

SOUTH KOREA FIND IMPORTERS DAY



Registration Deadline: September, 18th 2017

Informação Geral

In compliance with the 2017 promotion plan and with the objective of expanding Portuguese wine imports in South Korea, ViniPortugal will host an importer's trip to Portugal for 10 importers that cover different south korean regions, with the purpose of widening Portuguese wines portfolio. Then all registered AEs will have the opportunity this week to be visited on their property by one of two groups of 5 importers and one journalist. The trip will happen from October 15th to 21th 2017.

ViniPortugal invites all Economical Agents to sign up as soon as possible!

Para inglês, clique aqui.

Importers List

We will have in this tour the following 10 importers:

1. Handok Wine



Mr. Jung Min, CHOI – Brand Manager for Portuguese Wines

Company Profile:

One of the leading wine importers in Korea since 1987. Real pioneer in Korean wine market who was the first importer of wines from Argentina, South Africa and still wines from Canada. Handok wine had gain solid reputation since introducing Bourgogne wines to Korea, highly influencing the market trend. After Handok wine have added Portuguese wine in their portfolio last year, the interests of wine professionals on Portuguese wine have increased significantly.

Major Distribution:

Hotels, restaurants, wine bar, wine shop & private customers "

2. Mywines

Ms. Jiwon SHIN | President



Company Profile:

Initiated as an Australian wine specialized importer in 2006, Mywines is distributing the best quality wines to the wine lovers through exclusive contracts with high quality wineries. Current portfolio covers various countries with the preferences of bio-dynamics and organic wines.

Major Distribution:

Hotels, restaurants, department stores and wine shops

3. Nara Cellar

Mr. Sung Kyun HONG | Director



Company Profile:

Established in 1997, Nara cellar Corporation is a wine importer and a specialized marketing company which handles world-class brands of wine. Among the well known names Nara imports, 'Montes' from Chile holds the record for the largest single brand sales in Korea. Nara imports as many varieties of wine as possible from different wine producing countries of the world including Australia, the US, France and Italy so that the customers can enjoy well preserved wine according to their individual taste.

Major Distribution:

4. Naru Global



Mr. Sang Bong LEE | President

Company Profile:

Wine importer established in 2003.

Major Distribution:

Restaurants and wine shops

5. Nature Wine



Mr. Gun Seob, HAN | President

Company Profile:

'Nature Wine' is an import and distribution company, expertise in wines made naturally. The company introduces real natural wines through strict analysis and evaluation methods, completed with certification, analysis and vinification knowledge. Mr. Han, after spending several years in UK and France as a researcher in wine industry, is active in Korea not only as a president of Nature Wine. Co, but also as a head of department for education in Sommelier Association, providing seminars occasionally.

Major Distribution:

Restaurants and wine shops

6. PNK Trading

Mr. Chang Mo KIM | President

Company Profile:

Formerly a sommelier of Ritz-Carlton Hotel, Mr. Kim has a strong influence on the hotel industry. As a president of PNK trading, he covers broad range and varieties of wine.

Major Distribution:

Hotel & Restaurant

7. SOUL WINE



Mr. Jiho PARK | Director

Major Distribution:

Restaurants and wine shops

8. T&E Terroir



Mr. Hwanho JEONG | President

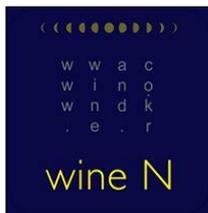
Company Profile:

Established in 2008.

Major Distribution:

Hotel, department store, hypermarket, wholesaler & wine shop

9. Wine N (TBC)



Mr. Dongyoung KWAK | President

Company Profile:

Wine N is a wine importer specialized in organic, natural, and bio-dynamic wines.

Major Distribution:

Hotel & Restaurant

10. Decanter (TBC)

Mr. Chanwoo JUNG | President

Company Profile:

Established in 2008.

Major Distribution:

Hotel & Restaurant

Details for the Trip to Portugal:

The trip will feature 5 working days and it will be organized in the following way:

Day 1 | October, 23th | Monday

Local Hotel Intercontinental, Porto

9:30am- Importers arrival
10:00am- 12:00pm- Masterclass about portuguese wines (exclusively for importers)
12:00pm – 14:00pm- Lunch (Open to participation of producers registered in the program *)
14:00pm- 16:00pm- Tastings and 1-2-1 meetings**
16:00pm -16:30pm- Coffee break
16:30pm – 18:30pm- Tastings and 1-2-1 meetings**
18:30pm -19:30pm- Workshop - “How to be successful in the south korean market: Importer's perspective” (Open to participation of producers registered in the program)

*price €25/per person. Registration directly on the platform when registering for the event.

**tasting with the first group of wineries. Each registered producer participates in only one day of tastings. A maximum of 5 references / table will be allowed by producer.

Day 2 | October, 24th | Tuesday

Local Hotel Intercontinental, Porto

10:00am – 12:00pm- Tastings and 1-2-1 meetings**
12:00pm -14:00pm- Lunch (Open to participation of producers registered in the program *)
14:00pm – 16:00pm- Tastings and 1-2-1 meetings**
16:00pm -17:00pm Workshop - “How to be successful in the south korean market: Importer's perspective” (Open to participation of producers registered in the program)
20:00pm-22:00pm- Dinner at one of the producers registered in the program.

*price €25/per person. Registration directly on the platform when registering for the event.

**tasting with the first group of wineries. Each registered producer participates in only one day of tastings. A maximum of 5 references / table will be allowed by producer.

Day 3/4/5 | October, 25th/26th/27th | Wednesday to Friday

Visit to producers registered in the program ***

Importers will be divided into 2 groups of 6. All registered producers will receive the visit of one of these groups on their property according to the itinerary that will be provided. During this visit you will be able to present your project and present the most extensive range of your portfolio (max. 5 wines).

10:00am – 12:00pm - Visit 1
13:00pm -16:00pm - Visit 2 w/ Lunch
18:00pm – 21:00pm - Visit 3 w/ Dinner

*** ViniPortugal reserves the right to propose a different place of visit to the producer if its property is in a location that is difficult to reach or that is impossible to reconcile with the rest of the itinerary.

Participation Costs:

Participation Costs: 790€* + VAT

***For EAs that present Port wines, Madeira Wines or Azores Wines** (wine that is not subject to promotional tax - D.L. n°94/2012 of 20 of April, regulated by ordinance n° 426/2012 of 28th of December) **increases 33% to the base cost of registration, in the proportion of the number of Port wines, Madeira Wines or Azores wines signed up for the event.** This means that, for each Port, Madeira or Azores wine registered, there's an extra participation cost of **26€ + VAT** to the registration base cost.

Per table it's allowed to present up to 10 SKUS (5 wines for 1-2-1 meetings and other 5 for the property visit), if this limit is exceeded a surcharge of **79€ per still wine** and **105€ for Port Wine, Madeira Wine and Azores will be charged.**

Participation Conditions:

- Subject to the "[General Participation Conditions in ViniPortugal Events](#)", not sparing document reading;
- The event requires the physical presence of the EA; (at least 30min earlier)
- Each EA during the tasting and the one to one meeting is allowed to present a maximum of 5 wines;
- All the producers must present their project in a short text (maximum 150 words) in English, in the respective field of the application form;
- All registrants should upload on the platform the technical sheets in English of the 5 wines they will present;
- Program financed by the OCM program.

Wines Eligibility Criteria

- Registered wines must respect Viniportugal events participation general conditions, must be DO, IG wines or with grape indication or the year, and predominantly native grapes varieties;
- All styles of wine can be registered, from still to fortified, however, the portfolio submitted must always contain still wines and reasonable quantities available for sale in 2017.

Payment, Financial Conditions and Penalties

- 50% of the payment with the registration until **September, 18th 2017**;
- 50% of the payment with the registration until **October, 10th 2017**;
- The payment after deadline has a **penalty of 10%** on the cost of participation;
- Payments may be made by bank transfer to the **PT50 00033.0000.00017405837.22** or by check to the order of ViniPortugal.

Participation Steps

- **Step 1:** Online registration in the digital platform;
- **Step 2 :** Sending of the 50% payment proof until **September, 18th 2017** to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";
- **Step 3:** ViniPortugal will confirm participation in the event.

Space allocation

The registration **it's not guarantee** of space/table/participation allocation. In case of registrations exceed the available space, as long as in compliance with the above requirements and if there is no overdue debts or not settled invoices, will be given priority to EAs by the following order:

- Participation record in Viniportugal events in the World last year.
- Participation record in Viniportugal events in South Korea last year.

Considering that participation record is calculated based on the weighted average (50% - 50%) between the number of participations and total investment.

Clarifications

Event: Cátia Moura | +351 961 376 124 | catia.moura@viniportugal.pt

Registrations: Miguel Vicente | +351 213 569 895 | miguel.vicente@viniportugal.pt

Invoicing: Luís Franco | +351 213 569 890 | luis.franco@viniportugal.pt