



Meiburg Wine Media

# MWM X VINEXPO

## HONG KONG 2026

### STRATEGIC MARKET ACTIVATION MENU

*Build impact, demand and commercial momentum at Vinexpo Hong Kong.*

## WHY VINEXPO HONG KONG?

Vinexpo Asia in Hong Kong is Asia-Pacific's gateway to meaningful trade engagement.

The fair brings together importers, sommeliers, media, decision-makers and lifestyle KOLs from Hong Kong, Mainland China, Macau, Singapore and the Greater Bay Area.

Visibility turns into influence — and influence becomes commercial opportunity.

## WHAT WE DELIVER



### 1. Trade Education & Market Authority

Position your region as a benchmark:

- Flagship masterclass (Debra Meiburg MW or key authorities)
- Sommelier & buyer-focused tastings
- Variety, terroir or style showcases
- Invite-only importer deep-dives

**Outcome:** Credibility, confidence + alignment with high-value buyers.



### 2. Stand Programming & Audience Magnetism

Turn your booth into a destination:

- Mini masterclasses & expert spotlights
- Meet-the-maker interview sessions
- Daily "Hero Wine" features
- Guided influencer walk-throughs
- Live digital content for home markets

**Outcome:** Sustained qualified traffic + meaningful connections.



### 3. Media & Influencer Impact

Shape perception and drive desirability:

- Editorial partnerships (wine, lifestyle, culture)
- Influencer attendance and content capture
- Digital storytelling packages
- Post-show media amplification

**Outcome:** Expanded visibility + cultural relevance beyond the event.



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## 4. Importer Acceleration

Where real commerce happens:

- Curated importer lists (HK, GBA, Singapore)
- Speed networking & one-on-one matching
- Winemaker roundtables
- Post-show importer reporting & follow-up

**Outcome:** Commercial pathways, live opportunities + sustained dialogue.



## 5. Offsite Activations

Extend your presence into Hong Kong's culture:

- VIP and media dinners
- Sommelier lunches & trade gatherings
- Consumer tastings & pop-up events
- Bespoke networking experiences

**Outcome:** Relationship building, trust + market immersion



## 6. Market Intelligence

Make informed decisions for long-term growth:

- Importer landscape mapping
- SKU benchmarking & price analysis
- Trade perception surveys
- Competitor positioning studies

**Outcome:** Strategic clarity for 2026-2027 investment.



To discuss your tailored activation options, contact:  
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