



Introduction- Wine Logistics and Trade in Asia Pacific

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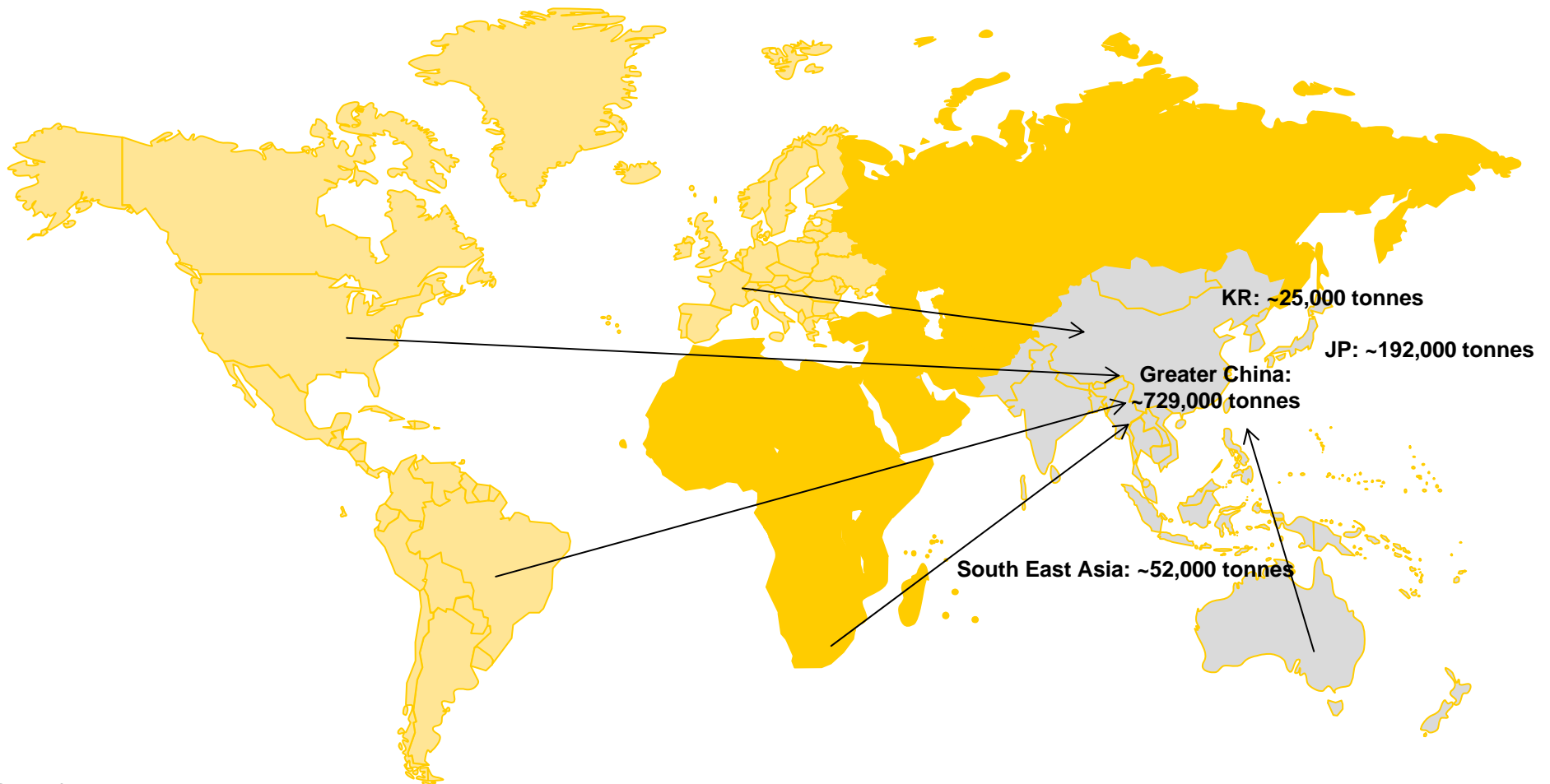
AGENDA



➤ Wine Distribution and Demand

➤ DHL and Gori

Wine Distribution: Import by Asia Market in 2009



Remark:

1. Greater China: China, Hong Kong, Macau, Taiwan
2. South East Asia: Cambodia, Indonesia, Singapore, Malaysia, Philippines, Thailand, Vietnam, Laos, Brunei

Source: UN Food and Agriculture Organization

Wine Demand in Asia Pacific



- A surge of global export bottle wine (litre) to major Asia markets with double digit growth from 2010 to 2011
 - China > 34%
 - South Korea > 21%
 - Hong Kong > 41%
 - India > 71%

While mature markets e.g. Germany, Japan, Canada, Sweden, and Finland remain stable

- Asia Pacific's wine market is picking up, with strong market demand. In 2009
 - Import: ~1,110,000 tonnes
 - Export: ~940,000 tonnes

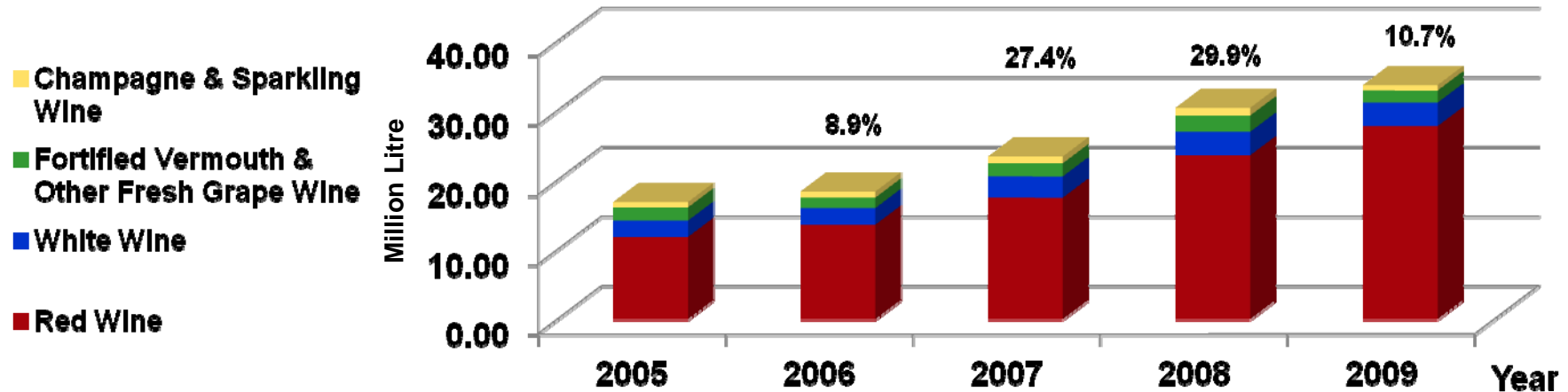
Remark:

1. Asia Pacific: China, Hong Kong, Macau, Taiwan, Cambodia, Indonesia, Singapore, Malaysia, Philippines, Thailand, Australia, New Zealand, Fiji, Papua New Guinea, Vietnam, Laos, Brunei, Japan, Korea

Source:

1. Giorgio Gori
2. UN Food and Agriculture Organization

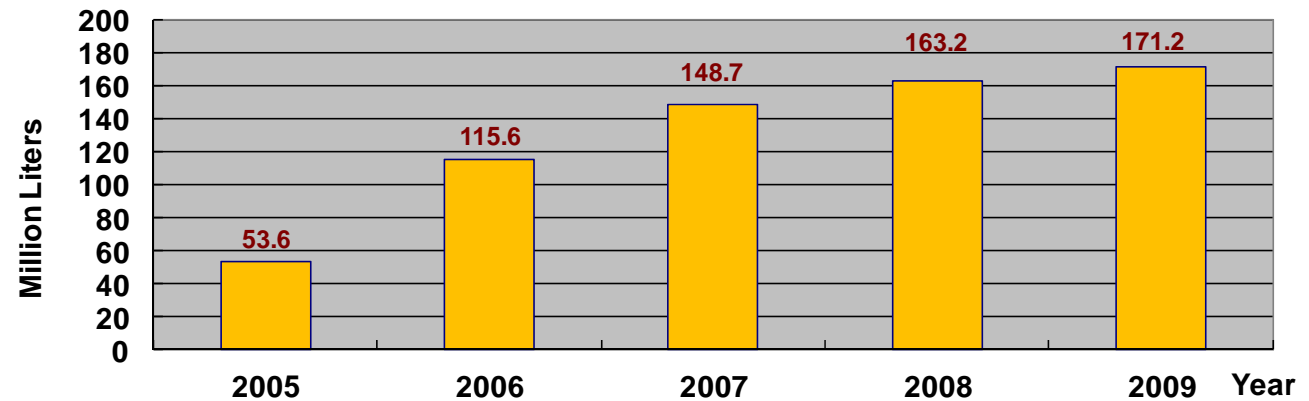
Hong Kong Wine Import



Source: Hong Kong Trade Development Council

- Hong Kong and China will play important roles in Asia Pacific wine market, with strong wine import growth potential

China Wine Import



Source: GTIS & China Customs



Hong Kong

- Government Policies: HKSAR Government aims to promote Hong Kong as Asia's wine trading, distribution and investment centre
- Wine imports into Hong Kong have increased by 100% since 2007 in terms of volume
- Largest world centre for wine auctions, with sales of US\$170 million in 2011
- Many foreign wine producers also choose Hong Kong – a pre-eminent global wine hub with the greatest proximity to the mainland – as their transfer stations from which they can tap the massive inland market.

China

- In 2011, the wine market soared to 241 million litres in 2011, up 65% over 2010, according to Customs data. Imported wine volumes have grown nearly six times over the past five years

Source:

1. Hong Kong Trade Development Council
2. Commerce and Economic Development Bureau
3. Census and Statistics Department

4. news.gov.hk
5. China Grape Wall

6. China Wine Information Website
<http://www.wines-info.com/En/html/2012/6/228-45476.html>
<http://www.wines-info.com/En/html/2011/11/228-41181.html>

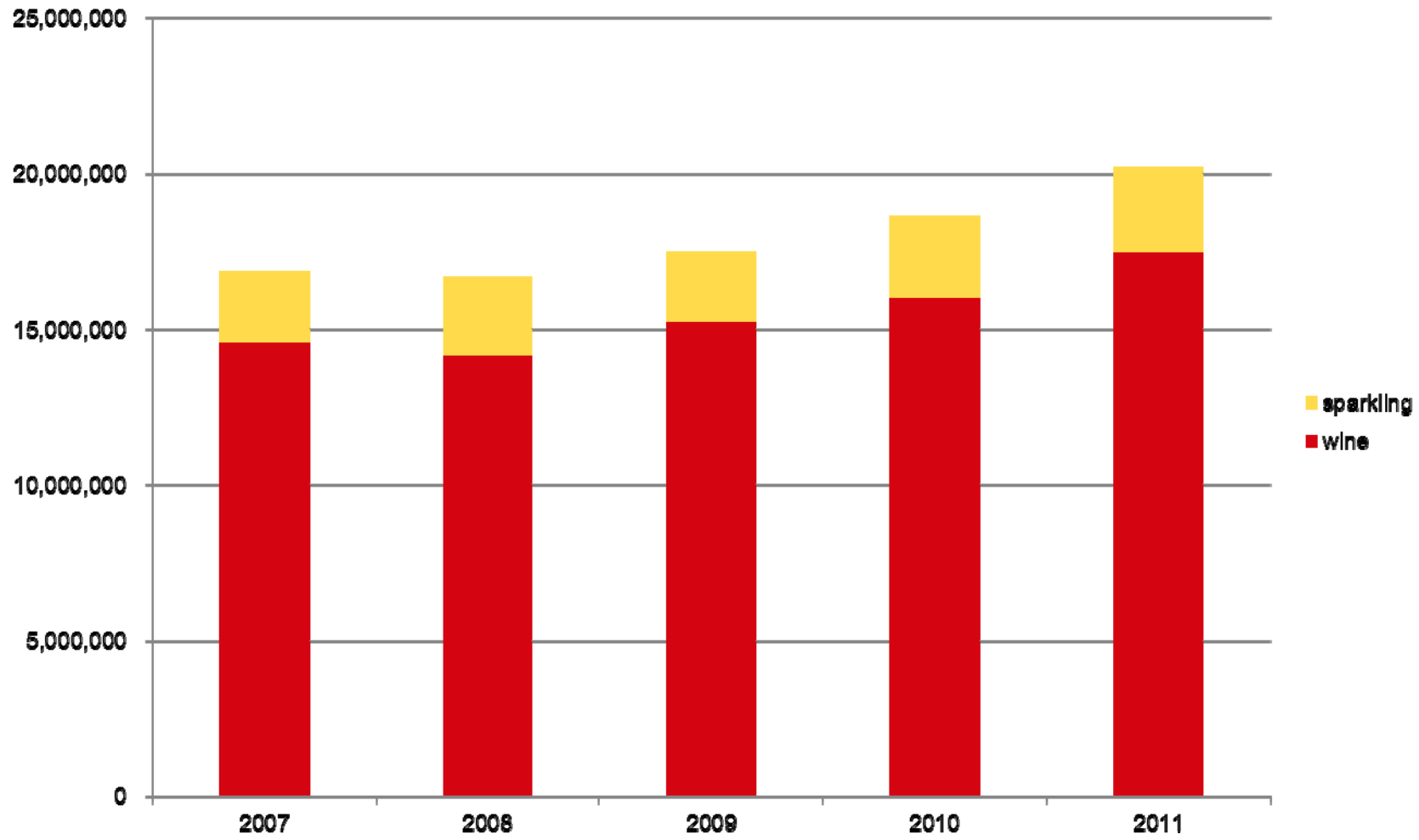


- **Setup wine-specific warehouse & trucking fleet** (temperature and humidity control, security, insurance coverage etc.). Setup bonded and non-bonded warehouse in China.
- **Deploy well-developed logistics network and experienced experts.** Provide international freight service (i.e. Air & Ocean) to help customers import wine from wine producing countries to Hong Kong & China.
- **HK acts as a Bridgehead for foreign wine traders** by providing total logistics services for wine re-export. With duty free policy in HK & Customs Facilitation Arrangement with China Customs for Wine, foreign wine cellars can shorten lead time for fulfilling market needs
- **Total logistics service for Wine Exhibitor and Auction House.** Wine exhibitions and auctions attract many mainland wine traders / collectors and consumers to purchase wine.
- **Provide one-stop solution for importing wine into China,** including bonded warehousing, customs clearance, local transportation and importing agent services.

Source:

1. Hong Kong Trade Development Council

Growing Wine Market: Japan



(9 liter carton)

Source: Japan Customs & Tariff Bureau

New Market for Japan- China



- Japan is a matured market for wine consumption, Japanese wine traders offer global wines to China market. DHL offers wine exports from Japan and tripartite business from wine production countries.



DHL and Gori- The Relationship



- Gori set up Wine & Spirits competence centre for DPDHL.
- DPDHL holds 60% of Gori shares



Riccardo Pazzaglia

- Group Sales & Marketing Director and Corporate Board member of Giorgio Gori
- 1989- Part of Gori management team after Danzas's acquisition
- 1986- Livorno's Branch Manager
- 1975- Joined Danzas during apprenticeship