

**【Press Release】**

**FOR IMMEDIATE RELEASE**

## **HKQAA Networking Cocktail Reception 2018 for Wine Industry**

*(9 November 2018, Hong Kong) Hong Kong Quality Assurance Agency (HKQAA) today held the “HKQAA Networking Cocktail Reception 2018 for Wine Industry” at the Hong Kong International Wine & Spirits Fair.*

### **Third-party recognition enhances confidence in wine-related business**

The zero-tax environment and well-developed transportation facilities have made Hong Kong one of the most cost-effective and convenient wine hubs in the Asia Pacific region. In response to market needs, HKQAA launched the Wine Storage Management Systems Certification Scheme in 2009 to promote the protection of wine quality and value through systematic storage management. In 2013, HKQAA took a further step and rolled out the Hong Kong Wine Registration Scheme to help companies demonstrate their commitment to providing wines with an identifiable source.

“Wine lovers now look into the source, storage and transportation conditions of wines, besides brands and vintages. There is no doubt that third-party recognition plays a substantial role in giving consumers, collectors and traders confidence in Hong Kong’s wine-related businesses.” said Dr Ir Hon. Lo Wai Kwok, SBS, MH, JP, chairman of the HKQAA.

### **Joining hands to foster wine business development**

HKQAA has also joined hands with the industry to enhance wine business development in the region. Last year, funded by The Organisation Support Programme under the Dedicated Fund on Branding, Upgrading and Domestic Sales, HKQAA supported the Hong Kong Wine Chamber of Commerce to implement “To Promote Brand of Hong Kong Wine Industry to Become the First Choice of Procurement in the Mainland Market Project 2017-2018”. The project aimed to strengthen the brand of Hong Kong in the region and improve the industry.

In today’s event, Mr Henry Ho, the President of Hong Kong Wine Chamber of Commerce gave an overview of the Project. New participants in the Wine Storage Management Systems Certification Scheme also shared their good practices in wine storage management. The event received positive responses from wine professionals and the industry.

This year’s wine e-Newsletter is now published online. Interested parties may visit the website or scan the QR code below to view the e-Newsletter and participating organisation list of the Schemes. (<http://www.hkqaa.org/WSMS/2018/>)



- End -



Ir Dr Hon Lo Wai Kwok, SBS, MH, JP, Chairman of HKQAA delivered the welcoming speech at the event.



Mr Henry Ho, President of Hong Kong Wine Chamber of Commerce gave an overview of the project "To Promote Brand of Hong Kong Wine Industry to Become the First Choice of Procurement in the Mainland Market Project 2017-2018"



Dr Hon Lo Wai Kwok (Middle), Mr Henry Ho (Right) and Mr Kevin Chan, Senior Product Promotion Manager of Hong Kong Trade Development Council, one of the supporting organisations of the Project (Left).



Guests took a group photo during the event.

**For enquiries, please contact:**

Hong Kong Quality Assurance Agency – Corporate Communications Unit  
Mr. Eastro Mak / Ms. Vivian Li  
Tel: 2202 9569 / 2202 9303  
E-mail: eastro.mak@hkqaa.org / vivian.li@hkqaa.org

**HKQAA Background**

Hong Kong Quality Assurance Agency (HKQAA) is a non-profit organisation established by Hong Kong Government in 1989. As one of the leading conformity organisations in the Asia-Pacific region, HKQAA is committed to providing certification and assessment services. Through knowledge sharing and technology transfer, HKQAA helps enterprises enhance management performance and competitiveness. Apart from introducing world-class management systems to Hong Kong, HKQAA has also developed a wide range of innovative services to cope with increasingly diversified market demands and the growing need for sustainable development, bringing benefits to the community. Please visit <http://www.hkqaa.org> for further information.