



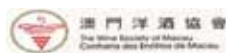
Trade Exhibition
22 – 24 October 2009

POST EVENT REPORT

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Wine & Gourmet Asia 2009 – International Wine & Gourmet Foods, Hotel & Foodservice Equipment, Supplies & Services Exhibition attracted 7,163 trade visitors.

Business partnerships and friendships were formed at Wine & Gourmet Asia 2009 from 22 – 24 October, held at CotaiExpo at The Venetian Macao. Over the three days, exhibitors presented their finest products while 7,163 buyers, chefs, restaurateurs, hotel managers and other industry professionals found new suppliers and met business associates.

For the first time, we have launched the Hosted Buyer Program at this fair, demonstrating our commitments to our exhibitors, in providing a valuable business platform. The feedback received was very encouraging and we will continue to invest in this program to maximize exhibitor participation.

1. Wine & Gourmet Asia 2009 - An Overview

Show Name:	Wine & Gourmet ASIA 2009		
Venue:	Cotai Strip® at CotaiExpo™ at The Venetian® Macao-Resort-Hotel, Hall C		
Date:	22 – 24 October 2009		
Organizer:	Koelnmesse Pte Ltd, Singapore		
Website:	www.wineandgourmetasia.com		
Exhibition space:	7,000 square metres		
No. of Participating Companies:	Exhibiting companies	100	
	Macau, China & Hong Kong	52	
	Overseas	48	

Visitor Statistics – Trade only:

	22 –Oct	23- Oct	24-Oct	Total
Number of Trade Visitors	2,734	2,623	1,806	7,163
Outside of Macau	1,742	1,856	1,284	4,882
Macau	992	767	522	2,281

1.1. What do our exhibitors have to say?

"Wine & Gourmet Asia is a good platform for us to meet everybody at one place at one time. And its supporting events such as the Asian Cocktail Championship help to bring up the hospitality service standard in Macau and making the entire scene more vibrant.

Our customers also agree that having an international trade fair like Wine & Gourmet Asia is the right way to go."

Paul Iec
Managing Director
Seapower Trading Co. Ltd

"The feedback is very good, the exhibitors had many chances to speak to Macau importers. The buyers are interested in our ham, wine and chocolates. We would like to be back with more exhibitors next year."

Sandra Chan
Chief Trade Officer
Consulate General of Spain,
Trade Commission in Hong Kong

"I think the organizers did a good job over the years to improve the trade fair, especially with this new buyers program. These buyers come here with the dedicated objective of purchasing, resulting in direct business for us."

Carlos Batalha
Distributor of J. Portugal Ramos wines

"You must have a strategy and a business plan with every trade fair participation. You cannot expect to build up the relationship with your customers in one trade fair. We have been taking part in Wine & Gourmet Asia over the last few years to enter the market, to build network over the years with everyone to get their business. I'm confident we will be back in the next few years for our business to take off here."

Nancy Y. Hong
Sales & Marketing Manager
Lonimar Australia Pty. Ltd.

"We do not need to meet many many visitors but just a few good ones who are real potential buyers are sufficient for us. This is our purpose in participating, to make business and we are satisfied."

Kenichi Asahara
President
Asahara Brewery Co., Ltd.

2. Quality Trade Visitors

Wine & Gourmet ASIA 2009 trade exhibition attracted 7,163 trade visitors, with over 68% traveling from outside of Macau.

Visitors came from 25 countries and regions: Australia, Brazil, Cambodia, Canada, China, Estonia, France, Hong Kong, India, Indonesia, Japan, Macau, Malaysia, Nepal, New Zealand, Philippines, Portugal, Singapore, South Korea, Spain, Taiwan, Thailand, United Kingdom & United States of America.

2.1. Visitors analysis:

Visitors breakdown by profession	%
Wine & Spirits Importers	8.53%
Food Service	8.06%
Bakeries, Cafes, Restaurants & Bars	7.92%
Chefs and sommeliers from hotels and restaurants	7.45%
Food and Beverage Retailers	5.88%
Fine Food & Beverage Importers	5.68%
Casinos, Clubs & Resorts	5.34%
Bartenders	4.66%
Food & Beverage Manufacturers	4.46%
Hotel Trade	4.39%
Co-operative Wholesale Outlet Specialist	4.26%
Airlines	4.19%
Fast Food	3.51%
Cash & Carry Company	3.24%
Others	3.16%
Departmental Stores & Retail Chains	2.97%
Consumer Market Filling Station Chain	2.70%
Confectioners	2.63%
Food Catering Packaging & Distribution Centers	2.63%
Gourmet Marts	2.02%
Grocery & Convenience Stores	2.15%
Drugstore Chain / Convenience Store	2.15%
Supermarkets & Hypermarkets	2.02%

2.2. Who attended Wine & Gourmet ASIA 2009?

Central Food Retail Company Limited	City of Dreams	Elegant In-flight & Hotel Products Ltd.	Expert Wine & Spirits Co. Ltd.	Four Season Hotel
Galaxy Entertainment Group	Grand Hyatt Macau	Hard Rock Hotel	Hong Kong Disney Hollywood Hotel	Imperial Palace Waterpark Resort and Spa Cebu
Inter-Continental Hong Kong	JW Marriott Hotel	King Power Duty Free (Macau) Co Ltd	Jebsen & Co. Ltd	Mandarin Oriental Macau
Maxxium Hong Kong Ltd	MGM Grand Macau	Morton's The Steakhouse	Nestle Hong Kong Limited	Old Neptune Dining Group Limited
Oriental Raffles Group	Pacaly Information Technology Ltd	Pacific Wine Mart	Pier 16- Resort Hotel Management Ltd.	Rosedale Hotel & Suites Guangzhou
Sands Macao	Sims Trading Company Limited	Sinolink Fine Wines (Macau) Ltd	SOLERA BOUTIQUE WINES	Star World Hotel & Casino
Supply Chain Solutions (Asia) Limited	The Hong Kong Jockey Club	The Pacific Cigar Co. (Macau) Ltd.	Vitoria Liquor Store	Walt Disney world
Wilson Intenernational Frozen Foods (Hong Kong) LTD	Wynn Macao	Zhuhai Independent Wine & Spirit Ltd	Angliss Hong Kong Food Service Limited	Dah Chong Hong Macau
King Oak Cellar	AWA Wine Co., Ltd	Shenzhen Eternal Asia Supply Chain Co., Ltd	French Wine Paradox Company	King Oak Cellar
Lei Garden Restaurant	Kunming Dadianyuan Food Co., Ltd	Guangzhou Euro Wine House Ltd	Everwise Wine Limited	Vin Cellar / La Vie En Vin Co., Ltd

3. Extensive Media Coverage

Wine & Gourmet Asia attained extensive press exposure with **96 international members of the press** attending the show. **23% came from outside of Macau.**

3.1. Media listing (Attended Wine & Gourmet Asia 2009)

Company Name	Origin
CEI	Hong Kong
China Hotel & Catering Supplies Special	Hong Kong
CLOSER MACAU	Macau
Genstar Advertising Int'l Ltd.	Hong Kong
Grocer Caterer	Hong Kong
Guangdong TV	Mainland China
HRChina	Mainland China
International Link Magazine	Hong Kong
Jornal Tribuna De	
Macau(澳門論壇日報)	Macau
Lusa, Agência de Notícias de Portugal	Macau
Macau Cable TV	Macau
Macau Closer	Macau
Macau Daily News	Macau
Macau.com	Macau
Popcorn Media Network	Hong Kong
Press & Publicity International	Macau
Restaurateur	Hong Kong
Skyscape	Macau
Soda	Macau
Southern TV	Mainland China
TDM-Raido Portuguese Channel	Macau
TDM-TV Portuguese News	Macau
The Macau Post Daily	Macau
The Yomiuri Shimbun	Japan
UO 遊澳電子資訊	Macau
Wine Magazine	Mainland China
Wine Magazine	Macau
Winebuzz.hk	Hong Kong
WINELIST.HK	Hong Kong
中國國際聯合傳媒集團公司	Macau
中國賓館及飲食業專刊	Mainland China
南方電視台	Macau
大眾報	Macau
市民日報	Macau
廣東電視開發公司	Mainland China
新華澳報	Macau
星報	Macau

正報	Macau
榮格貿易出版有限公司	Hong Kong
樂報	Macau
橋(Delta Bridges)	Mainland China
澳亞衛視	Macau
澳門不夜城周刊	Macau
澳門商報	Macau
澳門廣播電視股份有限公司	Macau
澳門捷點資訊報	Macau
澳門日報	Macau
澳門會展經濟報	Macau
澳門論壇日報	Macau
澳門郵報	Macau
澳門電台(中文)	Macau
澳門電視台(中文)	Macau
濠江日報	Macau
獨立電力生產商協會	Hong Kong
珠海特區報-澳門辦事處	Mainland China
現代澳門日報	Macau
經緯出版社	Macau
譽源	Hong Kong
讀賣新聞社(香港支局)	Hong Kong
遊澳電子資訊有限公司	Macau

3.2. Media events

3.2.1. Media Conference – 19 October 2009, Edif. China Civil Plaza

A media briefing was organized by the Macao International Trade and Investment Fair on 19 October to provide the latest updates on MIF and Wine & Gourmet Asia. The purpose of the event was to increase local visibility.

3.2.2. Opening Press Conference – 22 October 2009, The Venetian Macao

Another press conference was held on opening day of the show to open Wine & Gourmet Asia 2009. The press conference was also the first chance for the media to be introduced to all partners and participating culinary teams.

The press conference ended on a high note with an Opening Ceremony Reception that provided free flow champagne. The Opening Reception was a networking event for all participants of Wine & Gourmet Asia to network and enjoy gourmet pleasures.

3.3. Summary of media coverage

154 online and offline (print and broadcast) media covering from Austria , Belgium, Canada, Hong Kong , India , Mainland China , Macau, Japan, Portugal, Singapore, Spain , Taiwan, Asia Pacific region

98财经网	Ionline	SYS-CON India	中企世界商业网	华夏经纬网 (Trad)
AlphaTrade Finance	Istock Analyst	Taiwan Net	中国创业网	华夏网
Altnews	Istockanalyst	Taiwan News (Eng)	中国商贸网	南方财富网
Asian Hotel & Catering Times	IT News	Trading Markets	中国工业网	台州信息港
ASP Web	Japan Food Trade Directory	Tweetmeme	中国报业网	吃啥美食网
Birmingham Business Journal	Jornal Tribuna De Macau	Ulitzer	中国旅游新闻网	和讯BLOG
Buzz Tracker	Journaldespalaces	Wein Marketing	中国营销网	商务频道
Câmara Portuguesa de Comércio no Brasil	KSWO	Whats News	中国葡萄酒信息网	天府热线
CEI Asia Pacific	Luxury Hospitality Daily	Winebuzz.hk	中国葡萄酒旅游网	天津在线
Cheng Pou	Macao Daily Times	Yahoo HK	中国财经网	好投网
China Hotel Catering Supplies Special	Macao Daily News	Yahoo Taiwan	中国酒业新闻网	安徽热线
China Wines Information	Macao Daily Post	Yahoo! Finance Canada	中国饭店网	山东信息港
Cloud Computing Journal (Sys-Con)	Macao Daily Blog	Yahoo! News Hong Kong	中國窗-香港商報	江苏音符
Commercial Daily (Trad)	Macauhub	Yahoo! News Taiwan	中央日報網路報	泰州热线
Congoo	MICE论坛	Yahoo!奇摩旅遊	中金博客	洋财网
Conmucho Gusto	Nestor	Yam!	互联星空	深圳饮食网
Destination Macau	Now News	Zibb	互联星空-北海	特特网
EC Plaza News	O Clarim	Zikkir	互联星空-山西	珠港澳地区资讯博客
e-Travel Blackboard MICE	PC Home	澳門日報	互联星空-浙江	第一信息网
Euro Investor	Portugal Global	濠江日報	亚太酒店用品网	第一食品网
Express Hospitality	PR Newswire	新華澳報	亚洲商讯	糖酒快讯
Faroo	Publico Pt	市民日報	京江热线	红酒交易网
Finet HK	Restaurateur	大眾報	人民日报	美国证券网
Food & Beverage Review	Scoop Asia	上海热线	伊秀女性网	美食网
Food Export International	SeeNation	世界工厂网	住这里	華澳日報
Guangdong Television	Silo Breaker	世界酒店网	凤凰网	解放牛网
HONG KONG CHINA NEWS AGENCY (Trad.)	Sina China News	鲁南网	凤凰网(Trad)	解放网
Hoovers	Sina Taiwan	餐饮采购网	动感都市	财华网
iFeng凤凰网	Southern China Television	食品商务网	北方热线	财经首页_凤凰网(Simp)
Individual.com	StreetInsider.com	食品行业网	北方纵横	迈点网
Infocast	Sys.Con Canada	锐讯网	酒店用品在线	防城港
Interest Alert	Sys-Con Belgium	青岛资讯网	重庆热线	阿里巴巴资讯

4. Extensive Supporting Programmes for Visitors

During Wine & Gourmet ASIA 2009, an extensive range of supporting activities was arranged for visitors, including the Asian Cocktail Championship, MORS Gold Pin Competition, Macau Culinary Alliance Show Piece Competition, Culinary Masterclasses, Wine Tasting Masterclasses, Charity Wine Silent Auction, and Hosted Buyer Program.

A number of winners were announced at the events:

- **Asian Cocktail Championship (Macau Region) – Classical Competition**, with 34 local participants, was won by Declan Chan from Star World Hotel, 1st Runner-Up winner was Alex Ng from The Four Seasons Macau, 2nd Runner-Up were Bon Armand Japzoh from Venetian® Macao-Resort-Hotel, and Tina Liu from Wynn Macau
- **Asian Cocktail Championship (International) – Classical Competition**, with 35 International participants, was won by Huang Ziheng from Taiwan, 1st Runner-Up was Kristo Tomingas from Estonia, and the 2nd Runner-up was Dominic Lee from Singapore.
- **Asian Cocktail Championship (Macau Region) – Flairtending Cocktail**, with 13 participants, was won by Mel Anthony Padua from Star World Hotel, 1st Runner-Up was Eddie Anton Valdez from Hotel Guia and 2nd Runner-Up was Kenneth D Abaricia from The Monkey Bar Lounge.
- **Asian Cocktail Championship (International) – Flairtending Cocktail**, with 17 participants, was won by Chen Yucheng from Taiwan, 1st Runner-Up was Eddie Anton Valdez from Macau and 2nd Runner-Up was Mel Anthony Padua from Macau.
- **MORS (Macau Occupational Skills Recognition System) Gold Pin Competition 2009**, the winners of each category are:
 - *Assistant Cook (Western Kitchen) –Ung Ka Kun , Sands Macao & Jennifer Silva Hernandez , Wynn Macau*
 - *Bartender – Rembrand Decena Paguirigan , Altira Macau & Monlito Laureano Mercado, Wynn Macau*
 - *Waiter and Waitress (Western Restaurant Service) – Warren Bautista Del Rio & Altira Macau, Riabuena Oliva Aguirre , MGM Grand Macau*
 - *Waiter and Waitress (Chinese Restaurant Service) Liang ZhenXiam, Wynn Macau & Tan XiaoYan, Grand Plaza Group.*
 - *Front Desk Agent/ Customer Relations Officer – Ng Chi Wa, Altira Macau & Cheang Tek Kei, Waldo Hotel*
 - *Room Attendant – Cao Ri Hua, Altira Hotel & Huang JiaLiang, Emperor Hotel.*
 - *Concierge and Bell Attendant – Xie Wen Feng, Grand Emperor Hotel, Xu YouXin, Starworld Hotel*
 - *Chinese Cook – Cantonese Cuisine (Intermediate Level) – Sun Rong, Grand Emperor Hotel, Lao Hong Sao, MGM Grand Macau*

- **Macau Culinary Alliance Show Piece Competition**, the winners of each category are:
 - *Overall champion with the highest points in all competitions* – Mr Sun Ging Ye , The Venetian Macau
 - *Highest point in silver* – Mr Lai Chu , City of Dreams
 - *Best Cake* - Mr Choi Woi Fong , City of Dreams
 - *Best Showpiece* – Mr Chen Ying Hong, Grand Lapa
 - *Live Showpiece Demonstration [Senior]* – Mr Cheong Chan Weng, Wynn Macau
 - *Live Showpiece Demonstration [Junior]* – Mr Cheang Wai Kin, City of Dreams
 - *Best artistic Cake show piece [Silver Medal]* – Mr Choi Woi Fong, City of Dreams & Mr Chen Ying Hong, Grand Lapa
 - *Best artistic Cake show piece [Bronze Medal]* – Mr Ng Weng Mao, Sands Macau & Mr Laem Liu, Sands Macau
 - *Best Live Chocolate Showpiece [Gold Medal]* – Mr Sun Ging Ye, The Venetian Macau
 - *Best Live Chocolate Showpiece [Silver Medal]* – Mr Ronald Grindulo, IFT ,Mr Lai Chu, City of Dreams & Mr Leong Kin Man, Grand Lapa
 - *Best Live Chocolate Showpiece [Bronze Medal]* – Mr Zheng Han Dong, The Venetian Macau, Mr Chong Hiu Tong, Macau Tower & Mr Ip Kwok Hei, L’Arc New World Macau

Wine & Gourmet Asia 2009 - Photo Snapshots

Trade Exhibition



Asian Cocktail Championship



Charity Silent Bid



Manny O Wine Seminar



Aragon Exterior Wine Seminar



Spanish Food: Cooking Demo



MORS Gold Pin Competition



Macau Culinary Alliance Winning Showpiece Display Competition



Hosted Buyer Program



Opening Press Conference



Opening Ceremony Reception



6. Event Listing

The following is a comprehensive overview of dates and events of WGA2009.

DATE	EVENT
22 Oct	Macau Culinary Association Winning Showpiece Display Macau Culinary Association
	Asian Championship Cocktail – Classical Cocktail Championship – Macau Region
	Hosted Buyer Program [For Wine / Food & Hotels]
	Charity Silent Bid
	MORS Gold Pin Competition – Chinese Cook [Cantonese Cuisine – Intermediate Level]
	Wine Seminar by Manny O – Wine For Asian Palate
	Wine & Gourmet Asia Opening Press Conference
	Wine & Gourmet Asia Opening Reception
23 Oct	Macau Culinary Association Winning Showpiece Display Macau Culinary Association
	Hosted Buyer Program [For Wine / Food & Hotels]
	Charity Silent Bid
	Asian Championship Cocktail – Flairtending Cocktail Championship – International Finals
	Championship Bartenders Show – Macau Region
	MORS Gold Pin Competition – Assistant Cook (Western Kitchen) by IFT
	MORS Gold Pin Competition – Bartender by IFT
	MORS Gold Pin Competition – Waiter/Waitress (Chinese/Western Restaurant Service) by IFT
	Wine Seminar by Banny Wines : Wine Investment & Health Talk
	Wine Seminar by Aragon Exterior: Tradition and innovation meet in Aragon
	Spanish Trade : Spanish Food Cooking Demonstration
	Association of Bartenders & Sommeliers Macau Inauguration Ceremony
	MORS Gold Pin Competition – Award Presentation Ceremony
24 Oct	Macau Culinary Association Winning Showpiece Display Macau Culinary Association
	Live Showpiece Demonstration [Junior]
	Asian Championship Cocktail – Flairtending Cocktail Championship – International Finals
	Championship Bartenders Show
	Live Showpiece Demonstration [Senior]]
	Award Presentation - Macau Culinary Association

Thank you to Wine & Gourmet Asia supporters, partners and sponsors!

<p>Supporting Organizations Macau Government Tourist Office Macau Trade and Investment Promotion Institute China Hong Kong Bartenders Association Macau Culinary Association Macau Institute For Tourism Studies The Wine Society of Macau Hong Kong Chef's Association Association of Bartenders and Sommeliers Macau Associacao Dos Comerciantes De Carne Congelada De Macau [Macau Frozen Meat Association] Associacao dos Merceeiros e Quinquilheiros de Macau [Macau Merchandise Association]</p> <p>Supporting Publications Asia Food Journal Asian Hotel & Catering Times BreweryPacific: Brewing in China CEI Asia Pacific China Hotel & Catering Supplies Special Cuisine & Wine Asia Food Export International Japan Food Trade Directory Restaurateur Retail Asia Wine Magazine</p> <p>Supporting Online Media Agrelma.com AsiaCuisine.com Asia Wine Journal Eat-Japan.com GrapeVineWine.com.cn HC360.com HotelBuy.cn InternetWineGuide.com WineBuzz.hk</p> <p>Official Liquor for ASIAN COCKTAIL CHAMPIONSHIP Seapower Trading Co. Ltd</p> <p>Official Champagne for Opening Reception J. de Telmont Grand Reserve Brut N.V. Champagne (Distributed by Seapower Trading)</p>	<p>Official Beer Stella Artois (Distributed by Macau Industrial Lda)</p> <p>Official Juice and Sparkling Water Compal & Sumol [Ag Com Seng Kuong Da Vittorio LDA]</p> <p>Official Venue Host for Press Conference/ Opening Reception The Venetian® Macao-Resort-Hotel</p> <p>Official Sponsors for VIP Lounge Chinatown Food Corporation Pte. Ltd. Kwong Cheong Thye Pte. Ltd. Leo Satay Manny O Wines Nestle Optima-Daribell Pte. Ltd. Sin Hwa Dee Foodstuff Industries Pte. Ltd. Topchoice Food Industries (S) Pte Ltd</p> <p>Official Chef Apparel Melati Uniform Ltd.</p> <p>Official newswire PR Newswire Asia</p> <p>Official Travel Agency Macau.com</p> <p>Partners Hotels for Opening Reception City of Dreams Sands Macau The Venetian® Macao-Resort-Hotel Wynn Macau</p>
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Wine & Gourmet Asia 2010

3 to 5 November 2010

Cotai® Strip CotaiExpo™ at The Venetian® Macao-Resort-Hotel – Hall D
Macau SAR, P.R.C.