



Spanish Fair “LA FERIA” Hong Kong 2011

Introduction:

In recent years, Hong Kong has consolidated as the reference market in China and Asia for importing wine and food products. By mid 2011, only two years after the import tax was eliminated; the wine industry generates more than 5,500 millions of euros.

Hong Kong has displaced London and New York as the biggest wine auction's hubs whilst the number and quality of events related to this product are increasing continuously.

With its dynamic hospitality industry, Hong Kong plays a pillar role in the introduction of this product in the market of Mainland China and the rest of the Asia region.

The Spanish Chamber of Commerce in Hong Kong works along with other institutions and Spanish companies in organizing events to encourage the promotion of Spain and Spanish products in the market.

With the purpose to boost overseas sales of Spanish products, the Chamber has decided to organize the **Spanish Fair “LA FERIA” Hong Kong 2011**.

Date: Sunday, 9 October de 2011.

Time: 12:00 h. – 22:00

Venue: 3/F Happy Valley Stand. Happy Valley Racecourse. Hong Kong Jockey Club. Hong Kong.

Concept: “LA FERIA” is a **combination between “Fiesta” and Fair: leisure time and business.**

It is an event inspired by the Andalusian Fairs and its aesthetic, which combines sales points of products related with Spain and recreational activities: food, beverage, music and performance.

Indispensable physical elements:

- The front gate
- The stage
- The exhibitors for companies (*booths*)
- Food and Beverage booths



In the private rented hall we will distinguish one part below (480 m²) for indoor exhibitors to sell products related with Spain.

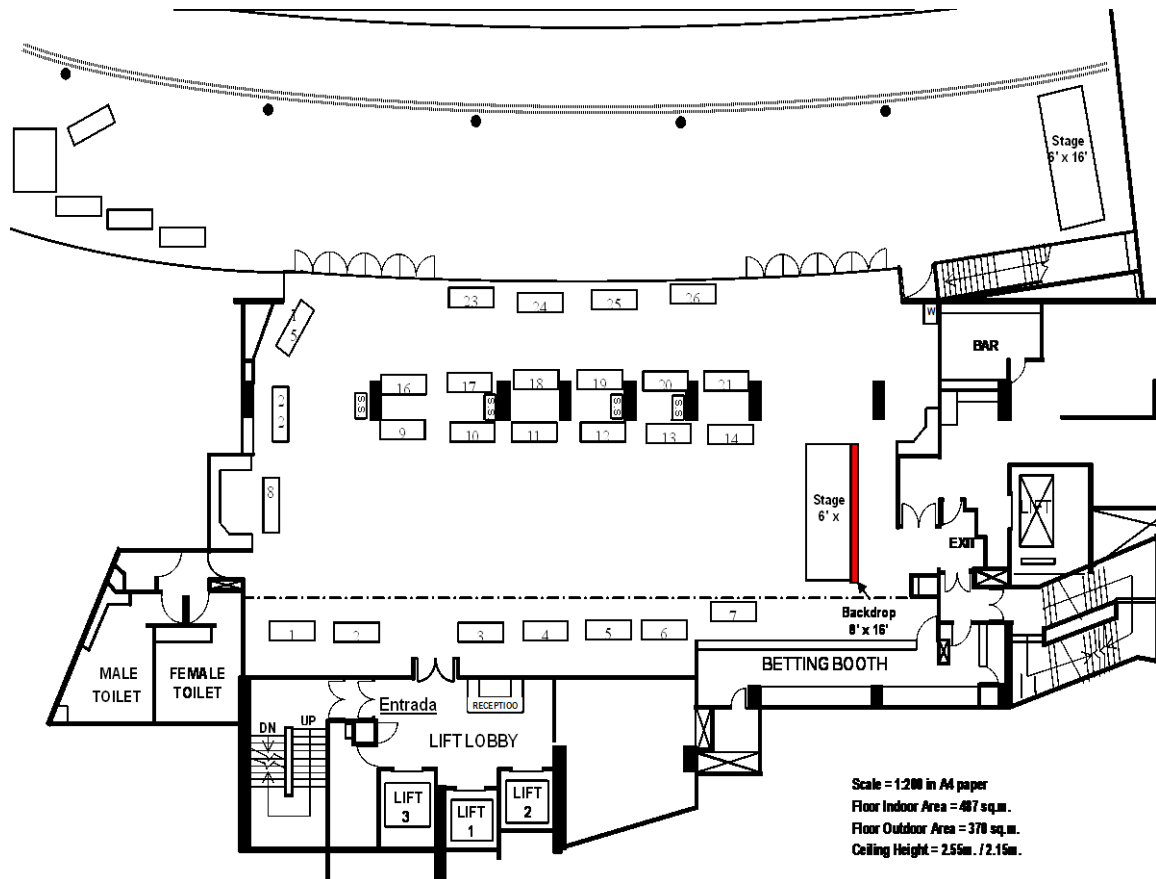
On the outdoor terrace (370 m²) there will be food and beverage booths as well as the stage where most of the activities will take place, including cooking demonstration, dancing workshop, and flamenco performance.

Objectives: Promoting Spain and increase awareness about Spanish culture.
Increasing Spanish products sales.

Entrance: 100 HKD (10 euro) including 75 HKD discount coupon (3*25 HKD) to purchase exhibitors' goods.

- Restrictions apply: only one coupon per transaction in the purchase of over 50HKD.
- Outside booths will provide drinks other than wine and visitors will have to buy coupons to exchange outside.

Attendance: 1.000 attendants





THE AUDIENCE

Professionals from the catering sector: Chef Associations, catering schools, restaurants, and gastronomy professionals in general (companies, purchase departments, food & beverage directors, etc.). We try to create a successful event to encourage other companies to use more and better Spanish products.

Mass Media: They are the professionals who create opinions and have influence on the general public. The local mass media are “faithful” thanks to the work made by different Spanish public Institutions in Hong Kong. Most of them are frequent Spain visitors and they are fond to inform about our culture and cuisine. We need to organize events to justify the coverage of the media, radio, internet and TV.

General Public: The final consumer, who is the last trigger demand, is based on the “mouth to mouth” manner. It is extremely responsive to the opinions created by the “opinion leaders” represented by the groups before mentioned. The target in this case is to respond to the current demand and create an event that gathers the interest of vast majority of the population.

EXHIBITOR Benefits:

- In-door booth for **THE EXHIBITOR** to offer their products.

The promotional budget includes the contracting of a local P.P.R.R enterprise which will be in charge of the design, advertising space hiring, and managing the communication campaign.

The ticketing sales will be included in the “HK ticketing” sales system through internet, published in the monthly events summary. This message reaches more than 100,000 people. The tickets will be also available at the 45 point sales network arranged along the Hong Kong territory.

Promotion through internet will reach the general public, mass media and professional sectors.

Cost:

The cost for each booth will be HKD 1,500 for members of the SCC and HKD 3,500 for non-members of the SCC.

Should you have any question or require further information, do not hesitate to contact Ms. Helen Yau, tel 2763 6236 or send an e-mail to info@spanish-chamber.com.hk