

*FOR IMMEDIATE RELEASE*

## **“HKQAA – Hong Kong Wine Registration Scheme” Launched Today The 1st Registration Scheme of Its Kind in the City**

*(8 November 2013, Hong Kong) Hong Kong Quality Assurance Agency (HKQAA) held the kick-off ceremony of the **Hong Kong Wine Registration Scheme (HKWR)**, the first such scheme in the city, at the HKTDC Hong Kong International Wine & Spirits Fair. The 5th Wine Storage Management Systems (WSMS) Certificate Presentation Ceremony was also held at the event.*

### **Give consumer confidence with identifiable sources**

The Hong Kong SAR Government’s decision to scrap wine duty in 2008 has contributed to a stunning 187% increase in the value of wine imports into Hong Kong in the five years since then. With so many options now in the market, wine lovers and traders are becoming more and more prudent in choosing the right wine with the right background, and the source of wine could be a key factor when consumers make their buying decisions.

Responding to the market need, HKQAA is launching a new programme, the HKQAA – Hong Kong Wine Registration Scheme (HKWR). **Mr Wong Fuk Loi, David, Deputy Secretary for Commerce & Economic Development (Commerce & Industry), the Government of the HKSAR**, was invited to officiate along with members of the HKQAA Governing Council the kick-off ceremony held at the HKTDC Hong Kong International Wine & Spirits Fair today.

The first such programme in Hong Kong, it aims to recognise an organisation’s capability to maintain and retrieve records of wines they handle for enhanced consumers’ confidence, and to encourage storing wine in a controlled storage environment. The scheme is open to organisations in the wine industry, including wine traders, merchants, wholesalers, distributors, retailers, cellars or warehouses, and transportation service providers.

### **Scanning the label with a smartphone**

22 organisations have participated in the pilot programme and received the Confirmation of Registration Letter at today’s ceremony (see details overleaf). In the first stage of the programme, upon successful registration, organisations receive a Confirmation of Registration Letter and are entitled to use the Scheme Mark for promotion purposes and encouraging consumer confidence.

In the second stage (in 2014), HKQAA will launch an online platform and issue the Scheme’s Mark Label, each containing a unique QR code, which participating organisations can use on their merchandise. With just a smartphone scan, consumers can find more information and confirm from the online platform that the wine has been handled by a registered company that is capable of properly maintaining the records of the wines it handles.

“The HKWR Scheme enables wine businesses to demonstrate their commitment to providing wines with identifiable sources to their customers, which will help enhance the registered

organisation's brand image and reputation. We hope this programme will, in the long run, be the standard-setter for industry professionalism and strengthen the role of Hong Kong as a wine trading hub in the region," said Dr Michael Lam, CEO of HKQAA.

#### **4<sup>th</sup> anniversary of the Wine Storage Management Systems Certification Scheme**

Also at the event, HKQAA held the 5th WSMS Certificate Presentation Ceremony (see overleaf for details), as well as celebrating the Certification Scheme in its 4th Anniversary. Through its high-quality and unified wine storage standard, the Scheme allows the industry to take systematic and effective actions in protecting wine quality and its value during storage and transportation, thus enhancing the confidence of consumers and wine collectors.

"The Scheme has been enthusiastically supported by the government, and backed up by a strong technical committee that is comprised of wine experts and key players in the industry. With their ardent support and guidance, the Scheme has achieved great success in Hong Kong. This year, the number of certificates issued has reached a total of 55 certificates. The scheme has received positive feedback and recognition from the industry, which we are so delighted and very proud of it," said Ir Prof. Peter Mok, Chairman of HKQAA.

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



*Mr David Wong, Deputy Secretary for Commerce and Economic Development, and members of HKQAA's Governing Council officiate the launch ceremony of the Hong Kong Wine Registration Scheme.*



*Participating companies and supporting organisations of the HKWR and WSMS Schemes.*



*Ir Prof. Peter Mok, Chairman of HKQAA, addresses the ceremony.*



*Mr David Wong, Deputy Secretary for Commerce and Economic Development (left), presents the confirmation of registration letter of the HKWR Scheme.*



*Ir Dr Hon W. K. Lo, Deputy Chairman of HKQAA (left), presents the confirmation of registration letter of the HKWR Scheme.*



*Dr Michael Lam, CEO of HKQAA (right), presents the Wine Storage Management Systems certificate.*

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**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.

## Wine Storage Management Systems Certification Scheme - Full List of Certified Companies

### 葡萄酒儲存管理體系認證計劃 – 所有獲認證機構名單

Company	公司	Scheme Type
ATL Logistics Centre Hong Kong Limited	亞洲貨櫃物流中心香港有限公司	2
Capital Distribution Services Limited	駿光貨運有限公司	1
China Merchants Godown, Wharf & Transportation Co Limited	招商局倉碼運輸有限公司	1,2
China Travel (Cargo) Logistics Centre Limited	中旅貨運物流中心有限公司	2
CN Logistics Limited	嘉宏物流有限公司	1,2,4,5
Collezione Wine Cellars Limited	佳釀珍藏	1
Crown Wine Cellars Limited	-	1
DCH Logistics Company Limited	大昌行物流有限公司	2
DHL Global Forwarding (Hong Kong) Limited	敦豪全球貨運物流(香港)有限公司	2,5
Eastward Transportation Limited	依成運輸有限公司	5
Grand Wine Cellar	豪酒窖	1
Hecny Wine Cellar Limited	-	1
Hong Kong Wine Vault	美酒窖	1
JAS Forwarding (HK) Ltd	捷士國際聯運(香港)有限公司	1,2
Jebsen Logistics Limited	捷成國際物流有限公司	1,2,4,5
Joisen Logistics Limited	駿誠物流有限公司	2
Jones Lang LaSalle Management Service Limited - The Long Beach	仲量聯行物業管理有限公司 – 浪澄灣	2
Kerry Logistics (Hong Kong) Limited	嘉里物流(香港)有限公司	1,4
Kerry Warehouse (Hong Kong) Limited	嘉里貨倉(香港)有限公司	1
GE (LHIL) Lessee Limited T/A Langham Place Hotel, Hong Kong	香港朗豪酒店	2,3
MBL Wine Group Limited	馬伯樂集團酒業有限公司	1
Metropolitan Wine Cellar Limited	城市酒窖有限公司	1
Modern Wine Cellar Limited	-	1
OMTIS Fine Wines	安天時酒庫	1,2,5
On Excel Fine Wines Limited	優達酒業有限公司	1
Pillariwine Co. Limited	-	3
Pacific Wine Chambers (PWC)	御酒窖	1
Sanwa Express (HK) Co. Limited	香港三和有限公司	1
Store Friendly Logistics Holdings Limited	儲存易物流控股有限公司	1
Savoie Fine Wine Cellar Limited	盛富酒窖有限公司	1
Sun Hing Holdings Limited	新興集團有限公司	1,2
T-Box Thermal Storage Limited	適恒溫儲存空間有限公司	1
Times Logistics Limited	時豐物流有限公司	5
Toll Global Forwarding (Hong Kong) Limited	拓領環球貨運(香港)有限公司	2
Top Spin Wine Logistics Limited	-	1,2
U-freight Logistics (HK) Limited	聯邦物流(香港)有限公司	2
Vintage Cellars Warehouse Limited	名釀酒窖有限公司	1
Watson's Wine	屈臣氏酒窖	1
Wine High Club	-	1
Yanjing Cellar Limited	燕京酒業有限公司	2

Note for Scheme Type 計劃類別注釋



WSMS – Fine Wine  
「葡萄酒儲存管理體系認證」  
(高級葡萄酒)



WSMS – Commercial Wine  
「葡萄酒儲存管理體系認證」  
(商品葡萄酒)



WSMS for Wine Retailers  
零售商  
「葡萄酒儲存管理體系認證」



WSMS – Transportation –  
Fine Wine  
運輸服務供應商  
「葡萄酒儲存管理體系認證」  
(高級葡萄酒)



WSMS – Transportation –  
Commercial Wine  
運輸服務供應商  
「葡萄酒儲存管理體系認證」  
(商品葡萄酒)

## HKQAA – Hong Kong Wine Registration Scheme List of Participating Companies 香港品質保證局－香港葡萄酒註冊計劃 參與機構名單

Company	公司
A Plus Wine Cellar Company Limited	-
A. S. Watson Retail (HK) Limited	-
Abbelio Limited	安貝利爾酒業有限公司
Anrise-IMC Limited	安昇國際商務拓展有限公司
Double Win Corporation Limited	雙麗酒業有限公司
Douglas Business Consulting Asia Limited	行健商業諮詢有限公司
Elizabeth Wines Limited	-
Fabuwine Development Limited	菲比酒業發展有限公司
Golden Group Holdings Limited	-
Golden Vintage International Limited	金釀國際有限公司
Joisen Logistics Limited	駿誠物流有限公司
MBL Wine Group Limited	馬伯樂集團酒業有限公司
Modern Wine Cellar Limited	-
Omtis Limited	安天時酒庫
Schmidt Marketing (Consumer Products) Limited	興華拓展（消費品）有限公司
Schmidt Marketing (H.K.) Limited	興華拓展有限公司
Sunfun (China) Limited	中正商航（中國）有限公司
Wickens & Co., Ltd	-
Wine High Club Limited	-
Wine World Limited	酒世界有限公司
Winpo Asia Limited	維寶亞洲有限公司
Youngstars Consultancy Limited	-

(Updated on 7 November 2013)