The DO La Mancha wines attend Vinexpo

Satisfaction Regulatory Council after his recent visit to Vinexpo in Hong Kong. The DO La Mancha wines attended for the second time to the most important fair in Asia. Some 16 wineries included in the Designation of Origin La Mancha accompanied the Regulatory Council.

Vinexpo is a biennial event, which is the main key input, not only for other cities in China commercial influence, but mainly for other points Southeast Asian market.

After attending in 2014, it has been the second time that the Manchego wines have participated in Vinexpo, with its own stand, in an area of ??168 m2 with a enabled for the free tasting area "which allowed visitors then would show more interest in contact with the wineries. In addition, two seminars have also been positive generating more excitement, "he remarked, Juan Manuel Leal, responsible for issuing promotional DO La Mancha, who has also valued the experience as" good for the wineries of La Mancha ".

In this edition also they have exceeded 16,000 visits to Vinexpo, also characterized by the wide range of producing countries, with more than 1,300 exhibitors and about 35 countries.
Vinexpo Hong Kong-find continuity in November in Tokyo, to return again in 2017 to European soil in Bordeaux, original city where was born the fair.

Hong Kong, inlgesa former colony, now enjoys a certain political and commercial autonomy from

China. Export data to this Asian city reflect positive growth (17% increase) wines with Designation of Origin La Mancha. Last year 2015, some 362,844 bottles were sold in Hong Kong.

Source: CRDO La Mancha