

Program Plan for Wines of Hungary Campaign in South Korea

September 2024

1. Korea 101 Webinar (organised by Nimbility)

- **Date:** 26 September 2024, 9-10.30am CET
- **Location:** online
- **Participants:** Hungarian wineries, only DIWE wineries
- **Co-Hosts:** Nimbility Founding Partner & CEO, Ian Ford & Sarah Soo-Kyung, Nimbility Head of Korea
- **Objective:** Nimbility-led webinar with Hungarian wineries to introduce the market's landscape, where Hungary is positioned, current status of Hungarian wine in each market, and how wineries 'go to market' in each case, pitfalls to avoid

2. Korea National Best Sommelier Contest - Qualifier (organised by DIWE)

- **Date:** 29 September 2024
- **Information:** <https://djwinefair.com/eng/0303>
- **Location:** Kyunghee University Hotel and Tourism College, Seoul
- **Objective:** Have Hungarian wine among the wines of the contest.

October 2024

3. Wines of Hungary Kick-Off Event (organised by Nimbility)

- **Date:** 25 October 2024
- **Location:** Seoul, South Korea, TBA
- **Participants:** Trade, Media, and Influencers
- **Co-Hosts:** Nimbility and Wines of Hungary (WoH)
- **Objective:** Kick-off the Wines of Hungary campaign in Korea ahead of the main events at DIWE. Introduce Hungarian wines to key stakeholders in the Korean market. Raise awareness and build connections among trade professionals, media, and influencers.

4. Daejeon International Wine Expo (organised by DIWE)

- **Date:** 27 October - 3 November 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center I & II
- **Objective:** Engage in the Daejeon International Wine Expo to promote Hungarian wines through various activities including wine bars, pop-up tastings, and masterclasses.
- Hungary participates as the guest of honour country
<https://djwinefair.com/eng/0202>

4.1 Asia Wine Trophy

- **Date:** 27-30 October 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center II
- **Objective:** WoH nominated András Győrffy, strategic consultant of the Hungarian Wine Marketing Agency to participate in the Asia Wine Trophy as a wine judge. Participate as a judge in the Asia Wine Trophy to increase the visibility and credibility of Hungarian wines. Displaying WoH image video during the event.

4.2 Welcome Dinner in Honour of the Jury (organised by AWT)

- **Date:** 27 October 2024
- **Location:** Daejeon, South Korea, Daejeon Expo Aquarium
- **Objective:** AWT hosts a dinner to honour the jury, with a focus on building relationships and highlighting Hungarian wines. WoH supports the dinner with Hungarian wines.

4.3 Masterclasses by Ágnes Herczeg at International Wine Conference

- **Date:** 28 October, 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center I
- **Objective:** Host two masterclasses to educate attendees on Hungarian wines, increasing knowledge and appreciation for these products.

4.4 Discovery of Daejeon

- **Date:** 29 October, 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center I
- **Objective:** Each year this unique event has a specific theme that will be Tokaji Aszú this time. The audience, consisting of only wine professionals can first-hand experience how the invited judges, being Korean influencers this year, evaluates the wines. When the blind tasting is over, the results are published to the visitors and press.

November 2024

4.5 Wine Trade Show

4.5.1 Wine Bar at the stand

- **Date:** 1-3 November 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center II
- **Objective:** Operate a wine bar at the Daejeon Wine Trade Show to offer guests a chance to taste and enjoy Hungarian wines

4.5.2 Pop-up tastings by winemakers/importers

- **Date:** 1-2 November 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center II
- **Objective:** Provide 3 pop-up tasting occasions managed by winemakers and importers to offer a more personalized and informative experience. Professional audience acquired by Nimbility.

4.5.3 B2B meetings throughout the day

- **Date:** 1-3 November 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center II
- **Objective:** Conduct B2B meetings with potential buyers, importers, and distributors to establish business connections and explore opportunities in the Korean market.

4.6 Korea National Best Sommelier Contest - Semi-final and Final

- **Date:** 2-3 November 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center I
- **Objective:** Host a contest to engage sommeliers and showcase their knowledge and skill with Hungarian wines.

5. Hungarian Wine Sommelier Contest

- **Date:** 3 November, 2024
- **Location:** Daejeon, South Korea, Daejeon Convention Center I
- **Objective:** Raise awareness of the diversity of Hungarian wines among sommeliers of the competition and provide them a detailed educational material about Hungarian wines for the preparation of the contest. The contest consists exclusively of Hungarian wines already available in the Korean market.

6. Sommelier Masterclass (organised by Nimbility)

- **Date:** Mid November 2024
- **Location:** Seoul, South Korea
- **Objective:** Target top sommeliers in Seoul to educate and excite them about the unique offerings of Hungarian wines, aiming to create brand ambassadors.

December 2024

7. Trade Gatekeepers Winemaker's Dinner (organised by Nimbility)

- **Date:** December 2024 (TBC)
- **Location:** Seoul, South Korea, TBA
- **Objective:** Host a dinner for trade gatekeepers to solidify relationships and promote Hungarian wines in a more intimate and focused setting.

8. Consumer Events (organised by Nimbility)

- **Date:** TBC
 - **Location:** South Korea
 - **Objective:** Host consumer events to directly engage with wine enthusiasts and create memorable experiences around Hungarian wines.
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Other campaigns between September-December 2024 (organised by Nimbility)

9. PR & Media Campaign

- **Objective:** Execute a PR & media campaign to consistently engaging with a local media partner to engage with the target audience, promote Hungarian wines, and sustain interest predominantly via online channels.

10. Influencer Campaign

- **Objective:** Collaborate with influencers to amplify the reach of Hungarian wines and create authentic endorsements that resonate with consumers.