

'Wine Festival @ Cyberport' Promotes Wine Culture in Hong Kong to *Enrich Public on Wine Knowledge and Wine Investment*

Top Model Rosemary Acts as HK's Tyra Banks to Select the Wine Angels in the Competition

(15 October 2009 – Hong Kong) Wine has gained increasing popularity in Hong Kong since the exemption of wine duties last year. To align with the government policy in promoting Hong Kong as an Asian wine and gourmet centre, The Arcade, Cyberport, has teamed up with the Wine Association of Hong Kong and other industry professionals to launch the "Wine Festival @ Cyberport", the first comprehensive wine promotion programme in the city. The three-day event, from 25 – 27 October, will provide a platform for the public to enjoy and learn more about wine.

Wide Variety of Programmes in the Festival

"Although Hong Kong has a low and simple tax system in addition to its freest economy for wine industry, we still need support from the industry in promoting wine trading, investment and business in Hong Kong," said Ms. Winnie Wong, Head of Marketing, Hong Kong Cyberport Management Company Ltd. To show support with alliances, The Arcade, Cyberport invites the Wine Association of Hong Kong and various wine partners to host this 3-day event near the end of October. Through a series of programmes, including Wine and Fine Food Fair, Wine Knowledge Bar, Wine and Food Matching, Wine Art Exhibition, Charity Wine Auction, Tasting and Investment Seminars, and the First Hong Kong Wine Angel Competition, all wine lovers will be able to appreciate good wine in a relaxing environment.

Win a Bottle of the World's Finest Wine

To foster wine culture, The Arcade, Cyberport will turn the Ocean View Court into a fun-filled wine carnival. The Wine Charity Auction is open to public to bid for their favorite wines including special items such as Kormilitsa Tsantali, the official wine for Moscow Kremlin Palace. More fun, all visitors can enter into a lucky draw and win a bottle of 1982 Chateau Cheval Blanc with an estimated value of HK\$10,000. This wine has been rated 99 points by Robert Parker, the world's leading wine critic. What's more, special offers by wine merchants are provided in the Festival including Smoke Grappa special set and \$10 for a bottle of wine etc.

Sharing from Industry Practitioners

Mr. Jacky Cheung, Chairman of Wine Association of Hong Kong, said at the press conference today that the drastic increase in wine sales was a result of the government's announcement to make Hong Kong the Asian wine and gourmet centre. Representatives from the wine industry also shared their views towards the wine market.

A New Phenomenon of Wine Investment

As wine has become a popular investment tool, Mr. Cheung said there are three elements that make a particular kind of wine worth for investment. Number 1, the wines have to be rare in the market. Number 2, the wines have to be originated from the world prestigious vineyard. Number 3, the wines must have exhibited the best performance historically.

To provide better on wine education and wine investment, The Arcade, Cyberport has arranged two seminars by two wine specialists from Berry Bros & Rudd, the 300-year-old UK wine merchant, to present the tips and important criteria in wine tasting and wine investment. In addition, in the Wine and Food Matching section, celebrated chef Mr. Chow Chung will join hands with wine consultant in pairing up delicious dishes with appropriate wine.

Top Model Rosemary as Chief Judge for the Best Wine Angel Selection

Co-organized by The Arcade, Cyberport and Model Management Limited, the First Hong Kong Wine Angel Competition is one of the prime programmes of the Festival. "We have received more than a hundred applications, and selected 12 elegant contestants to compete in the final. Every finalist is unique including a PhD student, a company executive, a Korean lady and a mix-raced contestant," said Ms. Wong.

As the Festival Ambassador, Ms. Rosemary Vandebroucke is invited to be the chief judge of the competition. As the chief judge, she felt that she took up a role that resembled to a similar role by supermodel, Tyra Banks, the host of America's Next Top Model. Seeing Banks as her goal, Rosemary wished to try different tasks, such as being a host in TV show or film actress etc. She was impressed by the high quality that the contestants possessed, as well as their passion in learning wine. She believed it would be a tough decision for the judges to choose the champion.

The First Hong Kong Wine Angel Competition aims to select modern ladies with wine knowledge to promote the wine culture to the general public in Hong Kong. The 12 finalists will be quizzed on their knowledge in wine and wine serving manners. They will also demonstrate their elegance in catwalk on stage. A series of professional training on manners, make-up skills and wine knowledge will be provided to all contestants. The final of the competition will take place on 26 October.

'Wine Festival @ Cyberport'

Date: 25 - 27 October 2009

Time: 12:00 nn – 8:00 pm

Venue: Ocean View Court, 2/F, The Arcade, Cyberport, 100 Cyberport Road

Enquiry: 3166 3111

Web: wine.cyberport.hk

Note: Free shuttle bus running every 30 minutes between Admiralty MTR station and Cyberport.

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About The Arcade, Cyberport

The Arcade, situated in the core zone of Cyberport, is a 27,000 m2. retail and entertainment complex with an international mix of supermarket, restaurants featuring fine cuisines, a variety of retail shops, and a state-of-the-art cinema. It is a one of its kind, high-end shopping arcade in the Southern District of the Hong Kong Island.

The Arcade's innovative design and unique architecture integrate nature, technology, retail, entertainment, and education/exhibition activities together. It offers unparalleled experience for the visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which the visitors can access information at any time and stay connected.

About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences.

About Wine Association of Hong Kong Ltd.

The association aims to provide a broad platform for the Chinese and foreign red wine connoisseurs, the wine merchant, the vineyards and the industry's practitioners to communicate. Also, the association strives to promote the wine culture to the Hong Kong's public and to inculcate the right and comprehensive wine knowledge through a light-hearted training scheme with wine tasting, fine wine selection and differentiation.

Meanwhile, as an import, promotion, preservation, transaction platform, the association hopes to lead the potential China market by the cultural exchange and affiliation opportunity.

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