

**【Press Release】**

**FOR IMMEDIATE RELEASE**

**HKQAA Networking Cocktail Reception 2019 for Wine Industry**

*(8 November 2019, Hong Kong) Hong Kong Quality Assurance Agency (HKQAA) today held the “HKQAA Networking Cocktail Reception 2019 for Wine Industry” at the Hong Kong International Wine & Spirits Fair. We are pleased to have Ms Ivy Chan, Principal Assistant Secretary for Commerce and Economic Development (Commerce & Industry), Commerce and Economic Development Bureau, giving a speech at the event.*

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.

“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. We have striven to help the wine industry showcase their professional performance, as well as raise the industry level and reputation in the longer term.” said Dr Michael P. H. Lam, Chief Executive Officer of HKQAA.

**Joining hands to Promote Hong Kong Wine Industry**

HKQAA has also joined hands with the industry to enhance wine business development in the region. This year, HKQAA supported the Hong Kong General Chamber of Wine and Spirits to apply for, and have just been awarded, a funding project from the Trade and Industrial Organisation Support Fund (TSF) under the Trade and Industry Department. The project name is “To Promote Hong Kong Wine Industry as A Trusted and Professional Brand and Facilitate Hong Kong Wine Merchants to Develop Business in the ASEAN Region”.

In today’s event, Dr Jo Jo So, President, The Hong Kong General Chamber of Wine and Spirits, gave an overview of the Project. 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/cmsimg/WSMS/newsletter.pdf>)



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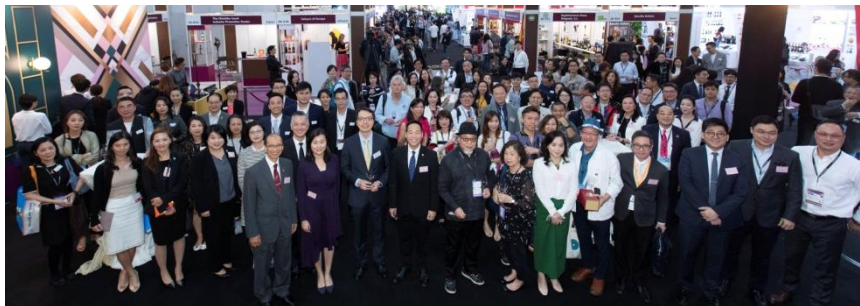
Dr Michael P. H. Lam, Chief Executive Officer of HKQAA, delivering the welcoming speech at the event.



Ms Ivy Chan, Principal Assistant Secretary for Commerce and Economic Development (Commerce & Industry), Commerce and Economic Development Bureau, delivering a speech.



Dr Jo Jo So, President, The Hong Kong General Chamber of Wine and Spirits, gives an overview of the project “To Promote Hong Kong Wine Industry as A Trusted and Professional Brand and Facilitate Hong Kong Wine Merchants to Develop Business in the ASEAN Region”.



Guests took a group photo during the event.

**For enquiries, please contact:**

Hong Kong Quality Assurance Agency – Corporate Communications Unit  
Ms Vivian Li/ Ms Suki Chan  
Tel: 2202 9303 / 2202 9302  
E-mail: [vivian.li@hkqaa.org](mailto:vivian.li@hkqaa.org)/ [suki.chan@hkqaa.org](mailto:suki.chan@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.