

PRESS RELEASE
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Asia's Most Comprehensive International
Wine Exhibition

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Wine For Asia 2010 spotlights wine and food pairing to drive business for wine trade

Exhibition to maximise ROI for exhibitors with business matching

Singapore, 10 February 2010 - Wine For Asia (WFA) 2010 returns for its eighth presentation with an emphasis on wine and food pairing in Asia. The trade exhibition will be held at a brand new venue, Sands Expo and Convention Center, from 28 to 29 October 2010.

According to Mr Malcolm Tham, Programme Director of WFA, wine and food pairing is fast becoming the main engine of growth for wine consumption in Asia. He said, "Over the next few years, we will see new twists as wine raises the appreciation of haute cuisine to new levels, by upping the epicurean values derived from pairing food with wine."

WFA organiser, MP Wine Resources Pte Ltd, has sealed a partnership with the Food and Beverage Managers' Association (FBMA), to bring more dedicated focus to wine and food pairing activities at the event.

Together with WFA, a series of exclusive dinners will be held to showcase the importance of achieving the right balance in these pairings, and how this can transform the entire dining experience and bring it to the next level. Mr Cheong Hai Poh, President of FBMA said, "We are pleased to collaborate with WFA as we believe that our partnership will translate to fresh perspectives and innovative offerings by the F&B industry."

A new feature at WFA 2010 will be the first-ever degustation experience – 'The Fifth Dimension of Wine and Food Pairing'. Leading wineries from around the world, food and wine critics, F&B directors and renowned chefs will be invited to create state-of-the-art pairing experiences with the best Asian cuisine and finest wines.

A pro-business platform

The event will offer the wine trade two focused days of business discussions, as well as education and networking opportunities. An online business matching facility has been set up to ensure that participants get straight to business, as registered buyers and sellers will be able to pre-schedule appointments with the companies they want to meet. This will culminate with face-to-face meetings at WFA 2010.

"The use of technology brings immediate benefits for both buyers and sellers alike, as they are able to better manage and control their meetings, and maximise their investment and time at the event," said Mr Joel Lee, Project Director of WFA.

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Organisers





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Apart from the value-adding business matching facility, the event will expand on its existing educational offerings:

- Wine Business Forum: A panel of top industry speakers will share their expertise and views on "Wine & Food Pairing – The Engine of Growth for Wine Sales in Asia", and its impact on the wine business in this region.
- Wine Master Classes: Wine masters from iconic wineries in Australia, France, Italy and Spain will lead participants through horizontal tastings from these well-known regions.
- Riesling Varietal Forum: Wine experts will explain why the Riesling Varietal continues to gain market acceptance in Asia.
- Vini Casino: After its successful run in 2009, Vini Casino returns as the 'most innovative wine game' for wine makers, critics, buyers and enthusiasts to progress their wine knowledge while having fun.

Other highlights and activities include the Pre-show Wine Rendezvous, Spirits Pavilion, Wine Style Asia Award Featured Tasting, Special Wine Country Presentations and Vinosity Singapore 2010.

For those keen on the burgeoning China market, there is a Post-WFA 2010 Shanghai Roadshow, as a value-added extension of the wine journey for exhibitors. This intensive two-day programme gives participants the opportunity to establish new partnerships with local distributors, hoteliers and other wine trade professionals in China.

WFA 2010 has received strong support from local government and trade agencies such as International Enterprise Singapore, Singapore Exhibition and Convention Bureau and Singapore Food Manufacturers' Association.

It has also received endorsements from international trade agencies such as aicep Global Portugal; Australian Trade Commission; Austria Wine Marketing Board; German Embassy in Singapore; Hungarian Investment and Trade Development Agency; International Bartenders Association; Italian Trade Commission; SOPEXA, the agency for the promotion of French food, wine and spirits; and ViniPortugal, a trade association that promotes Portuguese wines to domestic and international markets.

Mr Lee added, "We have put in place a robust sales and marketing plan, and will be working closely with industry experts, partners and associations to ensure a strong take-up of exhibition space at this year's WFA. With our move to the latest venue in town, Marina Bay Sands, we are confident to enhance the whole WFA 2010 experience for all participants."

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Despite the recession last year, WFA 2009 had 377 exhibitors from 30 countries and regions, including 10 pavilions from Australia, California, Chile, France, Germany, Hungary, Italy, Portugal, Singapore and Spain. It also saw the successful debut of the Spirits Pavilion and WFA Mixology Bar. The show was spread over 5,500 sqm and attracted 4,043 visitors from 50 countries, an increase of 27 per cent from WFA 2008. Over 150 hosted buyers from Southeast Asia, China, India, Japan, Korea and Taiwan also attended the event.

For more information, please visit www.wineforasia.com.

For further information, contact:

Jody Teo
Assistant Marketing Communications Manager
MP Wine Resources Pte Ltd
Tel: 65 6393 0236
Mobile: 65 9366 8659
E-mail: jodyteo@mpinetwork.com

Daphne Poon
Regional Marketing Communications Director
MP Wine Resources Pte Ltd
Tel: 65 6393 0238
Mobile: 65 6478 9543
E-mail: daphnepoon@mpinetwork.com