](#)