



Pilot Programme:

HKQAA – Hong Kong Wine Registration Scheme

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.

Give consumer confidence with identifiable sources

Responding to the market need, HKQAA is launching a new programme, the HKQAA – Hong Kong Wine Registration Scheme (HKWR). The first such programme in Hong Kong, it aims to recognise an organisation's capability to **maintain and retrieve records of the wines they handle for enhanced consumers' confidence, and to encourage storing of wines in a controlled storage environment**, such as under the Wine Storage Management Systems certified facilities. The programme is open to organisations in the wine industry, including wine traders, merchants, wholesalers, distributors, cellars or warehouses, retailers and transportation service providers.

Upon successful registration, the organisation will receive a Confirmation of Registration Letter and be entitled to use the HKWR Scheme Mark for promotional purposes. The Mark may be displayed at the retail stores, advertisement and printed matter for customers to identify organisations that have participated in the Scheme.

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.

Pilot Programme now open for application

HKQAA is going to launch the HKWR Scheme in the fourth quarter of 2013 and we are now inviting organisations to join the Pilot Programme. To recognise the participating organisations, a Kickoff Ceremony will be held on 8 November 2013. For enquiries, please contact Ms Fanny Li of HKQAA at (852) 2202 9323 or fanny.li@hkqaa.org.

For further details, please contact:

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