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## Wine & Gourmet Asia will co-locate with Macao International Trade and Investment Fair (M.I.F) from 2009 onwards

Macau's niche trade fair for hospitality professionals will be held with Macau's largest trade and economic event. Wine & Gourmet Asia will be held 22-24 October 2009 at the Cotai® Strip CotaiExpo™ at The Venetian Macao-Resort-Hotel

German trade fairs organizer, Koelnmesse has signed a Memorandum of Understanding (MOU) with Macao Trade and Investment Promotion Institute (IPIM) to co-locate future Wine & Gourmet Asia shows with the Macao International Trade and Investment Fair (M.I.F). Wine & Gourmet Asia will be held 22-24 October 2009 in Hall C of the Cotai® Strip CotaiExpo™ while M.I.F will be held 22-25 October in Halls A and B. Wine & Gourmet Asia remains a pure trade event and is open only to professional visitors from the hospitality industry.

Holding the two shows under the same roof at the same time allows both organizers to tap into each other's resources to grow the shows and maximize attendees' time and investment. M.I.F is the largest and most important trade and investment event for business sectors who want to establish themselves in Macau or use Macau as a gateway to the South China market; while Wine & Gourmet Asia is the only professional niche event for the fine food, wine and hospitality industry targeting the Greater China and its neighbouring Asian markets. Wine & Gourmet Asia will further enrich the content of M.I.F as it focuses on the booming hospitality sector.

Koelnmesse is committed to hosting the event in Macau, citing several reasons for selecting the city. Michael Dreyer, Vice President Asia Pacific of Koelnmesse says, 'Macau's new hospitality infrastructure such as integrated resorts and many new hotels imply new business prospects for suppliers to the hospitality



Wine & Gourmet ASIA  
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industry. The size of the city also makes it very attractive to trade fair organizers, it is ideal for events which combine trade and leisure, like Wine & Gourmet Asia. Plus, Macau already has inherent traffic passing through it, serving as a gateway to Greater China and the regional Asian markets which matches the target audience of Wine & Gourmet Asia.'

He added that local government bodies such as the Macau Government Tourist Office and the Macao Trade and Investment Promotion Institute have launched several initiatives to attract more visitors and exhibitors to participate in trade exhibitions held here.

Jackson Chang, Executive Director of the Macao Trade and Investment Promotion Institute summarized, 'By establishing as partner fairs, MIF and Wine and Gourmet Asia will seek to achieve mutual benefit co-operation by sharing resources and advantages, so as to accomplish a fruitful result for the two fairs.'

#### About Macao International Trade and Investment Fair (M.I.F)

Macao International Trade and Investment Fair (MIF), organized by Macao Trade and Investment Promotion Institute (IPIM), is an economic and trade exhibition to promote international co-operation and exchange in investment and trade, as well as a prestigious annual event among the business sectors in Macao. MIF has been accredited by UFI (The Global Association of the Exhibition Industry) as an international investment fair.

#### About Wine & Gourmet Asia

Wine & Gourmet Asia is a trade, networking and culinary platform showcasing the very best of Asia-Pacific's fine wine, gourmet and hospitality industry. Since it opened in 2007, it has attracted a steady number of over 100 exhibiting companies and brands; and over 7,000 trade visitors. The last edition was held 5-7 November 2008 at Cotai Strip® at CotaiExpo™ at The Venetian® Macao-Resort-Hotel.

The Wine & Gourmet Asia trade fair is open only to trade visitors, and it showcases a wide range of products covering wine & spirits, food & beverage, hotel supplies and services -- brands which are well-known throughout the world. The side events such as bartending and culinary competitions, a

hospitality forum, visit tours, business seminars and workshops provide participants with more networking opportunities. These side events also showcase how the exhibit products are used which is one of its kind in Asia.

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Wine & Gourmet ASIA is organized by Koelnmesse, organizer of the world's largest food trade show, Anuga, and is supported by the Macau Government Tourist Office, Macao Trade and Investment Promotion Institute, China Hong Kong Bartender's Association, Institute of Tourism Studies, Macau Culinary Alliance, Wine Society of Macau, and Hong Kong Chefs Association.

For more information about the event: [www.wineandgourmetasia.com](http://www.wineandgourmetasia.com).

Photos available for download at <ftp://www.koelnmesse.com.sg/WGA-Press/>