

Uncork your creativity to drive Innovations in the Wine Industry?



IMCHK Workshop

Our World of Wine has been more globalized than ever. Wine is not only a culture but also a common business language. Wine appreciation is a rising trend in Asia, with continuous strong growth in demand and consumers being increasingly wine savvy. Hong Kong being a regional hub of wine trading and a gateway to the Greater China market, could we tap into this opportunity in shaping a brighter prospect in management consulting in the wine industry? During the workshop, you will be guided to go through major trends and innovations in the wine business at a global scale and some practical tips peculiar to local context, in a wish to stir up some creative thoughts in changing our wine business landscape as a management consultant.

Speaker	: Ken Ng
Venue	: Rm503, The Boys' & Girls' Clubs Association of Hong Kong, 3 Lockhart Road, Wanchai, Hong Kong
Date & Time	: 15 April 2015 Wednesday 18:30-20:30
Fee	: IMCHK members and supporting organizations HK\$300; Non-members HK\$400
Language	: English/Cantonese
CPD units	: 2 CPD units will be awarded for full attendance
Registration	: Please email to adminsec@imchk.com.hk with your name and contact telephone number. Successful registration will receive a confirmation email.
Points to note	: (1) Cancellation of registration must be in writing to adminsec@imchk.com.hk , 48 hours prior to the workshop. No show will be charged. (2) Please pay at the door, by cheque or cash.

Ken Ng is the China representative of [CANTINA TREXENTA](#), one of the Asia's top award-winning Italian winery in Sardinia. As a foodie, his deep interests in contributing to wine industry sparked when studying innovation management in Italy and at the University of California Berkeley, during which he visited vineyards and wineries often. This took him to receive formal trainings in Italy and Hong Kong to become certified wine practitioner. Working for marketing and technical roles managing brand projects with FTSE 500 companies and consultancies for local listed company, Ken cultivated a solid foundation to bridge innovation, culture, strategy and system into operation in marketing wines for wineries all around China.

Supporting Organizations:

