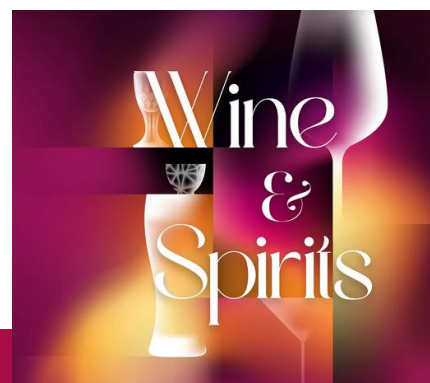




Organiser :



Supporting Organisation :



Australian Government

Australian Trade and Investment Commission

Connect with Wine & Spirits Buyers and Distributors
Join the Australian Pavilion at the Hong Kong International Wine & Spirits Fair
5 – 7 November 2026 | Hong Kong Convention & Exhibition Centre

With the support of the Australian Trade and Investment Commission (AUSTRADE), the Hong Kong Trade Development Council (HKTDC) invites Australian wine and spirits producers to exhibit at the **Australian Pavilion** at the Hong Kong International Wine & Spirits Fair, taking place from 5–7 November 2026.

JOIN US to showcase your brand, connect with influential buyers, wholesalers, distributors, and industry professionals from across Asia, and unlock new growth opportunities in one of the world's most dynamic wine and spirits markets.

Why Exhibit in Hong Kong?

As Asia's leading wine and spirits hub, Hong Kong offers :

- Duty-free wine imports
- Cut down in spirits duty
- World-class logistics
- Strategic access to the Chinese Mainland and ASEAN markets
- A sophisticated consumer base and dynamic drinks culture

In 2025, the Hong Kong International Wine & Spirits Fair welcomed

- 620+ exhibitors from 23 countries & regions
- 8,200+ trade buyers
- 780+ business matching





Exhibitor Package for Australian Pavilion

Package Fee: *USD 3,610 (Includes early bird discount)

- ✓ 4.5sqm shared booth + fascia & digital-print back panel
- ✓ 2 stools + lockable cabinets
- ✓ 2 weeks of “Click2Match” (AI-powered online matchmaking with buyers)

**Minimum 10 companies required to activate package. 9sqm individual booths also available.*



Exposure & Promotional Opportunities

- Participate in the **Cathay Global Wine and Spirits Awards Asia**, award presentation ceremony will take place at the Hong Kong International Wine & Spirits Fair.
- Submit product information and photos. HKTDC will select and share with media outlets which may request interviews.
- Information will be shared for pre-fair publicity through channels such as the Buyers' E- newsletter, Fair Website, and Advertorials.



Australian Pavilion Design

Final booth location and design subject to confirmation.

Remarks: Two shelves will be mounted on the back panel for displaying your wines and spirits.



For Enquiry: Mark Shao, Business Development Manager, HKTDC Sydney Office
E-mail : mark.cw.shao@hktdc.org / Tel : (61)-2-8986-2806

Ready to Tap into the Asian market ?

Apply Now to secure your spot at the

Hong Kong International Wine & Spirits Fair 2026