



PRESS RELEASE 新聞稿

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Hong Kong and Bordeaux signed the first MoU on Wine and Food Tourism Promotion

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Photos : <ftp://2018Bordeaux-b:445566@ftpsvr01.hktb.com> (valid until 31 July 2018)

Press release : https://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

The first Memorandum of Understanding between the Hong Kong Tourism Board and Bordeaux Greats Events – Office de Tourisme et des Congrès de Bordeaux Métropole on Wine and Food Tourism Promotion (MoU) was signed yesterday (16 June 2018) at the Bordeaux Wine Festival to further strengthen cooperation between the two cities on wine and food tourism promotion.

“There has been a long partnership between Hong Kong and Bordeaux,” said the Hong Kong Tourism Board (HKTB) Chairman Dr Peter Lam. “The MoU signed today will, for the first time ever, lay out a strategy for the two cities to jointly promote wine and food tourism, with the aim of enhancing tourism development in both cities through the synergistic effect. Over the years, Hong Kong and Bordeaux have collaborated in various promotions related to wine and gourmet food. For example, Hong Kong participates in wine events in Bordeaux every year, while Bordeaux participates in the annual Hong Kong Wine & Dine Festival, organised by the HKTB. This year, as the Hong Kong Wine & Dine Festival enters its 10th edition, the HKTB will take the opportunity to join hands with Bordeaux to present an ever more spectacular wine and dine event to our visitors.”

On top of confirming that the HKTB and Bordeaux will continue their collaboration in staging the Hong Kong Wine & Dine Festival from 2018 to 2022, the MoU for the first time underlines a pledge to strengthen cooperation and exchanges on wine and food tourism between Hong Kong and Bordeaux. The two cities seek to further enhance their tourism appeal through joint promotions of their wine and gourmet food to visitors globally.

This year’s Hong Kong Wine & Dine Festival will continue to expand its scale and introduce new elements to surprise visitors and locals alike. This year’s event will be held at the largest venue ever, and will be filled with party elements and surprises to create a lively

and exciting atmosphere. In addition, the HKTB will invite celebrity chefs in the region to work together to present a splendid feast, and offer a collection of the most famous street food for visitors and locals to savour the most authentic tastes from different regions and countries.

The Bordeaux Wine Festival, which is one of the grandest events of the European wine tourism industry, is being held from 14 to 18 June in Bordeaux, France. During the event, in addition to the signing of the MoU on 16 June, the HKTB organised a cocktail reception on the same day to promote the 10th edition of Hong Kong Wine & Dine Festival to the wine industry in Bordeaux and introduce the highlight of this year's event in an effort to attract their participation in Hong Kong. At the reception, three Michelin-starred chefs from Hong Kong, invited by the HKTB, presented their signature dishes. They are Chef Vicky Cheng, from Michelin 1-star restaurant VEA Restaurant and Lounge, and Chefs Mak Kwai Pui and Leung Fai Keung, from Michelin 1-star restaurant Tim Ho Wan.

Photo Caption 1



Mr Anthony Lau, HKTB Executive Director (front left) and Mr Stephan Delaux, Deputy Mayor of Bordeaux and President of Bordeaux Greats Events – Office de Tourisme et des congrès de Bordeaux Métropole (front right), signed the MoU on Wine and Food Tourism Promotion, witnessed by the Hon Mrs Carrie Lam Cheng Yuet-ngor, Chief Executive of the HKSAR Government (third left, back), Mr Edward Yau Tang-wah, Secretary for Commerce and Economic Development (second left, back), Dr Peter Lam, HKTB Chairman (first left, back), and other Bordeaux officials.

Photo Caption 2 & 3



Presenting their signature dishes in Bordeaux Wine Festival were three Michelin-starred chefs from Hong Kong: Chef Vicky Cheng (centre) from Michelin 1-star restaurant VEA Restaurant and Lounge, and Chefs Mak Kwai Pui (left) and Leung Fai Keung (right) from Michelin 1-star restaurant Tim Ho Wan.

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