

**FOR IMMEDIATE RELEASE**

## **HKQAA Wine Storage Management Systems Certificate Presentation Ceremony**

*The first certification of its kind in the world*

*(12 May 2010, Hong Kong) Hong Kong Quality Assurance Agency (HKQAA) today awarded the first batch of certificates for **the world's first Wine Storage Management Systems Certification Scheme**. In a ceremony at City University of Hong Kong, nine local wine storage facilities were given certification, demonstrating that Hong Kong now has world-class wine storage facilities.*

### **Zero Tax makes Hong Kong a Wine Centre**

Since the Hong Kong Government abolished the import duty on wine in 2008, the development of Hong Kong as a regional wine trading and distribution hub has gathered further momentum. Wine-related business activities have seen robust growth. According to Government statistics, the value of wine imports exceeded HK\$4 billion in 2009, up 41% compared to 2008; wine transited overseas accounted for a total of HK\$760 million, up 10% year-on-year. Hong Kong has overtaken London as the world's second largest wine auction centre in the world, after New York. To support Hong Kong in becoming a wine trading centre, wine storage facilities of high quality are essential.

### **World's First Wine Storage Management Systems Certification**

In support of wine-related businesses in Hong Kong, **HKQAA** partnered with the industry and launched **the Wine Storage Management Systems Certification Scheme, the first of its kind in the world**, in late-2009. The scheme has been enthusiastically supported by the industry, with a total of nine wine storage facilities, run by SMEs as well as large enterprises, awarded certification in the first round. Many companies are currently applying to join the scheme.

### **Nine companies receive certification**

In a ceremony at City University of Hong Kong, the HKQAA awarded Wine Storage Management Systems Certification to the following companies: *Crown Wine Cellars Ltd, Watson's Wine Cellar, DHL Global Forwarding (Hong Kong) Limited, China Merchants Godown Wharf & Transportation Co. Ltd, ATL Logistics Centre Hong Kong Ltd, Pacific Wine Chambers, Supply Chain Solutions (Asia) Ltd, Jebesen Logistics Ltd and Winner Godown Ltd (Wine Station)*. After the awards ceremony, the awardees shared their best practices in wine storage management.

### **Exchange Knowledge with European and US Wine Businesses**

In finalizing the specifications, HKQAA executives took a study mission in October 2009 and visited different wine storage facilities and wine producers in the United States, United Kingdom and France to understand more about overseas operations in the wine industry.

“The certification requirements are developed on the basis of the globally accepted international good management practices, having regard to the best practices in wine storage. The certification process follows a well-proven and internationally recognized methodology that gives an objective and impartial attestation of the ability of management systems to deliver wine storage services that fulfill certain standards. We hope the Scheme would ensure industry standards and improve the competitive edge of the industry, which in turn will protect Hong Kong’s consumers and wine collectors,” said Dr. Michael P.H. LAM, Chief Executive Officer of HKQAA.

### **Storage Conditions Measurement and On-site Management System Assessment**

Practitioners managing wine storage facilities may make use of the reference materials in the Wine Storage Management Systems Certification Scheme handbook published by HKQAA to establish their management systems before forwarding their applications. Once an application is accepted, an assessment of management system documentation will be arranged. When the applicants have implemented their management systems for at least 3 months, storage conditions measurement and on-site management system assessment will be arranged. Once an applicant is able to demonstrate that his/her management system fulfills the certification requirements in full, a recommendation for certification will be made by an assessment team. The recommendation will then be ratified by a Certification Review Board. After certification, the successful applicants are entitled to use HKQAA’s wine storage management systems certification labels for the purpose of marketing/promoting their wine storage services that fall within the scope of certification.

For further information, please call (852) 2202 9111 or check out the HKQAA website at [www.hkqaa.org](http://www.hkqaa.org).

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#### **HKQAA Background**

Being a non-profit-distributing organization established by the Hong Kong Government in 1989, Hong Kong Quality Assurance Agency (HKQAA) assists industry and commerce in the development of management systems to enhance its competitive advantage. As one of the leading conformity assessment bodies in Hong Kong, HKQAA provides enterprises in Hong Kong and China with professional, impartial and value-adding certification services, as well as promotes management systems and various training services. Please check out <http://www.hkqaa.org> for further information.

<b>HKQAA Wine Storage Management Systems Certification Scheme Technical Committee Members</b>
<b>Chairman</b>
Mr. Ronald Lau, Governing Council Member, HKQAA
<b>Members (in alphabetical order)</b>
Mr. Gregory L De 'Eb, Hong Kong Wine & Spirits Industry Coalition Ms. Jeannie Cho Lee, Master of Wine & Director, Asian Palate Mr. Vincent Liu, Executive Committee (Alternate), Hongkong Association of Freight Forwarding And Logistics Ltd. Mr. Nicholas Pegna, Managing Director, Berry Bros & Rudd Mr. Christian Pillsbury, Managing Partner, Terravina Mr. Robert W Scally, Managing Director, Robert Scally and Associates Ltd Mr. Simon Tam, Director, Independent Wine Centre Mr. Anthony Wong, Chairman, Hong Kong Logistics Research Centre



Ms. Wendy Cheung, Principal Assistant Secretary of Commerce and Economic Development Bureau (1st row, 4th from left); Ir Prof. Peter K. W. Mok, Chairman of HKQAA (1st row, 5th from left); Ir Dr. W. K. Lo, Deputy Chairman of HKQAA (1st row, 3rd from left); Dr. Michael P. H. Lam, Executive Director of HKQAA (1st row, 2nd from left); and the representatives from the nine certified companies.



Representatives of the awarded companies shared their good practices and experiences in wine storage management with the guests.