



12th April 2010

To Whom This May Concern:

As one of the leading wine merchants with wine distribution and retail operations in Hong Kong for over 22 years, I find the Hong Kong International Wine Fair to play a significant and complimentary role to the Government's objective to develop Hong Kong into a major wine hub.

That fact that the Hong Kong International Wine Fair serves both the trade and the public distinguishes it from other international wine fairs where only trade visitors are permitted to attend.

Its diversity of exhibitors from both local and overseas participants truly makes it a fair that one cannot afford to miss. As the fair has only completed its 2nd exhibition, given time, I feel that the momentum will build up further in the coming years to enable it to become one of the most significant wine exhibitions in the Asia Pacific Region. This is especially the case given Hong Kong's tax free policy with wines, its logistics infrastructure, its wine storage capabilities, its strategic geographical location, and Asian's rapid evolving passion for wines.

As part of the Hong Kong International Wine Fair, professional tastings, wine competitions, seminars and educational events are being held simultaneously. These events are an integral part of developing and heightening the understanding of wine, thus proliferating the culture of wine to the fair visitors both from Hong Kong and abroad.

A more developed wine culture translates to actual business opportunities and creates jobs. Apart from increasing demand in volume, demand for higher quality wines will also ensue. In addition to the proliferation of wine distribution and retail businesses, it also translates to the development of many adjunct businesses such as, wine storage, wine education, wine logistics, wine auctions, wine consultancy, wine publications and wine tourism where their services are utilized by customers from both within and outside of Hong Kong.

Finally, a well-developed wine culture will contribute to enhancing Hong Kong as Asia's world city status as tourists often visit Hong Kong partly for its delicious and diverse cuisine, and wine is gradually embedded into the dining culture all over Asia.

In conclusion, I feel very positively for the Hong Kong International Wine Fair and for the Hong Kong Government's objective to develop Hong Kong into an international wine hub.

Yours faithfully
Ponti Trading Limited

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(established since 1994)

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