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**SPEECH BY MR KELVIN WONG, DIRECTOR, LOGISTICS, SINGAPORE ECONOMIC DEVELOPMENT BOARD, AT THE ASIA PACIFIC WINE HUB'S OPENING ON FRIDAY, 27 NOVEMBER 2009, AT 2.40PM**

Mr Tan Yeow Khoon, Chairman, Asia Pacific Wine Hub,

Distinguished Guests,

Ladies and Gentlemen,

1. Good afternoon. I am delighted to join you today in celebrating the opening of Asia Pacific Wine Hub. I understand that when the dedicated wine hub is fully completed, this facility will be the first of its kind in the region. We are excited about the new capabilities and opportunities that it will bring to Singapore.

### **Growing Affluence in Asia Drives Sophisticated Demand**

2. Amidst growing affluence, consumers in this region are becoming increasingly sophisticated and demanding in selecting cultural artefacts, activities and fine goods. Wine is no exception.
3. The growing demand in wine has spawned major regional trade shows such as "Wine for Asia" and "Wines & Spirits Asia", which are hosted in Singapore. Furthermore, as more

companies and distributors expand their businesses in Asia, Singapore has also emerged as a leading distribution hub for major labels.

### **Developing Specialised Supply Chain Solutions**

4. Today, Singapore has built up specialised supply chain capabilities to enable the growth of these lifestyle sectors. Such capabilities include temperature control, anti-counterfeiting, specialised handling and packaging.
  
5. Leveraging these solutions, together with Singapore's logistics connectivity and global talent pool, manufacturers and distributors have set up supply chain control towers in Singapore, alongside 3PLs that have located regional headquarters and innovation teams here. Building on this industry base, we believe Singapore presents a strategic home-base for both wine and logistics companies that seek to grow their businesses in Asia.

### **Conclusion**

6. We are pleased that Asia Pacific Wine Hub has seized this opportunity and look forward to your continued growth and expansion. Thank you.