

Hong Kong to Host World's First Asian Wine Competition



Allen Gibbons, IWSC executive director, and Raymond Yip Allen, HKTDC assistant executive director (right), signed the memorandum of understanding to incorporate the inaugural [Hong Kong Wine & Spirit Competition](#) as a new initiative of [Hong Kong International Wine & Spirits Fair](#) next year. The competition will [feature Chinese food](#) and [wine pairing](#) and introduce the '[Best Wine from China](#)' .

HONG KONG, Dec 09, 2008 -- The [Hong Kong Trade Development Council](#) and (HKTDC) and the [International Wine and Spirit Competition \(IWSC\)](#) will jointly host the [world's first truly Asian wine competition](#) -- or the "[HKIWSC](#)" -- as part of the 2009 [Hong Kong International Wine & Spirits Fair](#) in November.

Following the [Hong Kong SAR Government's](#) elimination of duties on [wine](#) in early 2008, the HKTDC created the first [Hong Kong International Wine Fair](#), which took place in August. The event will be renamed as [Hong Kong International Wine & Spirits Fair](#) in 2009.

HKTDC decided to incorporate the first [Hong Kong International Wine & Spirit Competition \(HKIWSC\)](#) in 2009 as a new initiative to create a favorable environment for the [wine industry in Asia](#).

"We are delighted that the International Wine and Spirit Competition has accepted HKTDC's invitation to [organize](#) this 40-year old competition for the first time in [Asia](#), which we are confident will attract huge interest from both the [trade](#) and [media](#) worldwide. It will be one of the key highlights of the 2009 fair, and along with activities such as [wine tasting](#), seminars, a conference and voting for favorite wines, will add value and prestige to the event," assistant executive director Raymond Yip said.

The HKIWSC is being developed in conjunction with the IWSC in London, the [world's most prestigious wine and spirit competition organizer](#), and a panel of [Asia's most respected wine experts](#) will help develop the competition parameters and criteria.

"We are very excited by the opportunity offered by the Asian [market](#) and working with such fabulous partners will allow us to offer the definitive guide to quality wines and spirits in [Asia](#)," IWSC executive director Allen Gibbons said:

The competition will [feature food and wine pairing](#) categories, where judges will identify the [top wines](#) to match popular traditional [Chinese dishes](#), including braised abalone, Peking duck, Cantonese dim sum, and Kung Pao Chicken.

The competition will also include the "[Best Wine from China](#)" category, the first trophy of its kind anywhere in the [world](#) to represent the authentic Asian flavor of the competition and in view of China's burgeoning [wine production industry](#).

[Asia's most esteemed wine judges](#) from China, [Japan](#), [Korea](#), [Singapore](#) and Taiwan -- including the first international guest chairman of judges, Dr Tony [Jordan](#) as well as the competition's director, [Asia's first Master of Wine](#), Debra Meiburg, will add to the prestige of the first-ever HKIWSC. Categories will be judged by country, [region](#), variety and [style](#), and trophies awarded will reflect the unique sensibilities of the Asian palate.

The competition results will serve as a definitive guide for contemporary Asian [wine consumers](#). Additionally, price point categories for the [most popular styles](#) of wines will offer [wine consumers](#) a comprehensive directory of the [world's best wines](#) for all occasions and situations.

Results of the judging process will be announced during the opening night of the 2009 [Hong Kong International Wine & Spirits Fair](#), which will be held from November 4 to 6, 2009 at the [Hong Kong Convention and Exhibition Centre](#).