



Introduction of HKQAA - Hong Kong Wine Registration Scheme 香港品質保證局 - 香港葡萄酒註冊計劃 簡介

Give consumer confidence with identifiable sources

*Luncheon with The Hong Kong Food Drink & Grocery Association (FDGA)
Friday, 13th June 2014*

Fanny Li, Assistant Manager, Business Development



Agenda

- About HKQAA
- Industry Highlight
- Wine Storage Management Systems Certification Scheme
- Hong Kong Wine Registration Scheme
- Q&A

About HKQAA

- A non-profit independent Conformity Assessment Body (CAB), incorporated by Hong Kong Government Industry Department in 1989 as a company limited by guarantee
- A leading CAB in Hong Kong that providing 8000+ mandays services per year
- With over 5,000 system certificates spanning over various industries & accounted for more than 50% of market share
- Headquarter in HK, with offices in Guangzhou, Shanghai and with representatives in UK
- Operation complies with IAF (International Accreditation Forum) Guidance and CNCA (Certification and Accreditation Administration of the People's Republic of China) in China

Contribution to Society

- Established **HKQAA-BCS Fund** (Business and Community Supporting Fund) - \$10 million
 - **Funding** to support the University research of best practice of management system
- **Advisory role to Government** in product certification & related regulation
- Setup **Eco-manufacturing Resources Centre & Food Safety Resources Centre** to support industry for meeting green manufacturing & food safety requirements
- Annual symposium, conference and seminar

Scope of Services

Quality Management

ISO 9001, ISO 27001 Information Security Management Systems, TL9000, ISO/TS 16949, ISO 13485, ISO 20000, HKQAA- 5S Certification, PAS 55-1, Service Quality Management – Elderly Services

Environmental & Energy Management

ISO 14001, ISO50001, QC 080000, Corporate Environmental Report Verification, Carbon Audit, Carbon Reduction Labeling, Carbon Management System

Occupational Health & Safety Management

OHSAS 18001, F&IU (Factories & Industrial Undertaking)

Food Safety & Wine

Wine Storage Management Systems, Hong Kong Wine Registration Scheme, HKQAA-HACCP , HKQAA Hygiene Control System Certification, ISO 22000

Corporate Social Responsibility

HKQAA-HSBC CSR Index, SA8000, BSCI, ETI, HKQAA Social Compliance Program, Corporate Social Report Verification, Progressive Factory Improvement Program



Latest Situation of the HK Wine Industry

Imports

Year	By value HK\$ (in 1,000 million)	Year-on- year growth	By quantity (in million liter)	Year-on- year growth
2013	8.0	-0.4%	50.1	-0.8%
2012	8.0	-17.7%	50.5	4.9%
2011	9.7	40.2%	48.2	20.5%
2010	6.9	73.2%	40.0	14.8%
2009	4.0	40.8%	34.8	14.6%
2008	2.8	79.5%	30.4	29.9%

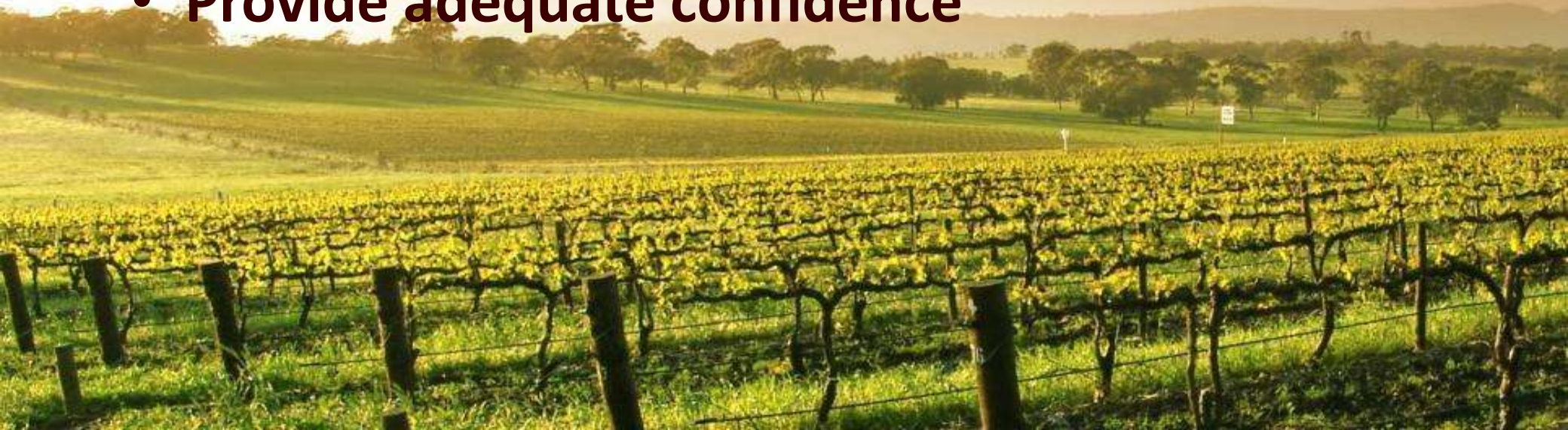
Re-Export

Year	By value HK\$ (in 1,000 million)	Year-on- year growth	By quantity (in 10 million liter)	Year-on- year growth
2013	1.6	-9.6%	19.1	2.3%
2012	1.7	-7.6%	18.6	1%
2011	1.9	43.2%	18.4	49.9%
2010	1.3	75.6%	12.3	44.9%
2009	0.7	10.3%	8.5	21.8%
2008	0.6	19.7%	6.9	20.6%

Source: [Commerce and Economic Development Bureau
www.wine.gov.hk](http://www.wine.gov.hk)

How HKQAA can help Hong Kong Wine Industry?

- **Promote Hong Kong as an international wine trading and distribution hub**
- **Clear the doubts of international wine traders & collectors about the quality of storage facilities in Hong Kong**
- **Provide adequate confidence**



Wine Storage Management Systems (WSMS) Certification Schemes



Supported by The Government

Mr Gregory SO Kam-leung, GBS, JP
Secretary for Commerce and Economic Development
The Government of the HK SAR

蘇錦樑先生, GBS, JP
香港特別行政區政府商務及經濟發展局局長



I am grateful to the Hong Kong Quality Assurance Agency for pioneering the Certification Scheme for Wine Storage Management Systems, which has helped strengthen Hong Kong's position as the wine hub of the region.

Following international standards, the Scheme helps participants upgrade their facilities and services, and thereby enhance the confidence of traders and connoisseurs. First of its kind in the world, the Scheme is also a testimony to the strengths of our testing and certification industry.

I am confident that the Scheme will age well as Hong Kong continues its quest for excellence in the wine business.

我感謝香港品質保證局創先河推出葡萄酒儲存管理體系認證計劃，有助鞏固香港在區內的葡萄酒樞紐地位。

這項認證計劃符合國際標準，協助參與的公司進一步改良設施和服務，從而加強貿易商以至鑑賞家對在港儲存葡萄酒的信心。這是全球首個同類計劃，反映香港在認證及檢測方面的優勢。

我深信這項認證計劃會和香港葡萄酒業一樣，精益求精。

Technical Committee

The scheme is supported by a technical committee comprising independent experts from the wine industry, who also provided guidance during the development of the scheme.

認證計劃的技術委員會由獨立的業界專家籌組而成，為計劃的制訂提供支援及指導。

Chairman 主席

Mr Ronald Lau

Vice President, Hong Kong Food Council

Members 會員 (in alphabetical order)

Mr Gregory L De 'Eb

Principal, Crown Wine Cellars

Mr K K Lai

General Manager, Supply Chain Solutions, Logistics Management Services, DHL Global Forwarding (Hong Kong) Limited

Ms Jeannie Cho Lee

Master of Wine / Managing Director, GrapeXpectations / Founder, Asian Palate

Mr Hubert Li

Managing Director, Hong Kong Wine Vault

Mr Nicholas Pegna

Asia Director (ex HK & China), Berry Bros & Rudd

Mr Christian Pillsbury

Managing Director, Applied Wine

Mr Robert W Scally

Managing Director, Robert Scally & Associates Ltd.

Mr Simon Tam

Head of Wine, China, Christie's

Mr Anthony Wong

CEO, Worldwide Fine Wine Centre



Recently I have the privilege to share my experience in the wine cold chain aspects to Guangzhou wine trading practitioners. My views after the seminar is that there is huge market demand in China for training of this kind. It will be more effective if it can be jointly organised with related local wine associations in order to target the appropriate practitioners. Also, it would be great if the WSMS scheme could be introduced in China.

最近我被香港品質保證局邀請到廣州向當地葡萄酒商分享我在葡萄酒冷鏈物流的一些實戰經驗。經過研討會上的討論後，我感受到有關在葡萄酒窖存、葡萄酒國際運輸、葡萄酒儲存及配送的實戰培訓在國內存在頗大市場需求，如果香港品質保證局能與有關之當地協會合辦，定能發掘大量對口業界學員從而事半功倍。此外，我認為認證計劃也可進一步在國內推廣。

Mr Anthony Wong 黃輔華先生

CEO, Worldwide Fine Wine Centre (HK) Ltd 環球優質葡萄酒中心(香港)有限公司行政總裁

I expect the WSMS scheme should gather even more momentum for the wine import business already reaching US\$1.2 billion in 2011, expected to further increase by another 50 percent in 2014. They also reinforce HKSAR's policy intention in nurturing the six priority industries including "Testing and Certification", with the scheme developed by a Hong Kong based Agency meeting global needs. I have every reason to believe in the continuing success of the Hong Kong pure-bred schemes.

2011 年本港葡萄酒進口總值達 12 億美元，預計兩年後增加一半；而香港特區政府亦有意進一步推廣檢測和認證業等優勢產業。我深信香港品質保證局為迎合國際需求而制訂的「葡萄酒儲存管理體系認證」計劃，必定能在國際供應鏈市場上續創佳績。



Mr Ronald Lau 劉耀輝先生

*Vice-President, Hong Kong Food Council / Chairman, Hong Kong Food Hygiene Administrators Association
香港食品業總會副會長 / 香港食品衛生管理人員協會主席*



As a member of HKQAA's Committee for WSMS, I know that Hong Kong wine professionals are putting huge efforts into provide world-class, highly competitive, quality-oriented logistics support for wine. Many wine professionals in Europe and North America have expressed their admiration for this scheme, administered by a completely independent body. Hong Kong's wine scene is thriving and as the centre for fine wine in Asia, it's reassuring to know that the storage, transport and logistics support is growing in parallel with the industry.

作為認證計劃的技術委員，我欣見近年香港的葡萄酒業界，正積極發展出達國際水平、具競爭力和質量為本的物流支援服務。事實上，不少歐美的同業均表示，十分欣賞這個由獨立機構推行的認證計劃。隨著香港作為亞洲高級葡萄酒中心的地位日益鞏固，我深信區內的葡萄酒儲存、運輸和物流支援亦會同步蓬勃發展。*

Ms Jeannie Cho Lee 李志延小姐

Master of Wine / Managing Director, GrapeXpectations / Founder, www.AsianPalate.com

The wine market in Asia is a complex, multi-channel business. When offered similar wines from numerous, competing sources, provenance becomes a key purchasing differentiator. We are responsible for the quality of the wines that arrive on our customers' tables. As a result, Applied Wine uses HKQAA certified facilities for our supply chain, and we have come to prefer that our suppliers do the same.

葡萄酒業在亞洲是一個多元化、多渠道的業務，當眾多供應商均可提供到條件相近的葡萄酒，其來源和貯藏歷史便成為了選購時的重要考慮因素。葡萄酒送到顧客杯中，我們要對其品質負責，因此 Applied Wine 的供應鏈選用獲香港品質保證局認證的儲存設施，亦期望我們的供應商也作出明智選擇。*



Mr Christian Pillsbury

Managing Director, Applied Wine

Exchange Tour



Mr. Anthony Finlayson-Green
Managing Director,
Cert Octavian



Mr. David Hogg
Sales Director,
London City Bond



Mr. Keith Procter
Operations Director,
Berry Bros & Rudd



Mr. Philippe Dunoguier
General Manager,
Bordeaux City Bond



Mr. Benjamin Falagan
& Thierry Mau
Louis Vialard S.A.S.



Mr. Nicolas Labenne
Technical Director,
Chateau Lynch Bages



Mr. Laurent S. Pasteur
Technical Director,
Chateau Cissac



Mr. Sean de Boigne
Director,
Chateau Pitray



Tony Leventhal
Cellar Master,
Vintage Wine Warehouse



Mark Gray
Storage Director,
LLK Enterprises



Mr. Steve Bachmann
CEO,
Vinfoolio

The United Kingdom
France
The United States

www.wine.gov.hk



For the most updated list of certified companies, please visit the [HKQAA's](#)

5th Certificate Presentation Ceremony (HKTDC HK International Wine & Spirits Fair, 8 Nov 2013)



News Reports



Fine wine storage in Hong Kong is becoming increasingly sophisticated and this is in keeping with the need for provenance at auction. By Rupert Millar

ON THE face of it, with its premium on space and often sweltering temperatures, Hong Kong must be a nightmare place for collecting, storing and distributing fine wines and yet it is now one of the biggest international hubs (though Singapore may be catching up fast, see box out).

Since the abolition of wine VAT and general sales tax in February 2008, Hong Kong has shot up in terms of importance in the fine wine world.

According to the Hong Kong Commerce and Economic Development Bureau, between 2008 and 2013 wine imports by value went up from HK\$2.8 billion to \$8bn (though the peak was \$9.7bn in

2011), while volume went up from 20.4m litres to 50.1m over the same period.

However, re-exports don't take up quite as much of the value, \$1.8bn in 2013 but they do rather more of the volume, 19.1m litres, or around 20% and 38% of their respective totals.

As Hong Kong has abolished tax the concept of "bonded" warehouses is no longer relevant there but that does not mean that reliable storage isn't, in fact it's as important as ever.

There's no doubt that the recent austerity drive in China has hit the wine and luxury drinks market hard and it has affected Hong Kong too.

As Carol Wong, managing director of Golden Vintage International, points out: "Hong Kong was one of the key suppliers of fine wine to China in the past through different distribution channels. Indirectly, HK's fine wine market was always influenced."

However, Hong Kong is not completely dependent on China or even Hong Kongers. Hubert Li, managing director of Hong Kong Wine Vault, points out the reality: "Demand is strong for quality wine storage, and this demand is not just from locals, but also private clients from China, Taiwan, Thailand and other surrounding countries."

The Drinks Business Hong Kong

Issue 15: Apr/May 2014 (p.64-67)

- "Demand is strong for quality wine storage, and this demand is not just from locals, but also private clients from China, Taiwan, Thailand and other surrounding countries.....More investors choose to ship and sell their wines in Hong Kong, as they can often get the highest selling prices." Hubert Li, managing director of Hong Kong Wine Vault.
- As a result the HKQAA was quick to adopt a Wine Storage Management Systems Certification Scheme (WSMS) in late 2009, to which the vast majority of Hong Kong's leading wine companies are signed up to, and which effectively guarantees storage and transportation conditions.

News Reports

- 明報：紅酒撤稅 物流業開新天 (Jan 2013)

<http://news.sina.com.hk/news/20130121/-19-2876921/1.html>

- 捷成國際物流 (Jebesen Logistics) 表示，2010年獲得認證後，2年內紅酒訂單急增近10倍，母公司認為可大展拳腳，於是在2011年搬到火炭較大的貨倉，儲存紅酒面積達到4800呎。
- Jebesen Logistics: after awarded the WSMS certificate in 2010, the order raised 10 times more than in 2 years. Thus, they extended their warehouse in 2011 (4,800 sq. ft.).
- 均輝酒窖倉 (Hecny Wine Cellar) 儲面積約2000呎左右，規模相對較小。公司經理李志華透露，公司於2011年開始新開展紅酒物流業務，2012年便獲得了認證資格。
- The storage area of Hecny Wine Cellar is around 2,000 sq. ft. They start wine storage business in 2011 and awarded the WSMS certificate in 2012.

News Reports



WINE Gallery

Hong Kong Quality Assurance Agency 香港品質保證局
Wine Storage Management System Certificate Presentation Ceremony
「葡萄酒儲存管理系統證書頒發典禮」 頒獎嘉賓與受獎者

After long-term planning, the Hong Kong Quality Assurance Agency (HKQAA) has successfully implemented the Wine Storage Management System (WSMS) Certification Scheme. The scheme is designed to ensure the quality and safety of wine storage facilities, covering aspects such as temperature, humidity, and light control. The first group of winners has been announced, and the ceremony was held at the Hong Kong Convention and Exhibition Centre.

HKQAA Wine Storage Management System Certificate Presentation Ceremony
「葡萄酒儲存管理系統證書頒發典禮」 頒獎嘉賓與受獎者



Wine storage in Hong Kong is becoming increasingly sophisticated and the keeping with the need for preservation of quality. By Robert Miller



港對紅酒倉存認證需求大

香港文匯報訊（記者 黃詩韻）自香港在2008年取消葡萄酒進口稅後，大量酒商湧進本港位客貨商先機。香港品質保證局在2009年底首次推出「證」計劃，昨日舉行第四屆的證書頒發儀式，發

增加29%。有業界表示，香港對紅酒倉存認證的商進行認證，則不建議局方在內地發展另一套影響業界生存的其中一個因素，內地及本港政府府海關制度仍有助成為高級葡萄酒儲存中心。

年初表示，公使，2年內需5,000箱。而目前，僅認證，以確保質價葡萄酒。大部分高級葡萄酒最後銷售的平台是內地，若紅酒升價能力高，內地需求也大，加上海關的嚴密制度不變，香港仍然會成為高級葡萄酒的儲存中心。港稅制優勢保存中心地位



▲左起：香港品質保證局總裁林寶義、商務及經濟發展局副秘書長黃福來、香港品質保證局主席黃國裕及副主席何志誠、香港文匯報記者黃詩韻攝

當局出台葡萄酒儲存認證



▲左起：香港品質保證局總裁林寶義、商務及經濟發展局副秘書長黃福來、香港品質保證局主席黃國裕及副主席何志誠、香港文匯報記者黃詩韻攝

港加強葡萄酒品質驗證機制

酒商或產地衍生偏見，實在有點冤枉。多國葡萄酒代表昨日便參加「亞洲物流及航運會議」，表示市場有需要加強品質驗證。運輸絕證機制。

香港品質保證局製造及服務業務總經理彭文俊表示，香港逐漸發展酒的倉存系統，在運輸過程中力求保持溫度、濕度等條件不變，保護紅酒的口感、質量。該局設有「葡萄酒儲存管理體系認證」，以辨識、評量及防止葡萄酒在儲存過程中變壞的風險。然而，香港租金昂貴，倉庫成本具壓力。法國工商總會行政總裁Orianne Chenian便指，可以考慮鄰近的深圳等地設立倉庫，這樣香港的競爭力也得以加強。

對在內地直接認證，方直接與內地進行認證，應對在內地設一證計劃。



香港品質保證局

葡萄酒窖認證年底推出

【本報訊】香港品質保證局（HKQAA）宣佈，將於今年年底推出葡萄酒窖認證計劃。該計劃旨在確保葡萄酒在儲存過程中的質量，包括溫度、濕度和光線等因素。首批獲認證的酒窖將於明年年初開始運作。

香港品質保證局主席黃國裕表示，該計劃的推出將為酒商提供一個可靠的認證標準，確保消費者購買到優質的葡萄酒。他強調，酒窖的認證對於保護葡萄酒的品質至關重要，特別是在氣候多變的香港。

首批獲認證的酒窖位於香港多個地區，包括新界、九龍和香港島。這些酒窖均符合HKQAA的嚴格標準，並獲頒發認證證書。酒商可以根據該證書向消費者展示其酒窖的品質，增加消費者的信心。

9酒窖首獲選 紅酒儲存認證
引領變遷 展百萬貨物變身

「酒窖認證」是酒窖管理系統認證的縮寫，旨在確保葡萄酒在儲存過程中的質量。首批獲認證的酒窖將於明年年初開始運作。

香港品質保證局主席黃國裕表示，該計劃的推出將為酒商提供一個可靠的認證標準，確保消費者購買到優質的葡萄酒。他強調，酒窖的認證對於保護葡萄酒的品質至關重要，特別是在氣候多變的香港。

質保證局製造及服務業務總經理彭文俊表示，香港逐漸發展酒的倉存系統，在運輸過程中力求保持溫度、濕度等條件不變，保護紅酒的口感、質量。該局設有「葡萄酒儲存管理體系認證」，以辨識、評量及防止葡萄酒在儲存過程中變壞的風險。然而，香港租金昂貴，倉庫成本具壓力。法國工商總會行政總裁Orianne Chenian便指，可以考慮鄰近的深圳等地設立倉庫，這樣香港的競爭力也得以加強。

Awarded Companies (up to Oct 2013)



Wine Storage Management System

Part 1: System Requirements

1. Policy
2. Performance Measurement Indicators
3. Wine Storage Management Plan
4. Implementation of Management Plan
5. Monitoring and Measurement
6. Incident Handling
7. Management Review and Improvement Action

Wine Storage Management System

Part 2: Code of Practices

For fine and commercial wine storage facilities, including wine cellars and warehouses

適用於專門儲存高級葡萄酒及商品葡萄酒的儲存設施（如酒窖、倉庫等）



Wine Storage Management System

Part 2: Code of Practice (highlight)

	Fine Wine 高級葡萄酒 For wines that require long term storage 適用於貯酒期較長的葡萄酒	Commercial Wine 商品葡萄酒 For wines that are produced primarily for consumption in the near future 適用於生產作較短期內飲用的葡萄酒
Min. storage temperature 最低儲存溫度	11°C	11°C
Max. storage temperature 最高儲存溫度	17°C	22°C
Max. daily fluctuation range 每天最大波動幅度	3°C	5°C
Max. annual fluctuation range 每年最大波動幅度	5°C	10°C
Humidity as running average 濕度運行範圍	55% - 80%	>50%
Storage areas shall be isolated from external lights 儲存點應隔離外部光源	✓	✓
Low UV lighting (e.g. LED lighting) shall be used to replace regular fluorescent lighting 使用低紫外線燈光 (如 LED 燈光) 代替常規熒光燈	✓	
Low-heat lighting, e.g. LED lighting, fluorescent lighting, shall be used 選用低溫照明, 如 LED 燈光, 熒光燈等		✓
Equipment that might cause continuous and extensive amounts of vibrations shall not be used 不應使用會產生持續或廣泛震盪的設備	✓	
Suspension systems underneath cellar floorings shall be installed if continuous vibrations occur 如有持續震盪, 則於酒窖地板下安裝減震系統	✓	✓
Accuracy of temperature sensors 溫度感應器的準確度	±0.5°C	±1°C
Accuracy of humidity sensors 濕度感應器的準確度	±5%	±5%
Minimum retention period of maintenance or calibration records shall be kept 保留維修或校正記錄不少於	3 years 三年	3 years 三年
Regular calibration of temperature and humidity monitoring equipment shall be carried out 定期對溫度和濕度感應器進行校準	Once / year 每年一次	Once / 3 years 每三年一次
Insurance coverage shall satisfy the contractual agreements with clients 保險範圍應滿足與客戶的合同協議	✓	✓

For details of requirements, please refer to scheme handbook.

Certificate Issuance

- Approval by HKQAA Certification Review Board
- Issuance of Wine Storage Management System / Wine Storage Management System for Wine Retailer / Wine Transportation Management System Certificate (valid for 3 years)
- Authorization for the use of Certification Marks



Hong Kong Wine Registration (HKWR) Scheme



www.hkqaa.org/hkwr

Is it enough?

the drinks business

FRONT PAGE NEWS AND VIEWS MAGAZINE DBTV AWARDS JOBS SUBSCRIPTIONS DB INDEX
WINE SPIRITS BEER CHAMPAGNE FINE WINE PRODUCTS USA FRANCE UK ASIA ARCH

HALF OF CHÂTEAU LAFITE SOLD IN CHINA 'IS FAKE'

7th May, 2014 by Lauren May

China is still battling a "serious" problem with counterfeit wines, a senior Chinese Government official has warned, claiming at least half of Chateau Lafite sold in China is fake and is probably made on boats moored in international waters.



The comments were made by Xinshi Li, president of the Chinese Academy of Inspection and Quarantine (CAIQ), at a conference in Bordeaux to launch a new Chinese government anti-fraud effort called PEO, as reported by [decanter.com](#) and French news site [vitisphere.com](#).

Li described the existence of boats being used as "faking stations" as the most "shocking" aspect of China's counterfeit market.

The boats are believed to be making not only Chateau Lafite fakes but many other other high-end Bordeaux fakes, using low-end wine to maximise profits.

Last year officials warned that fake wine were on the rise in China, with Bordeaux first growth Chateau Lafite becoming the most common forgery in China where it has been reported that there are more cases of the iconic 1982 vintage of Lafite than were actually produced by the chateau.

"Half of Chateau Lafite sold in China is FAKE", Xinshi Li, president of the Chinese Academy of Inspection and Quarantine (CAIQ)

中国消费拉菲为原产量10倍 国人喝到一般为假酒

正文

我来说两句 (1人参与)

2012年03月20日 09:24 来源: 龙虎网-南京日报

打印 | 字号



口岸均价仅为15元的进口红酒，在国内零售市场上平均价格高达562元。

中国市场一年消费“拉菲”数百万瓶，但是在拉菲的产地法国，一年拉菲的产量仅有20多万瓶。

进口红酒价格为何飙涨？凭空多出的“拉菲”酒究竟从何而来？新华社“中国网事”记者在中国、法国对此展开了调查。

With just 50 000 bottles of the genuine wine imported to China each year, officials say some 70 percent of wine sold under the brand in China is fake.

Spring liquor Note: "Hong Kong Changyu" is false.

春节买酒请注意：“香港张裕”是假的(图)

2010/2/9/09:49 来源：现代快报

【慧聪食品工业网】近年来，市场上的红酒品牌越来越多，一些杂牌甚至假酒也鱼目混珠。最近，就有扬州市民反映，市场上有一种“香港张裕”葡萄酒，口感与惯常饮用的张裕葡萄酒区别很大，怀疑是假冒产品。昨天，扬州市开发区工商分局执法人员会同厂方打假人员突击检查市场，一举查获43瓶涉嫌葡萄酒。

工商查获的两款涉嫌葡萄酒

突击：43瓶涉嫌葡萄酒被查封

昨天下午，扬州市开发区工商分局执法人员对辖区两家被举报店面——小老虎茶行和蒲威利洋酒公司进行突击检查，查获43瓶涉嫌葡萄酒。其中，38瓶是小老虎茶行所售的“张裕解百纳”干红葡萄酒，5瓶是蒲威利洋酒公司销售的“张裕·卡斯特酒庄”高档酒。

记者现场查看“张裕解百纳”干红葡萄酒发现，其封口很粗糙，标签张贴也很马虎，不平整、有手工贴的印迹，厂名厂址更是奇怪：“张裕葡萄酒股份有限公司”、“九龙长沙湾道88号”。要知道，“张裕”葡萄酒的生产厂家在山东烟台，整张标签竟没出现半个“烟台”的字眼。而“张裕·卡斯特酒庄”高档酒，虽然用木盒盛装、标价248元/瓶，但细心的人会发现：酒瓶上的标签印刷粗糙，喷码模糊，木盒也很粗糙，边缘可见很多细小的木屑。

对此，小老虎茶行老板告诉执法人员，假红酒是一个朋友放在他这里代卖的。蒲威利洋酒公司也称，假酒是一个陌生人送上门的，放在他店里代卖，卖完结账。每瓶进价只要180元，售价248元。

开发区工商局经济检查大队副大队长常征表示，“傍名牌”侵权行为一经查实，将依法严肃处理。同时，工商部门也提醒一些烟酒店老板，根据《食品安全法》，食品经销商应履行进货查验和索证索票制度，如果购进来源不明的食品，工商部门可以依据《食品安全法》予以查处。

【本報訊】捲入假酒疑雲的前政務司司長唐英年昨發表聲明，否認經佳士得拍賣的部份紅酒是贗品，強調被質疑的羅曼尼·康帝酒園（Domaine de la Romanée-Conti DRC）葡萄酒，均購自可靠渠道並有紀錄，獲酒莊確認，稱對無根據指控保留法律追究權利。

唐英年昨午於中環食肆上海總會用膳後，被問及假酒風波時稱稍後出聲明回應。唐的聲明批評，針對他拍賣的紅酒是贗品的指控完全無根據及錯誤，稱過去30年來都極關注購買葡萄酒的來源，而被質疑的一批DRC葡萄酒均購自可靠渠道，並有正式紀錄，他無理由懷疑其來源。最重要是酒莊已研究過該批酒，亦毫無質疑。



■唐英年昨於中環午膳，其後發聲明指拍賣的紅酒購自可靠渠道。

Source: Apple Daily 2013-03-21

Hong Kong's former chief secretary Henry Tang has hit out at claims that some of his wines sold at a recent Christie's auction were counterfeit, dubbing them "unsubstantiated and false".
Tang: with reliable source and official record

Hong Kong Wine Registration Scheme (HKWR)

- Developed by HKQAA in 2013 by the support of government and industry
 - Industry Consultations with wine traders, merchants, retailers, cellars, etc.
- Examine wine records of **up one level** identifiable source

Hong Kong Wine Registration Scheme (HKWR)

- Promote Hong Kong as an international wine trading and distribution hub
- Provide adequate confidence
- Avoid misleading or insufficient source related information during trading of wine
- To have capability to maintain and retrieve records of wines handled with identifiable source

HKWR-Benefits

- **Promote** Hong Kong as an international wine trading and distribution hub in wine handling with identifiable sources
- **Enhance brand image** and **reputation** of registered organizations
- **Improve public awareness** of the importance in combating counterfeit wines

Supported by the Government

Hong Kong continues to thrive as the wine hub of the region, as well as the largest wine auction centre worldwide. We have attained the position not only because of our zero wine duty policy. There is a lot to attribute to the reliability of the wines we trade. I am most grateful to the Hong Kong Quality Assurance Agency (HKQAA) for playing an important role in this area.

More and more industry players, in particular wine cellar businesses, look to the HKQAA's certification of their management systems in marketing locally and internationally. This year, the HKQAA takes a further step and roll out another scheme to register traders and logistic service providers alike which can show commitment to trading wines from identifiable sources. This will fortify the confidence of those who buy wines through Hong Kong.

I wish the HKQAA every success in running its existing and new schemes as Hong Kong's wine business continues to grow.



香港葡萄酒業務持續蓬勃，保持區內葡萄酒樞紐以及世界最大的葡萄酒拍賣中心地位。有此佳績，不僅因為我們已豁免葡萄酒酒稅，還有賴可靠的進出口貨品。我感謝香港品質保證局在這方面擔當的重要角色。

越來越多葡萄酒商，特別是酒窖，利用香港品質保證局的管理體系認證在香港內外作市場推廣。今年，香港品質保證局更推出另一項計劃，為重視貨品來源的葡萄酒商和物流服務提供者等建立登記制度，以加強買家的信心。

我謹祝香港品質保證局各項計劃成功，和香港的葡萄酒業務一同蒸蒸日上。

Mr Gregory SO Kam-leung, 蘇錦樑先生, GBS, JP
Secretary for Commerce and Economic Development, The Government of the HKSAR
香港特別行政區政府商務及經濟發展局局長

Supporting Organisation 支持機構

Invest Hong Kong, The Government of the HKSAR 香港特別行政區政府投資推廣署

Endorsing Organisation 認許機構

Hong Kong Wine Merchants' Chamber of Commerce 香港葡萄酒商會

Wine Industry Association of Hong Kong 香港葡萄酒業協會

Hong Kong Wine Judges Association 香港葡萄酒評審協會

Hong Kong Sommelier Association 香港專業品酒師協會

Worldwide Fine Wine Centre (HK) Limited 環球優質葡萄酒中心(香港)有限公司



InvestHK 投資推廣署

The Government of the Hong Kong
Special Administrative Region



香港專業品酒師協會
Hong Kong Sommelier Association
Greater China 大中華地區 Since 1989



Wine Industry
Association of Hong Kong
香港葡萄酒業協會



The HKSAR Government is committed to developing Hong Kong as the regional hub for wine trading and distribution and HKQAA has been playing an important role in helping achieve this goal. The HKQAA – Hong Kong Wine Registration (HKWR) Scheme is going to bring the booming Hong Kong wine industry to the next level by enhancing consumers' confidence in wine sold in Hong Kong. The Scheme will help attract more foreign wine-related companies to establish business in our city.

香港特區政府致力發展香港成為亞洲區內的葡萄酒貿易和集散樞紐。為此，香港品質保證局一直扮演重要的角色。「香港品質保證局－香港葡萄酒註冊計劃」能提升顧客對本港葡萄酒產品的信心，協助行業再創高峰。毫無疑問，計劃將吸引更多海外葡萄酒企業來港發展。



Mr Jimmy Chiang
蔣學禮先生

Head of Tourism & Hospitality, Invest Hong Kong
投資推廣署旅遊及款待行業主管



Mr Henry Ho
何耀康先生

President, Hong Kong Wine Merchants' Chamber of Commerce
香港葡萄酒商會會長

It is with great honor and pleasure for Hong Kong Wine Merchants' Chamber of Commerce (HKWMCC) to act as the endorsing organisation of the Hong Kong Wine Registration Scheme. May you continue to accompany the development of professionalism of wine industry in Hong Kong. We toast to nothing but success and prosperity to HKQAA.

本會很高興和榮幸成為香港葡萄酒註冊計劃的認許機構。希望香港品質保證局能繼續支持香港葡萄酒專業的發展，讓我們為貴局的成功和順利的發展乾杯！

On behalf of Wine Industry Association of Hong Kong, I would like to congratulate HKQAA on its successful launch of the Hong Kong Wine Registration Scheme. I wish the Scheme will further strengthen Hong Kong's position as the wine trading and distributing hub.

謹代表香港葡萄酒業協會，恭賀並歡迎香港品質保證局成功推出「香港葡萄酒註冊計劃」，祈盼能為香港進一步鞏固及保持葡萄酒貿易和分發的樞紐地位。



Mr Boaz Lee
李滿華先生

President, Wine Industry Association of Hong Kong
香港葡萄酒業協會會長



Mr Anthony Wong
黃輔華先生

CEO, Worldwide Fine Wine Centre (HK) Ltd
環球優質葡萄酒中心(香港)有限公司行政總裁

We believe the Scheme will not only educate consumers on the importance of identifiable sources of wine, but will also give them confidence in choosing a quality wine provider.

計劃不但讓消費者了解葡萄酒來源的重要性，更有助他們選擇優秀的葡萄酒供應商。

HKWR Development & Deliverable

- Phase 1 (Launch in Nov 2013)
 - To examine wine records of up one level identifiable source
 - Confirmation of Registration Letter
 - HKWR mark on the promotion material



HKWR Kick-off Ceremony & 5th WSMS Certificate Presentation Ceremony (HKTDC HK International Wine & Spirits Fair, 8 Nov 2013)



HKWR Development & Deliverable

- Phase 2 (Launch in late 2014)
 - HKQAA will issue HKWR label and online platform (label with unique QR Code and number)
 - Registered company is entitled to stick the HKWR label on bottle of their wine
 - Public can use smart phone to scan the QR Code to get further information



To be finalized, subject to change



Applicable Organizations

- This scheme is applicable to all types of business that handle wines in the wine industry. i.e.:
 - wine traders
 - wine merchants
 - wine wholesalers
 - wine producers
 - wine cellars or warehouses
 - wine retailers
 - wine transportation service providers
 - etc.

HKWR Scheme (For WSMS certified facilities)



- Encourage wines to be kept under HKQAA Wine Storage Management Systems (WSMS) certified storage facilities
- A Registration Plus (“*plus*”) will be specified in the Confirmation of Registration Letter

HKWR Scheme Requirements

HKQAA

香港品質保證局

Self-Declaration 自我聲明

for HKQAA - Hong Kong Wine Registration Scheme

針對香港品質保證局 - 香港葡萄酒登記計劃

We () declare and confirm that:
我等 現聲明和確認:

- ☐ All / ☐ Not all of the wines handled are stored in storage facilities or wine retailers certified under HKQAA Wine Storage Management Systems Certification Schemes.
- ☐ 所有 / ☐ 非所有經我們處理的葡萄酒是儲存在已通過香港品質保證局葡萄酒儲存管理體系認證的儲存設施或葡萄酒零售商內。

A "Plus" (+) will be granted after confirmation all wines handled are stored in storage facilities or wine retailers certified under HKQAA Wine Storage Management Systems Certification Schemes.
經香港品質保證局確定所有葡萄酒均儲存在已通過香港品質保證局葡萄酒儲存管理體系認證的儲存設施或葡萄酒零售商內後，「+」加號將給予。

- We acknowledge and accept the scheme requirements in the HKQAA - Hong Kong Wine Registration Scheme Handbook.
我們確認和接受香港品質保證局 - 香港葡萄酒登記計劃手冊內的計劃要求。
- We can maintain and retrieve records of up one level identifiable sources for all wines handled.
對於所有經我們處理的葡萄酒，我們能保存和提取可識別到上一手來源的文件。

We certify that the information that we provided is correct.
我等保證所提供的資料全屬正確。

We recognize that the Hong Kong Quality Assurance Agency ("HKQAA") operates the HKQAA - Hong Kong Wine Registration Scheme and we agree that if our application for the Scheme is successful, and in consideration of HKQAA agreeing to proceed with our application and review our business, that we will comply with the Scheme which we consider to be fair and reasonable. We further undertake to pay all cost required in relation to our application and future reviewing service.

我等承認香港品質保證局 ("香港品質保證局") 提供的香港品質保證局 - 香港葡萄酒登記計劃並同意假如我等成功申請計劃，並基於香港品質保證局同意繼續處理我們的申請及評量我等業務，我等將遵守我等認為公平及合理的規則，並受約束，我等並同意按有關收費標準支付現有及將來評審服務所需費用。

We recognize that HKQAA may forthwith withdraw the Business's registration under the Scheme or refuse to grant review if a business is unable to comply with the scheme requirements.
我等承認如我等不能符合計劃的要求，香港品質保證局可以隨時計劃下商戶的登記，或拒絕給予評審。

For and on behalf of 代表
(Authorized Signature and Company Chop)
(授權人簽署及公司蓋印)

Signature 簽署 : _____
Name 姓名 : _____
Title 職位 : _____
Date 日期 : _____

Company Chop
公司蓋印

• Self-Declaration

- For ALL wines handled in WSMS

→ Registration Plus

- For Not ALL wines handled in WSMS

→ Standard Registration

HKQAA
HONG KONG QUALITY ASSURANCE AGENCY
香港品質保證局

To be finalized, subject to change

HKWR Scheme Requirements

- Record maintenance
 - The organizations shall maintain records of up one level identifiable source for all wines handled:
 - Typically maintain records: at least 3 months records for new application

HKWR Scheme Requirements

- Minimum retention period after successful registration: at least 12 months after the wines have been sold or custody of wines have been passed to other entities
- Typical examples of records of identifiable source containing the information:
 - E.g. business contract, commercial invoice, purchase record, shipment documents, certificate of origin, etc.



A 'WINE PURCHASE ORDER/INVOICE' form. It contains fields for 'TO: (Name, Address, City, Country)', 'FROM: (Name, Address, City, Country)', 'DATE', 'QUANTITY', 'PRICE', and 'TOTAL'. It also has a section for 'REMARKS' and a signature line.

A 'Purchase Order Form'. It includes fields for 'TO: (Name, Address, City, Country)', 'FROM: (Name, Address, City, Country)', 'DATE', 'QUANTITY', 'PRICE', and 'TOTAL'. It also has a section for 'REMARKS' and a signature line.

HKWR Scheme Requirements

- **Special Notes:**

- Typically maintain records of up one level identifiable source for wines handled at least 3 months
- Partial registration is NOT accepted
- All wines handled shall be subject to review unless it is listed in the wine exclusion list (e.g. brand, vintage, country of origin/appellation, bottle size and quantity of wines)

Wine Exclusion List
From: ABC Wine Company
Date: XX August, 2013

Item No.	Item Description	Vintage	Region	Type	Volume	Quantity
1500	Latour	1977	Bordeaux	Red	750	3
1600	Chateau Latour, Pauillac	1980	France	Red	750	3
1700	Lafite Rothschild	1979	Bordeaux	Red	1500	1

Submitted by:

Name : XXXX Title : Director

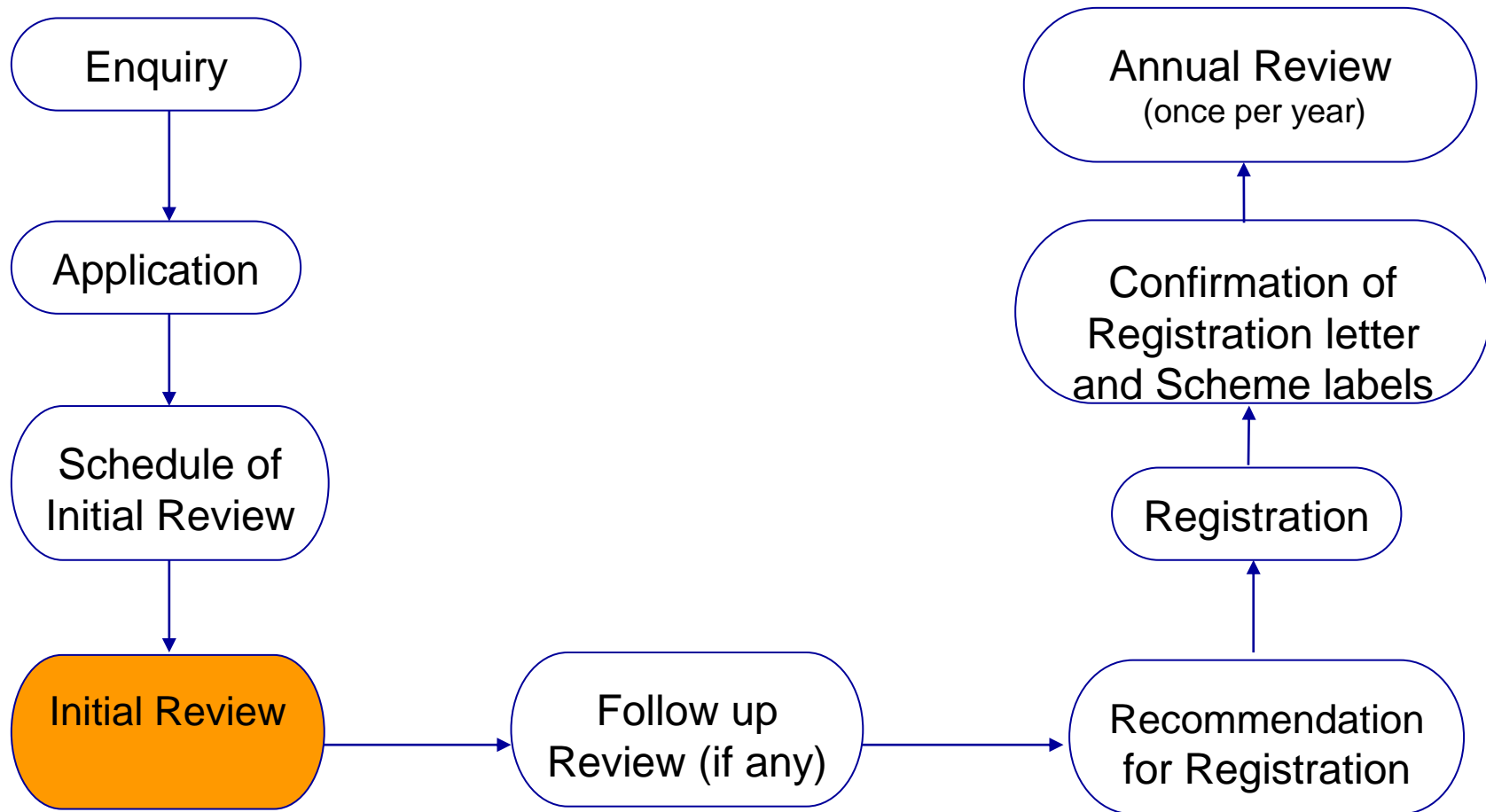
Company : ABC Wine Company Date : XX August, 2013

Benefits

- **Grand Registration Presentation Ceremony** in HKTDC HK International Wine & Spirits Fair
 - *7 November 2014, HKTDC HK International Wine & Spirits Fair, HKCEC*
- **Promotion** in HKTB's Wine & Dine Festival & HKTDC HK International Wine & Spirits Fair
- **Abundant marketing and media exposure** for you to strengthen branding and promotion on wine business (stickers, promotion stand)



HKWR Scheme Registration Process



Registered Companies



WineWorld
WINE & SERVICE

LUXURY 82 LIMITED

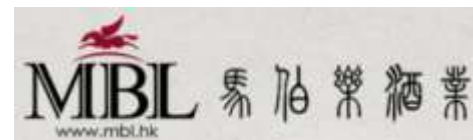


Watson's Wine



駿誠物流有限公司
JOISEN LOGISTICS LIMITED

Fabuwine



For the latest list of participating companies, please visit: www.hkqaa.org/hkwr

Thank you!

ENQUIRY:

Mr. Bryan Peng, Assistant Director, Manufacturing & Service

Tel: 852-2202-9550

Mobile: 852-6950-4521/ 139-0305-2820

Email: bryan.peng@hkqaa.org

Ms. Fanny Li, Assistant Manager, Business Development

Tel: 852-2202-9323

Mobile: 852-6220-6956

Email: fanny.li@hkqaa.org

Hong Kong Quality Assurance Agency

Address: 19/F, K. Wah Centre, 191 Java Road, North Point, Hong Kong

Fax: 852-2202-9222

Website: <http://www.hkqaa.org>