

Gist of the HK-Bordeaux MOU on Co-operation in Wine-related Businesses

- The HK-Bordeaux MOU provides for co-operation in the following areas which are similar to those covered by the HK-France MOU on wine:
 - (a) **wine-related tourism and wine culture** – we will encourage enhanced partnership on promoting wine-related tourism and wine culture through for example exchanges between travel industry stakeholders in Hong Kong and Bordeaux;
 - (b) **investment promotion activities** – the investment promotion agencies of the two sides will provide industry connections to interested investors and facilitate exchange of information on investment activities and services; and
 - (c) **education and manpower training** – the two sides will encourage the training institutions in Hong Kong and Bordeaux to enhance partnership so as to strengthen education on wine appreciation/culture and manpower training on wine-related subjects;

- In addition, the HK-Bordeaux MOU includes the following five areas of co-operation particular to Bordeaux:
 - (a) organisation of a **wine festival** in Hong Kong in 2009, in parallel with a gourmet promotion event, by making reference to the Wine Festival held in Bordeaux. We will adapt the format of the wine festival to suit the local circumstances and will discuss with the Bordeaux Chamber of Commerce and Industry and the Hong Kong Tourism Board to work out the details;
 - (b) encouraging the “**Great Wine Capitals Global Network**”¹ to hold its **annual meeting** in HKSAR. We will offer them hospitality and tourism programmes;

¹ The “Great Wine Global Capitals Network” is a network led by Bordeaux with seven other major cities over the world renowned for their wine regions. The seven cities are Bilbao-Rioja (Spain), Cape Town (South Africa), Florence (Italy), Melbourne (Australia), Mendoza (Argentina), Oporto (Portugal) and San Francisco - Napa Valley (U.S.A.).

- (c) providing Bordeaux with feedback from our industry on **manpower and training needs** to facilitate the planning of courses and training programmes for Hong Kong people. possibly in partnership with Hong Kong's training institutions;
- (d) facilitating transfer of technologies relating to **wine storage facilities**; and
- (e) the Trade Development Council in Hong Kong help publicising the work of the HK/Chinese desk of the Bordeaux Chamber of Commerce and Industry to facilitate **possible investment** of HK and/or Mainland people in **Bordeaux wine properties** such as vineyards.

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