

FOR IMMEDIATE RELEASE

“HKQAA Launches Hong Kong Wine Registration Label” Verifying Registered Organizations via Online Platform

(7 November 2014, Hong Kong) Hong Kong Quality Assurance Agency (HKQAA) today officially launched the “Hong Kong Wine Registration Label” in the Hong Kong International Wine & Spirits Fair. The Label allows consumers to confirm a particular bottle of wine has been handled by registered organization on the online verification platform to enhance consumer confidence. The presentation ceremony of the “Hong Kong Wine Registration Scheme” as well as the “Wine Storage Management Systems Certification Scheme” 2014 were held concurrently. Mr Wong Fuk Loi, David, Deputy Secretary for Commerce & Economic Development (Commerce & Industry), the Government of the HKSAR was the officiating guest of the ceremony.

Easy Identification and Verification Raise Consumer Confidence

With so many options now available in the market, wine lovers and traders are becoming more prudent when choosing wine, and the source of wine is a key factor when making buying decision. Responding to the market need, last year HKQAA launched the “Hong Kong Wine Registration Scheme (HKWR)” which aims to recognize an organization’s capability in maintaining and retrieving records of wines so as to boost consumer confidence.

Encouraging results have been attained since the launch of HKWR, 29 organizations have been qualified (see overleaf for details) and received a confirmation letter of registration in the presentation ceremony. Going further, HKQAA announced the launch of the “Hong Kong Wine Registration Label”. Registered organizations can stick the Label with a unique QR code on the wine bottle, allowing consumers to easily identify and scan the QR code to confirm that particular bottle of wine has been handled by a registered organization via the online verification platform. Consumers can also obtain information of wine suppliers and wine that enhances their interaction with registered organizations.

Fifth Anniversary of Wine Storage Management Systems Certification Scheme

HKQAA has launched the “Wine Storage Management Systems Certification Scheme (WSMS)”, the first such scheme in the world, for five years, issuing 52 certificates to organizations (see overleaf for details). WSMS aims to encourage industry to take systematic and effective actions in protecting wine quality and value, through professional and unified wine storage standard.

“HKQAA wishes the two wine-related schemes could establish a professional standard for wine business, raise consumer confidence, benefit consumers and wine collectors, and ultimately cement Hong Kong’s position as an international wine hub. With the rapid growth of local wine industry, we expect more companies will join the schemes.” Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA said.

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



Mr David Wong, Deputy Secretary for Commerce and Economic Development (middle), Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA (left) and Dr Michael Lam, Chief Executive Officer of HKQAA (right) officiated the kick-off ceremony of the Hong Kong Wine Registration Label.



Participating companies and supporting organizations of the HKWR and WSMS.



Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA, addresses the ceremony.



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



Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA (right), presents the confirmation of registration letter of the HKWR Scheme.



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

- End -



For enquiries, please contact:

Hong Kong Quality Assurance Agency – Corporate Communications Unit

Mr Eastro Mak / Ms Laura Chan

Tel : 2202 9569 / 2202 9372

E-mail : eastro.mak@hkqaa.org / laura.chan@hkqaa.org

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 and Hong Kong Wine Registration Scheme - Full List of Participating Companies -

Company	公司	WSMS	HKWR
A Plus Wine Cellar Company Limited	-	-	Yes
Abbelio Wines	安貝利爾酒業	-	Yes
Anrise-IMC Limited	安昇國際商務拓展有限公司	-	Yes
ATL Logistics Centre Hong Kong Limited	亞洲貨櫃物流中心香港有限公司	2	-
Australian Wines Wholesale Centre	澳洲酒批發中心	-	Yes
Banny Wines Cellar (Hong Kong) Company Limited	賓利酒世界(香港)有限公司	-	Yes
Capital Distribution Services Limited	駿光貨運有限公司	-	-
CBT Wines Company Limited	香貝田酒業有限公司	-	Yes
Chevalier Cold Storage and Logistics Ltd	其士冷藏物流有限公司	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	-
Corney And Barrow Limited	-	-	Yes
Crown Wine Cellars Limited	-	1	-
DCH Logistics Company Limited	大昌行物流有限公司	2	-
Double Win Corporation Ltd.	雙麗酒業有限公司	-	Yes
Eastward Transportation Limited	依成運輸有限公司	5	-
Elizabeth Wines Ltd.	-	-	Yes
Fabuwine Development Ltd	-	-	Yes
GE (LHIL) Lessee Limited T/A Langham Place Hotel, Hong Kong	香港朗豪酒店	2,3	-
Golden Group Wine (Operated by Golden Group Holdings Ltd.)	-	-	Yes
Golden Vintage International Limited	金釀國際有限公司	-	Yes
Goya (HK) Limited	戈爾洋行有限公司	-	Yes
Grand Wine Cellar	豪酒窖	1	Yes
Hecny Wine Cellar Limited	-	1	-
Hip 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	Yes
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	-
Luxury 82 Limited	尊貴 82 有限公司	-	Yes
Madison (China) Limited	麥迪森(中國)有限公司	1	-
MBL Wine Group Limited	馬伯樂集團酒業有限公司	1	Yes
Metropolitan Wine Cellar Limited	城市酒窖有限公司	1	-
Modern Wine Cellar Limited	現代酒窖有限公司	-	Yes
OMTIS Fine Wines	安天時酒庫	1,2,5	Yes
On Excel Fine Wines Limited	優達酒業有限公司	1	-
Pacific Wine Chambers (PWC)	御酒窖	1	-
Pillariwine Co. Limited	-	3	-
Sanwa Express (HK) Co. Limited	香港三和有限公司	1	-
Schmidt Vinothek (wholly owned by Schmidt Marketing (H.K.) Ltd.)	興華酒藏(興華拓展有限公司全資擁有)	-	Yes
Store Friendly Logistics Holdings Limited	儲存易物流控股有限公司	1	-
Sun Hing Holdings Limited	新興集團有限公司	1,2	-
Sunfun (China) Ltd.	中正商航(中國)有限公司	-	Yes

Superb Wine Company Limited	酒至尊有限公司	-	Yes
T-Box Thermal Storage Limited	適恒溫儲存空間有限公司	1	-
The Chateau Cru Wine Shop	金殿法澳名酒快遞	-	Yes
Toll Global Forwarding (Hong Kong) Limited	拓領環球貨運（香港）有限公司	2	-
Top Spin Wine Logistics Limited	-	1,2,4	-
U-freight Logistics (HK) Limited	聯邦物流（香港）有限公司	2	-
Ungert Line Limited	雅佳航運有限公司	2	-
Vintage Cellars Warehouse Limited	名釀酒窖有限公司	1	-
Watson's Wine	屈臣氏酒窖	-	Yes
Wickens & Co., Limited	-	-	Yes
Wine High Club	-	1	Yes
WineWorld Limited	酒世界有限公司	-	Yes
Winpo Asia Ltd.	維寶亞洲有限公司	-	Yes
Worldwide Fine Wine Centre (HK) Limited	環球優質葡萄酒中心	-	Yes

Note for Scheme Type



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)

(Updated on 5 November 2014)