



Opportunities for Slovenian food & beverage industry on Hong Kong/China market

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Hong Kong & Slovenia

Total trade between Hong Kong & Slovenia reached USD 119 million in 2012 (-6.1 %)

- Total exports from HK to Slovenia
USD 51 million, -18.8 % in 2012
USD 43 million, +9.6 % in Jan – September 2013
- Imports from Slovenia to HK
USD 68 million, -8.2 % in 2012
USD 57 million, +24.7 % in Jan – September 2013
- Major product groups: telecommunications equipment & parts, electrical apparatus for electrical circuits, apparel, toys, games & sporting goods

Hong Kong advantages

Continuing advantages for foreign companies

- Ranked as the freest economy worldwide for the 19th year in a row (The Heritage Foundation)
 - Easy market access
 - Low and simple tax system
 - Strong legal system
 - Free flow of information, goods and capital
 - Anti-corruption policy
 - IPR protection
 - Transparent banking system
- Hong Kong RMB-Offshore-Market a success from the beginning (July 2010)



Hong Kong Advantages

Ideal Location

Immediate market — the Pearl River Delta



56 million people

China's strongest exporter

Double digit GDP growth

Home to China's wealthiest consumers



The Asian Opportunity

There are other interesting, growing consumer markets in Southeast Asia you may access via Hong Kong like

Indonesia
Malaysia
Thailand
Vietnam
Cambodia



The Asian Opportunity

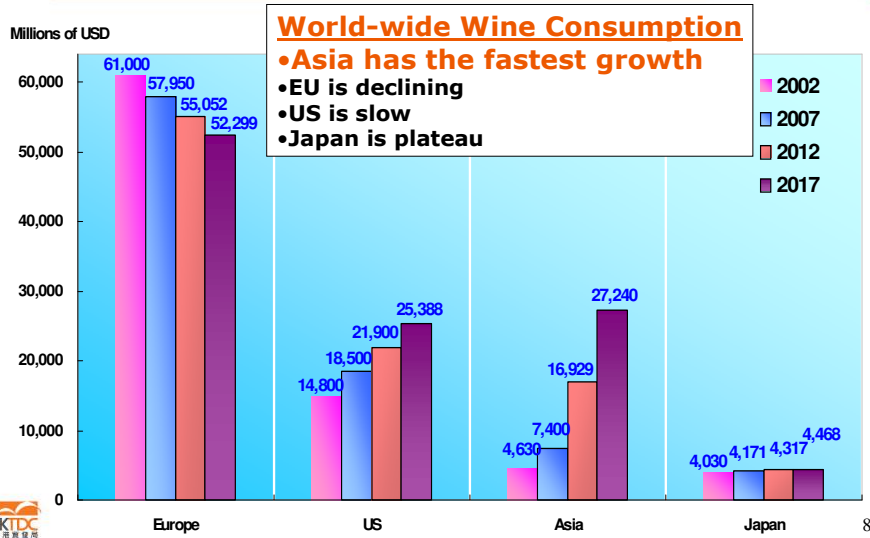
- **Annual GNP growth of 9% in Asia** (2006 to 2011)
- **Private consumption** is expected to **increase to 17.5% in 2014.**
- **Asia's share of global wealth** is expected to **rise to 23% in 2015**



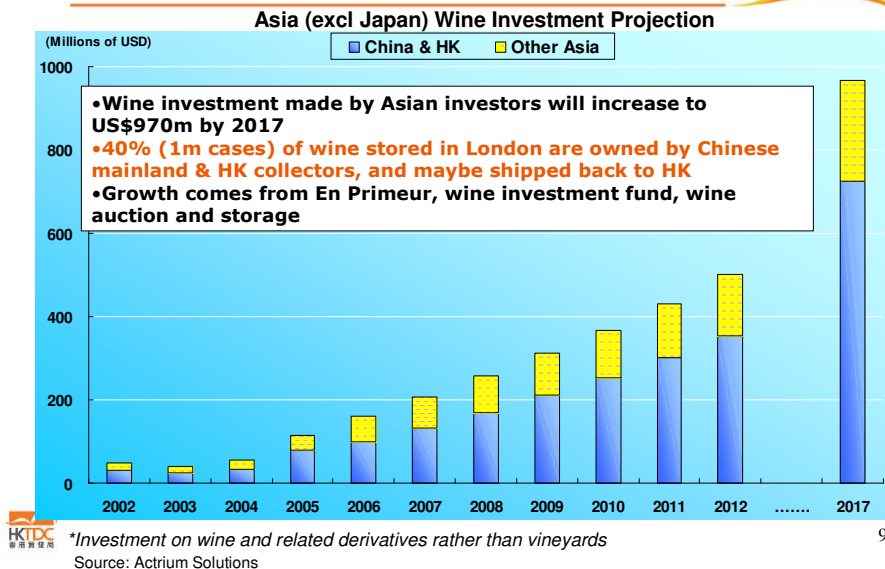
Increasing Consumption of Wine and Food of European Origin in Asia



Why Asia?



China: Many Fine Wine Collectors



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China: Growing Demand for Imported Wine

Chinese wine sales amounted to US\$33.2 billion or 3.9 billion litres in 2011, up more than 12% over 2010

By 2015, mainland wine sales are expected to close in on 6 billion litres

Low per capita consumption of 1.3 litres in 2011 with **large growth potential**

Wine consumption reached 1.5 billion bottles in 2011, in which 90% were red wines

Local wine production in China will take time to mature



Hong Kong Wine Hub Advantages

First major economy with no wine duties & sales tax

Impartial - no wine production in Hong Kong

Wine importers with strong network in China

Relatively mature wine culture

Experienced in brand marketing



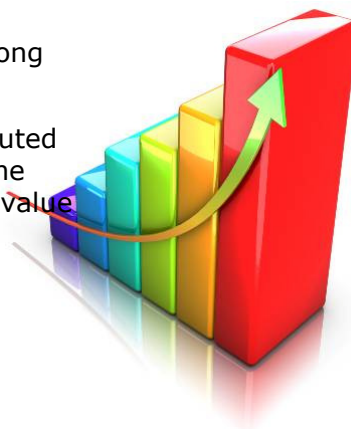
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Hong Kong's Wine Trading is Growing

Wine imports in the first eight months of 2013 amount to US\$1.47 billions

French wines accounted for 28% of Hong Kong's wine import

Growth of New World Wines attributed to their competitive prices and the wine appreciation culture of Hong Kong on value for money wines



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Hong Kong Wine Market

Cabernet Sauvignon, Merlot and Shiraz were most popular grape varieties for red wines accounting for 80% of total sales volume

Chardonnay was the most popular grape variety for white wines accounting for 60% of total sales volume

Off-trade market (supermarkets, specialty stores, convenience stores) account for 64% sales volume and 46% sales value

80% wines sold in supermarkets were priced below US\$26



 HKTDC
Hong Kong International Wine & Spirits Fair
香港國際美酒展
7-9 November 2013
Hong Kong Convention and Exhibition Centre



Hong Kong Wine & Spirits Fair 2012: Statistics

Exhibitors

- 957 from 36 countries & regions
- Italian Pavilion the largest with 210 exhibitors

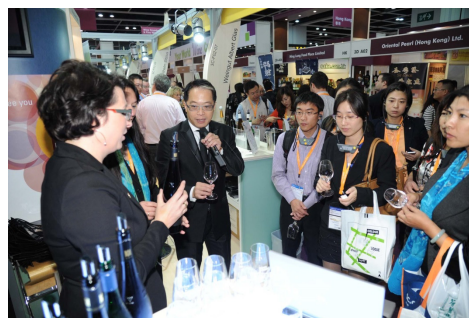
Buyers

- 20,369 from 71 countries & regions (+37.4%)

Hong Kong Wine & Spirits Fair 2012



Wine tasting at the fairground



Packed with quality trade buyers

Hong Kong Wine & Spirits Fair



Objectives and Positioning

- The most internationalised and impartial platform to assist overseas wine companies to tap the Asian markets
 - **by creating more business matching opportunities**
 - **by supporting new wines and labels launches**
 - **by facilitating market testing on Asian palette**
- Inaugural in 2008 to promote wine trading and help transform Hong Kong into a Wine Trading Centre in Asia

Hong Kong Food Market



Asian markets make up around 32% of the global consumer food market

Food and beverage imports to Hong Kong rose during the first seven months of 2013 by 9.3% to around USD 11 billion

Slovenian Food Imports to Hong Kong

Slovenia

2012

Hong Kong imported food products worth USD 10 million (-25.1 %)

2013

Imports of food products totalled USD 10 million from January to September **(+34.9 %)**

Main products

Meat & edible meat, milk and cream products (other than butter/cheese)



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HKTDC
Food Expo
美食博覽

14-18 August 2014
Hong Kong Convention and Exhibition Centre



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HKTDC Food Expo 2013

More than 410,000 public visitors (+5%)

More than 1,100 exhibitors from 26 countries

More than 19,600 trade buyers from 63 countries and regions (+ 18%)



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HKTDC Food Expo



Cooking show on the fairground



Trade buyers



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HKTDC: Our services

The HKTDC's **Total Solution**



Thank you!