

FOR IMMEDIATE RELEASE

HKQAA

Wine Storage Management Systems Certification Extends to Transportation Services

The 1st certification of its kind connects to the world's supply chain

(4 November 2011, Hong Kong) The Hong Kong Quality Assurance Agency (HKQAA) held the 3rd certificate presentation ceremony for the first Wine Storage Management Systems (WSMS) Certification Scheme in the region today morning on the HKTDC Hong Kong International Wine & Spirits Fair. The Scheme has recently been expanded to cover wine retailing and wine transportation services, extending the certification scope across the wine supply chain and across boundaries. The number of new certificates granted in 2011 is up 56% compared to the previous year.

Certification scope extends across boundaries

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. Hong Kong's total wine imports for the first eight months this year amounted to HK\$6.7 billion, up 65% a year ago. Moreover, Hong Kong's transaction amount of wine auctions for the first half of 2011 reached 250 million HK dollars, larger than the total transaction amount for New York and London combined for the same period.

In support of wine-related businesses in Hong Kong and to enhance the city's reputation as an international wine hub, 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. Its high-quality and unified wine storage standard allows the industry to take systematic and effective actions in protecting wine quality and its value during storage, thus enhancing the confidence of consumers and wine collectors.

In view of the growing demand from the industry, **WSMS – for Wine Retailers** and **WSMS – Transportation** certification schemes were released in January and October of 2011 respectively, extending the certification scope across the wine supply chain and across boundaries.

Enhancing Hong Kong's reputation as an international wine hub

“The Scheme, initially designed for wine warehouses and cellars, has recently been expanded to cover wine retailing and wine transportation services. It helps safeguard industry standards across the wine supply chain and further boosts overseas confidence in Hong Kong's expertise in wine storage. This, in turn will enhance the city's reputation as an international wine hub,” said Dr Michael P. H. Lam, Chief Executive Officer of the HKQAA.

WSMS – Transportation is the latest scheme. It is applicable to the certification of management systems for wine transportation service providers operating within and through Hong Kong, including freight carriers and forwarders. To prevent deterioration of wine quality during transportation, the applicants should take actions like imposing stringent controls on

temperature and security throughout the journey. Moreover, if the applicants outsource part of the transportation processes to a third-party, they need to ensure that all the outsourced processes are well-defined and controlled.

New certificates granted in 2011 up 56%

“Since its inception, the Scheme has achieved great success in Hong Kong. I am very pleased to see that the number of new certificates granted in 2011 is up 56% compared to the previous year, demonstrating a rate of growth which far exceeds our initial expectations,” said Dr Lam.

To recognise the hard-earned accomplishment of the successful applicants, HKQAA held today the 3rd WSMS Certificate Presentation Ceremony on the Hong Kong International Wine and Spirits Fair organised by the Hong Kong Trade Development Council at the Hong Kong Convention & Exhibition Centre. **Ms Wendy S. T. Cheung, Principal Assistant Secretary for Commerce and Economic Development (Commerce and Industry) of the HKSAR Government**, was invited to present the certificates to the certified companies, including wine storage facilities, wine stores and logistics companies. Also on the event, prestigious wine professionals, including **Ms Jeannie Cho Lee, the first Asian Master of Wine**, shared their knowledge and experiences in wine storage management.

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



Ms Wendy S. T. Cheung, Principal Assistant Secretary for Commerce and Economic Development (Commerce and Industry) of the HKSAR Government (1st row, 7th from left), Dr Michael P. H. Lam, Chief Executive Officer of HKQAA (1st row, 5th from left) and the representatives from all the WSMS certified companies since the inception of the Scheme.



Ms Wendy Cheung presents the WSMS certificate.



Dr Michael Lam presents the WSMS certificate.



Ms Jeannie Cho Lee, the first Asian Master of Wine, shares her knowledge and experiences in wine storage management.

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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 計劃類別
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 Ltd	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
Gallerie Du Vin Limited	葡萄酒坊有限公司	3
Grand Wine Cellar	豪酒窖	1
Hong Kong Wine Vault	美酒窖	1
Jebsen Logistics Limited	捷成國際物流有限公司	1,2
Joisen Logistics Limited	駿誠物流有限公司	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
Langham Place Hotel (HK) Limited	朗豪酒店(香港)有限公司	2,3
Metropolitan Wine Cellar Limited	城市酒窖有限公司	1
Modern Wine Cellar Limited	-	1
Pacific Wine Chambers	御酒窖	1
Store Friendly Logistics Holdings Limited	儲存易物流控股有限公司	1
Supply Chain Solutions (Asia) Limited	-	1,2
T-Box Thermal Storage Limited	適恒溫儲存空間有限公司	1,2
The Wine Shop Limited	赤釀坊有限公司	1,3
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
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 Cellars	屈臣氏酒窖	1,3

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 Wine Storage Management Systems Certification Scheme Technical Committee Members
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 General Manager, 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, Head of Wine, China, Christie's Hong Kong
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.