

CCB (Asia)

HONG KONG

# Wine & Dine FESTIVAL

建行(亞洲)香港美酒佳餚巡禮

AN INVITATION TO PARTICIPATE

誠邀參展

26-29.10.2017

盡享·最香港  
**BEST  
OF ALL  
IT'S IN  
HONG  
KONG**



# New Tastes, New Treats

## 美味新享受

This autumn, the 9<sup>th</sup> Hong Kong Wine and Dine Festival will stage again at Central Harbourfront. More diverse than ever, the 4-days event will showcase an exciting spectrum of fine wine and delicacies from all four corners of the world. We will also be featuring a special bubbly experience to light up the night. It is a wonderful gathering no food and wine lovers will want to miss. Be a part of it!

在中環海濱的秋風吹送下，香港美酒佳餚巡禮繼續送上前所未有的美味新刺激。這項盛事今年正式踏入第9屆，再次為追求味覺享受的一眾，網羅色香味俱全的環球美酒佳餚。今年「有氣」酒類將會觸目登場，歡迎展示您的酒品，成為人氣一份子。



## 2016 Festival Snapshot

### 2016年巡禮概況



**428** wine and food booths  
428個美酒及美食攤位



Wineries from  
**28** countries and regions  
來自全球28個國家及地區的佳釀



Attracting **145,000**  
wine and food lovers,  
industry players and festival goers  
吸引多達145,000名美酒佳餚愛好者  
及業界人士入場分享節日氣氛

## Who Should Exhibit

### 參展商概覽

- Wine producers who are passionate about their products and want to promote their brand to consumers  
鍾情於向大眾推廣自家品牌名酒的酒莊
- Restaurant owners who wish to gain a larger customer base  
希望廣納客源的餐廳及食肆
- Culinary enthusiasts who enjoy outdoor cooking and serving  
熱愛戶外煮食及待客的烹飪愛好者



## Visitor's Profile

### 入場人士概覽

- Wine and food lovers  
美酒佳餚愛好者
- Government and trade associations  
政府及貿易商會
- Local and overseas media  
本地及海外傳媒



## 2017 Event Preview

### 2017年盛宴預覽

26/10

4 – 7 pm

下午4時至晚上7時

Opening Ceremony and VIP & Media Preview  
巡禮開幕儀式及嘉賓與傳媒預展

7:30 – 11:30 pm

晚上7時30分至11時30分

Open to public 開放予公眾人士參加

27-28/10

12 nn – 11:30 pm

中午12時至晚上11時30分

Open to public 開放予公眾人士參加

29/10

12 nn – 10 pm

中午12時至晚上10時

Open to public 開放予公眾人士參加

### Venue 地點

Central Harbourfront Event Space  
中環海濱活動空間

### Admission fee 入場費

HK\$30 (Concessionary tickets are available  
另設長者及兒童優惠)

### Title Sponsor 冠名贊助機構

China Construction Bank (Asia) Corporation Limited  
中國建設銀行(亞洲)股份有限公司

### Organiser 主辦機構

Hong Kong Tourism Board  
香港旅遊發展局

### Co-Organiser 協辦機構

Bordeaux International Wine and Dine Festival Organization

### Festival Website 活動網頁

[www.discoverhongkong.com/wineanddine](http://www.discoverhongkong.com/wineanddine)



## Event Highlights

### 巡禮亮點

- Bubbly Gala – a new zone to feature a sparkling experience of wine tasting
- One-of-a-kind, iconic dishes created by the town's hottest restaurants
- Live music shows and performances from the Stage to keep the atmosphere buzzing
- A platform for merchant to conduct direct business and broaden their reach
- Extra VIP wine tasting experience at the exclusive Grand Pavilion

## Key Participation Rules

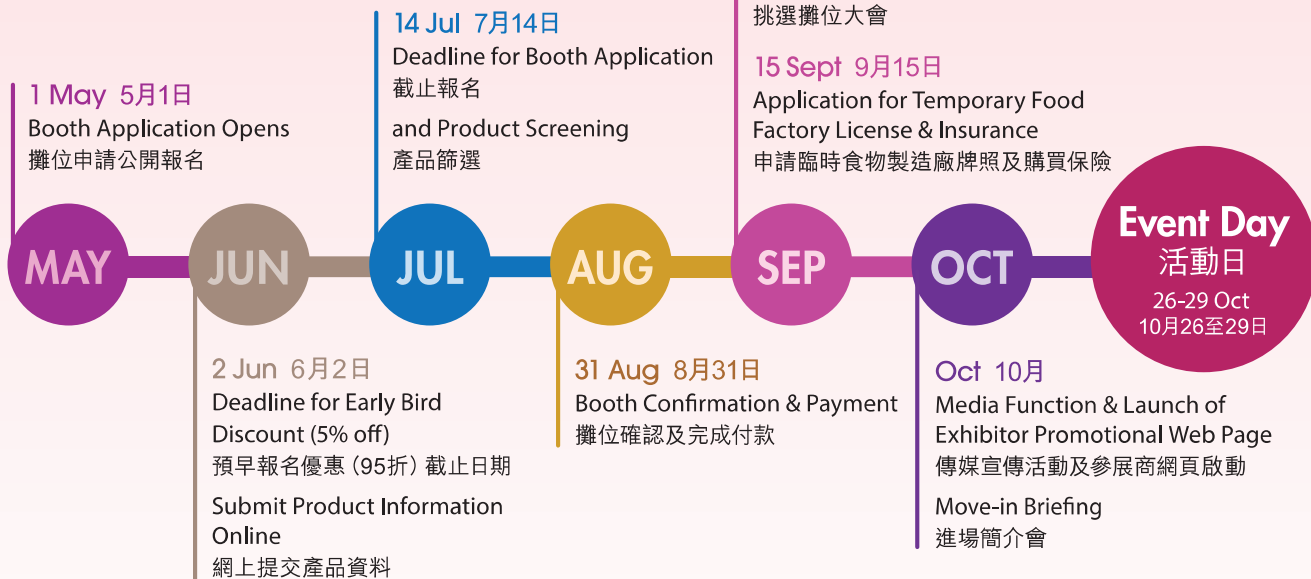
### 重要參展規則

- Alcoholic beverage must not be served to visitors under the age of 18
- Exhibitors must not open any bottles of wine for visitors within the Festival area
- Food booth exhibitors must comply with the terms stipulated in FEHD's Temporary Food Factory License
- Apart from the above rules, all exhibitors must abide by all detailed Rules & Regulations applied to exhibitors to be provided at a later stage
- 新設氣酒盛薈專區，匯集各種特色有氣酒品，創造另一番風味
- 城中知名食府炮製只此一家的招牌菜
- 一系列帶動場內氣氛的精彩現場音樂表演，呈獻於舞台上
- 一個能直接協助參加者拓展商機和打響品牌知名度的珍貴平台
- 尊尚區帶來品酒新體驗
- 不得提供含酒精飲品予18歲以下人士
- 不得於活動範圍內為入場人士開瓶
- 食品攤位展商必需遵從所有食環署臨時食物製造牌照之條款
- 除以上守則外，所有參展商應遵從於稍後提供的參展商規則



# Application Process

## 申請程序

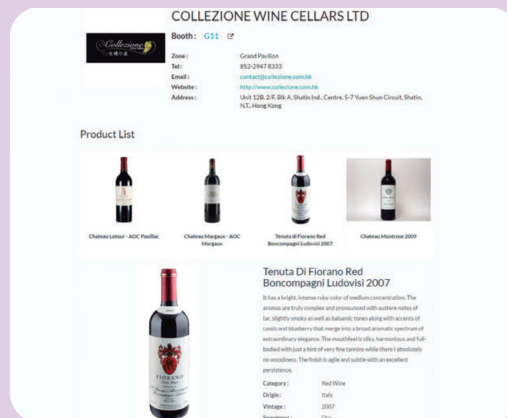


# Product Assessment

## 產品評審

Information of the products to be promoted in the Festival shall be submitted for assessment prior to booth confirmation to ensure quality provision of wine and food products. The selection panel will consist of professionals in the industries and representatives from HKTB, who will evaluate the products based on quality, price, uniqueness and appearance. Screening results will be announced around August. The screening results by the selection panel shall be final.

參展商於會場內所推廣之產品資料將須於攤位確認前遞交予大會作評審，以提高活動質素。評審小組將由酒類及飲食業界專家及香港旅遊發展局代表組成，全面審核產品的品質、價格、獨特性與外觀。評審結果將於大概八月公佈，而且該裁決將為最終決定。



# Be a Part of Our Promotion

## 推廣及公關宣傳

Do share with us your company's unique background or any exciting product news, which would help us both generate more talking points, and enhance our promotional efforts.

歡迎分享有關產品及公司的獨特賣點或有用資訊，有助大會作重點推廣及宣傳，成為城中熱話！





# Booth Selection Priority

## 挑選攤位次序

The priority below in descending order will divide applications into different product zones, with the division based on the following parameters.

攤位申請將被劃分為不同的展區組別，並按照以下條件（1為最先）安排挑選次序。

- 1 No. of booth taken  
訂購展位數量
- 2 Exhibitor of 2016 HK Wine & Dine Festival  
2016年香港美酒佳餚巡禮參展商
- 3 Ballot drawing (to be drawn at the booth selection meeting)  
抽籤次序（將於選位會抽出）

## Participation Option

### 參展選項

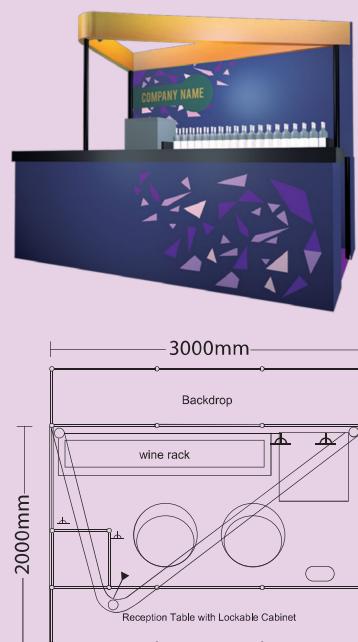
#### Classic Booth 標準攤位 HK\$36,080

- Individual marquee for wine or food exhibitor in outdoor area  
戶外位置獨立帳篷，可供美酒或美食參展商租用
- The booth includes a 500W electricity socket in operation during festival opening hours  
攤位包括一個500W電插座，於開放時間內為攤位供應電力



#### Grand Pavilion Booth 尊尚名酒區攤位 HK\$40,656

- Catered for exclusive VIP experience, showcasing fine wines valued at HK\$900 per bottle or above  
尊尚名酒區為入場人士提供另一尊貴體驗，參展商所展出的名酒每瓶須為價值港幣900元或以上
- The booth includes a 500W electricity socket in operation during festival opening hours and a wine chiller that works round-the-clock  
攤位包括一個500W電插座，於開放時間內為攤位供應電力。另提供一個24小時運作的酒櫃



- 13% surcharge applies for successful selection of corner location 成功揀選角位位置將須繳付13%附加費

Booth layouts and furniture shown are of 2016 edition for reference only and are subject to change. The final booth specifications will be published in the Booth Vendor Manual that is to be distributed to confirmed exhibitors in August. 以上攤位設計為2016年版本，只供參考並將會有所變動。最終的攤位規格將詳列於參展商手冊。手冊將於8月向所有經確認的參展商派發。

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