



PRESS RELEASE 新聞稿

Date: 3 November 2014

Total Pages: 2

CCB (ASIA) HONG KONG WINE & DINE FESTIVAL OPENING PARTY DRAWS TO A CLOSE 180,000 PARTICIPANTS RECORDED IN FOUR-DAY EVENT

The four-day CCB (Asia) Hong Kong Wine & Dine Festival Opening Party, organised by the Hong Kong Tourism Board (HKTb) at the Former Kai Tak Runway, drew to a close on a successful note last night. The four-day event attracted around 180,000 participants, an increase of 29% over last year.

Dr Peter Lam, Chairman of the HKTb, said he was delighted with the success of the event despite the change of venue. He expressed his sincere gratitude for the support of all the sponsors, particularly China Construction Bank (Asia), and all the participating merchants, the Tourism Commission, the Hong Kong Police Force, the Transport Department and other related government departments.

Dr Peter Lam said that it was a challenge to the HKTb to stage the event in a new venue with less than three weeks' preparation, and that he was impressed by all the staff at the HKTb, whose hard work had made the event not only possible, but very successful. He thanked the public for their enthusiastic support for the event and their understanding, particularly in view of the heavy traffic during peak hours and longer time than usual it took visitors and local residents to reach the venue. He said the HKTb would continue to offer a more wonderful event next year.

In addition to the increased number of attendees, a great number of participating merchants saw significant growth in business compared to that of last year. The Royal Garden Hotel, which has a number of Michelin-starred restaurants, sold over 4,000 lamb chops, for example, double what they had expected. As a result, they are planning to increase the number of booths next year. Miss Jamie Lo, Marketing Manager of Kiwa Enterprises Company Limited, said that this was the first time they had participated in the event, and that their sales were twice what they had expected. They sold nearly 5,000 bottles of sake in the four-day event, including their premium selection. Goto Shuzoten introduced to Hong Kong for the first time their *Benten* sake – a brand usually served at banquets of the Japanese government. Their representative said they highly appreciated the event as it helped promote both their *Benten* brand and Yamagata Prefecture.

– Ends –

Media can download the press release and other materials from the HKTb website:

- FTP (valid until 5 December 2014): <ftp://wnd2014-b:12345678@ftpsvr01.hktb.com>
- Press release: http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html
- Photos (online registration is required): <http://partnernet.hktb.com/MediaPLib/en/index.html>

For media enquiries, please contact:

Hong Kong Media

Miss Angela Chong

Tel: 2807 6206

Fax: 2503 6206

E-mail: angela.chong@hktb.com

Mainland and Overseas Media

Miss Amy Lam

Tel: 2807 6373

Fax: 2503 6113

E-mail: amy.lam@hktb.com

During non-office hours, please contact:

Hong Kong media: 8200 7860; Mainland and overseas media: 8100 8935.