



2023 - 2024 REGION OVERVIEW & STRATEGY

GREATER CHINA & SOUTHEAST ASIA

JULY 20, 2023

PRESENTING TO:

**EXPORT PROGRAM
ANNUAL MEETING**

CONTACT:

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MARKET DYNAMICS



MARKET DATA & DYNAMICS

GCSEA Snapshot Year to Date (January thru May 2023)

Country	2021	2022	2023	Amount Change 2022 / 2023	Percentage Change 2022 / 2023
World	\$ 571,978,988	\$ 629,296,723	\$ 502,705,827	-126590896	-20.12
Canada	\$ 196,270,245	\$ 213,204,886	\$ 171,564,460	-41640426	-19.53
United Kingdom	\$ 90,040,513	\$ 72,997,241	\$ 56,676,772	-16320469	-22.36
Japan	\$ 35,165,738	\$ 49,063,940	\$ 39,851,392	-9212548	-18.78
South Korea	\$ 36,240,075	\$ 45,159,258	\$ 32,128,470	-13030788	-28.86
China	\$ 16,860,800	\$ 14,303,243	\$ 19,824,311	5521068	38.6
Hong Kong	\$ 28,526,740	\$ 35,357,263	\$ 19,575,133	-15782130	-44.64
Taiwan	\$ 7,307,211	\$ 7,645,947	\$ 8,292,441	646494	8.46
Singapore	\$ 5,159,888	\$ 6,587,994	\$ 7,427,247	839253	12.74
Philippines	\$ 3,064,500	\$ 8,239,929	\$ 3,959,092	-4280837	-51.95
Vietnam	\$ 1,029,942	\$ 2,536,099	\$ 709,696	-1826403	-72.02
Malaysia	\$ 192,176	\$ 420,307	\$ 618,402	198095	47.13

MARKET DATA & DYNAMICS

GC&SEA is a Region 1) in Transition & 2) each w/Big Differences

18 Months Period - November to May

Country	Nov-May 2021	Nov-May 2022	Nov-May 2023	Amount Change (2022-2023)	Percentage Change
Hong Kong	\$ 106,167,250	\$ 126,508,755	\$ 86,452,626	\$ (40,056,129)	-31.66
China	\$ 45,100,866	\$ 55,108,933	\$ 57,947,601	\$ 2,838,668	5.15
Taiwan	\$ 20,980,735	\$ 27,461,542	\$ 27,009,395	\$ (452,147)	-1.65
Singapore	\$ 19,051,646	\$ 21,176,266	\$ 24,567,599	\$ 3,391,333	16.01
Philippines	\$ 12,096,659	\$ 30,143,878	\$ 24,228,557	\$ (5,915,321)	-19.62
Vietnam	\$ 4,138,390	\$ 5,010,305	\$ 5,571,865	\$ 561,560	11.21
TOTAL	\$ 207,535,546	\$ 265,409,679	\$ 225,777,643	\$ (39,632,036)	-14.9%

GCSEA still recovering from the pandemic and its policy impacts

- Economic impact of prolonged lockdowns
- Personal interaction
- Travel difficulties
- Taiwan and Singapore are stable
- Vietnam's great promise
- Philippines poised for premiumization

Mainland China and Hong Kong still represent the biggest opportunities but are not without risk

- Sophisticated wine markets (Hong Kong)
- China market has been on-hold
- Geo-political environment
- Strong dollar
- ...but large, engaged and growing wine professional / consumer base

Taiwan and Singapore are stable markets with well-developed retail channels

- The greatest opportunity in capturing greater market share; the markets growth is limited
- Taiwan's largest wine seller is Costco (14 stores)
- Singapore well-developed retail and on-trade channels
 - NTUC FairPrice, Cold Storage, Wine Connection, Giant, FairPrice Online
- Taiwan and Singapore very "pro-American"

Philippines is poised for greater growth after suffering from the pandemic

- 7.2% growth in 2022
- 6.0% for 2022-2027
- Inflation; 5.8% in 2022 , 4.5% in 2023
- Expected to out-perform other Asia-Pacific countries in 2023
- Pro-American

The Big Opportunity: Premiumization

Vietnam's Meaningful Opportunity

- **Young population**
- **Strong GDP growth**
- **Manufacturing diversification**
- **Large and addressable potential market**
- **Positive birth rates**
- **Pro-American**



STRATEGIC FOCUS



STRATEGIC PRIORITIES

Affect as many wine professional decision makers in 1) the most impactful manner and 2) at the lowest cost

- **Support In-Market importers and constituents (especially Mainland China and Hong Kong)**
- **Effective social media**
- **Exhibitions, in-person & in-market**
- **Mimic the success of California Wine Month (multiple activations)**
- **Capstone / Wine Education**
- **Market Travel (bring vintners to the market & vice versa)**

MAJOR PROGRAMS



PROGRAM PLANS 2023-2024 (Chronological, All Markets)

- California Wine Month Hong Kong and Singapore - July / August 2023
- COSTCO retail promotion Mainland China – August 2023
- Roll-out of Capstone California, Mainland China and Taiwan – August 2023
- Capstone Educator Trip to CA – All Markets - TBD
- California Wine Month, Mainland China – September 2023
- Vintners' Tour: Shanghai, Taipei, Hong Kong and Manila – October 2023
- Global Buyers Marketplace – 11 guests from all markets – November 2023
- CIIE (China International Import Exposition), Shanghai – November 2023
- ProWine China – November 2023
- Tangjiuhui (Wine Exhibition), Chengdu, China – March 2024
- VinExpo Hong Kong – May 2024 (*tentative*)



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THANK YOU

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