

Press release

17 OCTOBER, 2024

Asia Wine Institute partners again with SJM for the “SJM Asia Top Sommelier Summit 2024”

(Macau, 17 October 2024) The “SJM Asia Top Sommelier Summit 2024,” organised by the Asia Wine Institute in partnership with title sponsor SJM Resorts, S.A. (“SJM”), is proudly returning to Macau from 14 to 18 October. The summit brings together top sommeliers from across Asia, and leading experts in wine to discuss and jointly promote the advancement of the wine industry. SJM has once again joined forces with the Asia Wine Institute to accelerate the growth of “gastronomy + tourism” in Macau; provide an exchange of knowledge for the wine industry; establish this MICE event as a platform for sommeliers from Asia to expand their global reach; reinforce Macau’s role as a “Creative City of Gastronomy”; and offer a diverse programme of events to boost greater international visitation into Macau.

An opening ceremony was held today at Macau Tower Convention & Entertainment Centre, attended by over 300 wine industry professionals, local associations and students from the Court of Master Sommeliers Accreditation. The ceremony was graced by Guests of Honour including Mr. Guo Xiaohui, Director of the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR; Mr. Cheng Wai Tong, Deputy Director of Macao Government Tourism Office; Ms. Gloria Chak, Manager of Convention and Exhibition Industry Development Division of Macao Commerce and Investment Promotion Institute; Mr. Benjamin Toh, Chief Operating Officer of SJM; Mr. Brian Julyan, President of Court of Master Sommeliers; Mr. Ronan Sayburn, Chief Executive Officer of Court of Master Sommeliers; Mr. Tommy Lam, Founder and Chairman of the Asia Wine Institute; and Mr. Robert Hirst, Founder of China’s Wine List of the Year Awards.

Ms. Daisy Ho, Managing Director of SJM, remarked, “SJM has always been at the forefront of Macau’s culinary scene, and the SJM Asia Top Sommelier Summit 2024 is a perfect addition to our diverse gastronomic calendar. It highlights our commitment to offering a full spectrum of exceptional culinary experiences in this ‘Creative City of Gastronomy.’”

In his opening speech at the opening ceremony, Mr. Tommy Lam, Founder and Chairman of Asia Wine Institute said, “The ‘SJM Asia Top Sommelier Summit 2024’ aims to provide a platform for top sommeliers and wine experts from across Asia to exchange knowledge and promote the development of the wine industry. The ‘Asia Wines & Spirits Awards: Chinese and Portuguese Wines Carnival’ will further enhance the exchange of wine culture and create more opportunities. This summit will strengthen Macau’s position as a ‘Creative City of Gastronomy.’”

Mr. Brian Julyan, President of the Court of Master Sommeliers, also delivered a keynote address about the future of the wine industry during the opening ceremony. Furthermore, a distinguished panel of top China winery owners, presidents from sommelier associations, and champion sommeliers from Mainland China, Taiwan and Macau region, Singapore, Malaysia, Korea, the Philippines, India, Indonesia, Cambodia, Myanmar, and Thailand, engaged in an educational dialogue. Audience were also captivated by industry forums on wine topics shared by representatives from prestigious Portugal

wineries.

Including the “AWSA: Chinese and Portuguese Wines Carnival” today, the engaging week-long summit showcases over 30 fine wines from renowned wineries in China and Portugal. This includes 16 wines from various Chinese wine regions that have won double gold awards at the “Asia Wine Spirits Awards by Sommeliers,” offering attendees the unique terroir of various wines. The event also features eight masterclasses led by winemakers from Spain, Portugal, France and other countries around the world on the 18th. 10 sommeliers who emerged victorious in the preliminary round will compete for the ultimate honour in the 16th edition of the “China National Sommelier Competition.” The grand finale includes the “12th China’s Wine List of the Year Awards” ceremony and a gala dinner, celebrating the outstanding wine lists from China.

The summit will serve as an excellent platform for all attendees to gain greater insight into both current and future trends of the Asian wine industry, while also helping to establish and strengthen industry connections and boost collaborations. During the summit, the three-day acclaimed “Court of Master Sommeliers Accreditation Program” provides professional sommeliers with training and certification to advance their knowledge of wines and elevate their skills in service and beverage management.

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The opening ceremony of “SJM Asia Top Sommelier Summit 2024” is graced by distinguished Guests of Honour.

2024 澳娛綜合

亞洲頂級侍酒師峰會

SJM ASIA TOP SOMMELIER SUMMIT



Mr. Benjamin Toh, Chief Operating Officer of SJM, delivers a welcome speech.



Mr. Tommy Lam, Founder and Chairman of the Asia Wine Institute, gives a speech at the ceremony.



Several keynote speeches and industry forums are held during the opening ceremony, allowing participants to discuss the current wine market in Asia and the latest developments in the industry.