

China and Hong Kong funds Influx of Europe to purchase the Bordeaux

The rich go-owned hedge 50 wine merchants seek goals



David Guillon -IFL winery trading agency winery experts in Hong Kong, nearly 50

China and Hong Kong buyers to find wineries in Bordeaux (Photo by Car Yiu Kai)

Europe's debt crisis is not yet clear, market go-owned hedge numerous investment in land, enjoy the wine and suzerain title. French wine producing areas of Bordeaux, Chateau is a rich popular investment choice, China and Hong Kong wealthy also join the battle in recent years.

According to the statistics of the French magazine "Le Point", Bordeaux has been the 18 wineries falling into the hands of the China and Hong Kong millionaire. Hong Kong agent pointed out, there are nearly 50 China and Hong Kong wine merchants are looking for wineries, and believe that, there will be greater China forces enter into Bordeaux.

“European debt under the shadow of many European investors, bonds are no longer the safest investment, gold would rise, but do not know when to rise to. “ An annual output of hundreds of millions of bottles of Bordeaux wine and liquor, more than 8,000 wineries, many U.S. and European companies also bought the winery investments, such as the name brand LVMH is the famous master of the sweet liquor d'Yquem Chateau.

Undo edits

Franchise winery trading agent the IFL winery expert Mr. David Guillon said in an interview, a large winery in value over 10 million euros, 60% is in possession of the non-wine line. The past 18 months, more China and Hong Kong investors to join to buy the winery ranks.

China and Hong Kong winery suzerain surge and Zhao Wei on the list

"Le Point reported statistics in April, the number of China and Hong Kong's new suzerain, jumped to 12 last year from one per year, the new suzerain, including movie star Zhao Wei, the state-owned COFCO Group, Dalian Hai Chang Group. Loving to drink red wine of CITIC Resources Holdings chairman Guo Yan, also bought the 3rd wineries, he said to leave the children and grandchildren; Ningxia Red Wolfberry Industry Group chairman Zhang Jinshan, also 10 million euros to purchase 175 hectares Grand-Moueys winery, the region's largest Mainland suzerain (see location map).

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Location Map



Former ATV Operating Officer Lu Chung Keung bought at the beginning of last year

Bordeaux Right Bank wineries Lagarosse , prior owned by Japan and the U.S. investors (Respondents)

"Mainland people can pay for high price." Our major French wine importer Great Asian Wine Founder Jian Yi PANG believed that the mainland forces to enter the Bordeaux of course, not over 3-5 years, there will be the Chinese people got the 1855 Murdoch-class wineries of the column

Guillon treated six mainland suzerain trading, point out about 40-50 China and Hong Kong businessmen are working through them "very seriously" to find winery in Bordeaux: "We do not know when they decide to buy the winery, but we estimate that mostly will be bought."

Tendency of a small winery, accounted for half just for fun nature

He explained that the China and Hong Kong interested buyers has no direct related with the wine industry, they focus on the history of Chateau and castle shape, select the tendency ranging from 2000000-5000000 euros "on a trial basis" a small winery, determined to join and the fun nature of buyers mixed.

China and Hong Kong buyers from looking for Winery to signing contract normally takes 1-2 years, comparing with European and American buyers 6-8 months, it takes longer time. "French is an important obstacle, they will worry about communication breakdown, so they will visit very carefully."

Completion of the Sino-French transactions, which were also the cultural difference, Guillon snappily smiled and said: "There is with a mainland celebrity to see a winery, half-way they suddenly stopped, buy wine, that is dozens of boxes once and lead to the trip late for more than one hour. Suzerain was very angry, it was impossible for them to wait for such a long time! "Who's it? Is Zhao Wei? "Guillon smiled and said could not be revealed.