

【Press Release】

FOR IMMEDIATE RELEASE

HKQAA

World's first Wine Storage Management Systems for Wine Retailers Certification Scheme

Hotel, wine stores get certification

(19 April 2011, Hong Kong) The Hong Kong Quality Assurance Agency (HKQAA) held the 2nd certificate presentation ceremony for the world's first Wine Storage Management Systems (WSMS) Certification Scheme today afternoon at Chiang Chen Studio Theatre, PolyU. This year's ceremony featured the first batch of award winners of the recently launched Wine Storage Management Systems for Wine Retailers Certification Scheme, as well as seeing a leap in the total number of certified companies.

Hong Kong's wine consumption tops Asia

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\$6.9 billion in 2010, up 73% compared to 2009. Moreover, Hong Kong has overtaken New York as the world's largest wine auction centre in the world.

As a consequence of heightened growth in wine industry, Hong Kong people, according to the International Wine and Spirit Research 2010, now account for the greatest annual consumption of wine per capita in Asia, with each person of legal drinking age drinking 4.3 litres of wine per year on average.

China has also posted a high growth. According to Customs statistics, 70% of the wine re-exported from Hong Kong was destined to the Mainland in 2009. It is expected that in 2013, wine consumption in China will be 2.5 times the 2004 level.

China, including Hong Kong, is expected to become the 6th largest wine consumer in the world in 2014, which also signifies an anticipated rise in the demand for retailing, catering and storage services. A high-quality and unified wine storage standard will allow retailers take systematic and effective actions in protecting wine quality during storage, thus enhancing consumer confidence.

New standards to suit retailing characteristics

In support of wine-related businesses in Hong Kong, the HKQAA partnered with the industry and launched the **Wine Storage Management Systems Certification Scheme** in late-2009, which has been enthusiastically supported by the industry. In view of the growing demand for high-quality wine storage facilities in the retail sector and catering industry, HKQAA decided to extend the Scheme this year and launched the **Wine Storage Management Systems Certification Scheme for Wine Retailers**.

“The certification requirements were developed on the basis of globally accepted good management practices, having regard to the best practices in wine storage. Certain requirements have been tailor-made and some new criteria have been added to suit the particular characteristics of wine retailing,” said Dr Michael P. H. Lam, Chief Executive Officer of the HKQAA.

“By implementing suitable wine storage management systems, retailers will be able to reduce the risk of deterioration in wine quality, gain customer’s confidence and, as a result, sharpen their competitive edge in the market.”

The Scheme is designed to suit the fast-moving consumer goods (FMCG) industry like supermarkets, chain stores and wine stores, as well as hotels and clubhouses. New requirements have been added, such as the use of air-conditioned vehicle for transportation. There should also be stringent controls on the storage facilities’ temperature, humidity, lights, vibrations, maintenance and other criteria.

Hotel and wine stores awarded certification

The Scheme has been championed by the industry over the last year and its second certification ceremony was held at the Hong Kong Polytechnic University at Chiang Chen Studio Theatre today. A total of fifteen companies have gained the certificate this year. *Langham Place Hotel (HK) Limited*, *Watson’s Wine Cellar* and *Gallerie Du Vin Limited* were awarded for the Wine Storage Management Systems for Wine Retailers Certification Scheme, while the rest awarded for the Wine Storage Management Systems Certification Scheme (please refer to the list below). After the awards ceremony, the awardees shared their best practices in wine storage management.

Scheme to extend to logistics sector

“To extend protection to the ever-growing consumer sector, last year we launched a certification scheme for wine retailers, to help establish international wine storage management standards in the retail sector. On top of that, HKQAA is planning to extend the Scheme to the entire logistics sector and help safeguard industry standards across the local wine supply chain,” commented Ir Prof. Peter K. W. Mok, Chairman of the HKQAA.

“As more and more local facilities gain certification, it will further boost overseas confidence in Hong Kong’s expertise in wine storage, and the city will enhance its reputation as an international wine hub.”

Practitioners managing wine storage facilities may make use of the reference materials in the **Wine Storage Management Systems Certification Scheme handbook** or the **Wine Storage Management Systems for Wine Retailers Certification Scheme handbook** published by the 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 three 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.



1) Members of the HKQAA and the representatives from the certified companies.



2) Ir Prof. Peter K. W. Mok, Chairman of HKQAA (left) presented the WSMS certificate.



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

- End -

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| 2nd HKQAA Wine Storage Management Systems Certificate Presentation Ceremony | |
|-------------------------------------------------------------------------------------------|------------------------------------------------------|
| Complete list of certified companies | |
| Wine Storage Management Systems Certification Scheme (for wine retailers) | |
| Y | Gallerie Du Vin Limited |
| Y | Langham Place Hotel (HK) Limited |
| Y | Watson's Wine Cellar |
| Wine Storage Management Systems Certification Scheme (for wine storage facilities) | |
| Y | Capital Distribution Services Limited |
| Y | China Merchants Godown Wharf & Transportation Co Ltd |
| Y | China Travel (Cargo) Logistics Centre Limited |
| Y | Collezione Wine Cellars Ltd |
| Y | DCH Logistics Company Limited |
| Y | Grand Wine Cellar |
| Y | Joisen Logistics Limited |
| Y | Kerry Logistics (Hong Kong) Limited |
| Y | Kerry Warehouse (Hong Kong) Limited |
| Y | Langham Place Hotel (HK) Limited |
| Y | T-Box Thermal Storage Limited |
| Y | Toll Global Forwarding (Hong Kong) Limited |
| Y | U-freight Logistics (HK) Limited |

| HKQAA Wine Storage Management Systems Certification Scheme Technical Committee Members | |
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| Chairman | |
| Mr Ronald Lau, Vice President, Hong Kong Food Council | |
| Members (in alphabetical order) | |
| Mr Gregory L De 'Eb, Hong Kong Wine & Spirits Industry Coalition | |
| Mr K K Lai, DHL Global Forwarding (Hong Kong) Limited | |
| Ms Jeannie Cho Lee, Master of Wine | |
| Mr Hubert Li, Hong Kong Wine Vault | |
| Mr Nicholas Pegna, Managing Director, Berry Bros & Rudd | |
| Mr Christian Pillsbury, Managing Director, Applied Wine | |
| Mr Robert W Scally, Managing Director, Robert Scally & Associates Ltd. | |
| Mr Simon Tam, Director, International Wine Centre | |
| Mr Anthony Wong, Chairman, Hong Kong Logistics Research Centre / CEO, Hong Kong Wine Centre | |

HKQAA Background

Being a non-profit-distributing organisation 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.