

The BRIDGE

Where Businesses Grow



**RICHMOND HILL & MARKHAM
CHINESE BUSINESS ASSOCIATION**

烈治文山市 · 萬錦市華商會

CBCV

CHINESE BUSINESS COUNCIL OF VAUGHAN



CANADIAN
MUNICIPAL
BUSINESS
GATEWAY®

Published By RHMCA • CBCV • CMBG

ISSUE 28 • Summer 2014



Winemaking - the Art of Taste and Lifestyle

安省釀酒業大有可為

By Joanna Qiao 撰文: 喬珊

It is fun to try and buy wine at the winery itself, where friendly staff can guide you toward the best selections for you, not to mention the whole fixture of the winery must have indulged you a little bit more into the viniculture.

Winemaking nowadays is more than a business to make money. It is also a chosen lifestyle for leisure, cultural exploration and of course, taste of wines and food.

Every winemaking business from small to big in size, from serving locals to exporting to far east makes its way to establish.

Willow Springs Winery: When East meets West

Located at the idyllic town of Stouffville north of Markham, Willow Springs Winery is the destination to many tourists and wine lovers. Visitors might be amazed by the Winery's lush willows, cascading grape vines, antique oak barrels from where time goes slowly at this quiet and historical Italian villa. This is a glorious business built by a traditional Italian family and redeveloped by a Chinese immigrant, **Sheriden Huang**.



▲ Willow Springs Winery is located at Stouffville. 柳泉酒莊位於萬錦以北的斯托維爾小鎮。

Bought the Winery in 2010

Willow Springs Winery was established in the early 60's by the Testa family which was recognized as a pioneer in the art of winemaking in the community. However, without enough ambitious marketing skills, the family saw its business growth decrease. In 2010, Sheriden stepped in as the new owner to the Winery, bringing what he believed was the new model that would revive the business.

"With many respects to the traditional Italian business and the Testa family's passion in winemaking, I wanted to expand its sales

channel and find a sustainable development for long term goal," says Sheriden.

A business not for quick money

"Remember this is not a business for someone to make quick money," he continues. "Grape growth is a blessing from our mother nature. When to harvest is a crucial element to determine the taste of the wine. Our people take care of the grapevines from planting, growing, harvesting to winemaking. We want to make sure our most dedicated winemakers make wine with souls and spirits."

"I look for quality, not quantity," he stresses.

□ Cont'd P.5



Broker
Bonnie/Daniel Wan

Your #1 Wan Choice

416-230-6888
647-500-2808

www.BonnieWan.com

#1 In Bayview Hill
For 24 Years



LIVING
REALTY INC. • BROKERAGE
恒生地產

FREE 免費

- Home Staging Services
室內設計佈置
- Non Stop Colour Advertisement
各類報章雜誌“彩色”廣告至SOLD
- Accurate Evaluation
準確物業估價
- Real Estate TV Channel Promotion
“電視物業”頻道推銷

Our social media platforms:



WILLOW SPRINGS
WINERY



柳泉酒庄



金奖冰酒

2011年黄金冰酒 Vidal Icewine

荣获2013年加拿大皇家
酒业比赛金奖！

皇家农业博览会历史悠久，
是加拿大最大的博览会，
The Royal Wine Competition
是最权威的评酒大赛。



Annie Ho
President, RHMCCA

何鄧小仙

烈治文山市及
萬錦市華商會會長



Change in networking format and The Bridge

Summer is just around the corner! Are you the type that spends every waking minute outdoors, bathing in the hot summer heat? Or perhaps the type that enjoys being indoors with the comforts of air-conditioning? Our association is hosting an event that caters to both types of people. This summer, we are holding a wine tasting networking event at Willow Springs Winery on July 29, 2014.

No longer confined to Chinese restaurants

In response to feedback from our directors and members, we have approached networking in new and different ways. Switching things up from our bi-monthly networking evenings at Chinese restaurants, we offered two different networking venues for the last two events: the first, at the City of Markham where it was in a free format style and the second, at Cosmos Music for a quick three hours' power session.

We would love to hear members' feedback and suggestions on how we can continue to evolve our networking services. It is important for our events to be interesting and relevant and our board of directors is here to facilitate these new ways to connect.

Extend the coverage of the newsletter

Another item to note is that our newsletter "The Bridge" has expanded to include the Chinese Business Council of Vaughan and the Canadian Municipal Business Gateway. While our focus is still on Markham and Richmond Hill, we feel it is important and helpful to inform our members and partners with upcoming events within the larger community. Our goal is to introduce more Chinese Canadian entrepreneurs to one another, regardless of their geographical location.

I am proud of the direction the RHMCCA is heading. Along with the partnerships with the City of Markham, Town of Richmond Hill, and the three levels of government, membership feedback is very important. Hopefully everyone is as excited as I am with regards to where we are taking our association. I am looking forward to the Winery networking event and hope to see you there.

Annie Ho
President

商會活動及會訊新發展

夏天終於來臨！你是那種無時無刻要在室外享受日光浴的，還是喜歡舒舒服服地在室內嘆空調的人士？無論是哪種，華商會在盛夏舉辦的活動，都會滿足喜歡室內或戶外的您。大家務必記得，今夏7月29日，商會將在柳泉酒莊舉辦商業網絡品酒會。

商會活動走出華人餐館

根據本會會董和會員的反映，我們決定改變商會每兩個月舉辦一次的商業網絡活動的形式，不會固定在華人餐館舉辦晚餐聚會。第一次轉變是3月份在萬錦市政廳內舉辦的交流活動；第二次則是5月份在烈治文山市的 Cosmo Music 店內舉辦3個小時的高質素交流會。

我們希望能聽取您們的意見和建議，以期改善商會服務的質量。我們很重視商會活動的吸引力和相關性，會一如既往專注於提高活動的質量。

擴大商會通訊覆蓋面

至於我們的季刊《橋樑》(The Bridge)在內容上則更加豐富。我們加入了「旺市華商會」和「加拿大城際商貿促進會」共同出版這份刊物。在關注萬錦市和烈治文山市的同時，我們相信讓會員及讀者了解來自其他社區最新的商業訊息也是很重要的。我們的目標是連接加拿大的華裔商家，無論其地理位置在哪裡。

我對商會的新走向非常支持，亦引以為傲。通過和萬錦市、烈治文山市、三級政府的合作夥伴關係，以及會員們的信息反映，我們的工作質量將不斷提升。希望大家和我一樣，對商會新的發展方向感到高興。我期待在七月的商業網絡品酒會上見到大家。

會長
何鄧小仙



Published by: **Richmond Hill & Markham Chinese Business Association**
Chinese Business Council of Vaughan
Canadian Municipal Business Gateway

360 Hwy 7 East, Lower Level, Richmond Hill, ON L4B 3Y7 | Tel: (905)731-8806 | Fax: (905)731-8867 | info@rhmcca.ca | www.rhmcca.ca

Editorial Advisors: Will Sung, Annie Ho, Daisy Wai | Advertising: CMBG

Designer: Maverick Law - maverick@echomaxx.ca | Editor: Miranda Tsui - mirandatsui@rhmcca.ca | Printing: Janson Printing Ltd.



A New Phase For The Bridge

《The Bridge》邁進新紀元

By Will Sung, Past President and Chair of the Publication/Newsletter Committee, RHMCA

撰文：宋偉 烈治文山市萬錦市華商會前會、現任商會出版委員會主席

Since its inception, the Bridge, our newsletter, has been serving our members and readers well as a communication tool. Through the Bridge, our members and readers are able to understand more about each other.

The Bridge – a platform for exchanging

Yet the objectives of the Bridge were not intended to be limited to simply telling our members about upcoming events in our neighborhood or within our association. The meaning of the Bridge is much broader! Reflected in its name, the Bridge, the publication was inspired by the vision that it would be continually evolving and transforming itself into a platform for exchanging. The Bridge aims to be a platform for Chinese Canadian entrepreneurs or those who are interested in doing business with the Chinese ethnic group to exchange their business ideas, to offer what they can provide, or to promote the products they supply to other counterparts.

Team up business communities in the GTA

As every businessman understands, nothing stands still in business. Either things are growing or they are dying. The Bridge therefore needs

a growth strategy which will team up the business communities within the GTA to form a bigger base of business opportunities, to cover more area of business information, and to link up more participants from everywhere. Some readers of the Bridge may have noticed such a change in the editorial style in our recent issue which reflects the new strategy the Bridge is taking. It covers more business information about the other areas of the GTA, giving our members and readers a broader horizon of business insights.

Rely on Richmond Hill and Markham

Richmond Hill and Markham form the motherland from whence the Bridge stems out. The business opportunities of these two cities are always the centrefold of the Bridge. The Chinese Canadian business communities in the GTA rely on the support from Richmond Hill and Markham as our business fortress with which our business entrepreneurs can extend their scope of operation.

Thanks for your blessing and your support. WhatsApp can link up many individuals to form a great web of relations. Can our little Bridge dream of connecting many businesspersons together and inspiring more business opportunities among them?? **Let's work on it!**

我們的通訊刊物《The Bridge》自創刊以來，一直受到會員及讀者的歡迎，成為他們之間的通訊工具。透過《The Bridge》，我們的會員及讀者彼此更加了解。

The Bridge —— 一個交流平台

《The Bridge》的作用，不僅是通知會員有關本商會、友好機構及我們所在社區的商業活動，它的功能其實更廣泛。我們創辦這刊物時把它命名為《橋樑》，是希望它會不斷發展及進步，最終成為一個交流的平台。《The Bridge》的目的是作為加拿大華裔企業家，或那些有興趣與華裔建立商務關係的人士，讓他們有一個可以交流營商經驗、想法，以及推廣服務和產品的平台。

聯合大多地區的商界

所有商人都明白「逆水行舟，不進則退」的道理：業務是沒有休止的，要麼是不斷增長，要麼就是步向死亡。《The Bridge》需要一個發展的策略，聯合大多倫多地區的商界，構建一個有更大商機的地帶，涵蓋更多的商業資訊領域，以及聯繫各方的參與。讀者可能發覺近期出版的《The Bridge》編輯風格有所改

變，這反映我們採取了新的策略，提供更多大多倫多其他地區的商業資訊，給予我們的會員和讀者更廣闊的商業視野。

烈萬市是The Bridge扎根地

烈治文山市及萬錦市是《The Bridge》植根之地，這兩個城市的商機永遠是我們的重點所在。大多倫多地區的加拿大華商社區依靠烈

治文山市和萬錦市的支持，它們是我們業務的橋頭堡，使我們的營運規模得以擴大。

感謝您們的祝福及支持。WhatsApp能將很多個人聯繫在一起，構建成一個龐大的關係網絡；我們小小的《Bridge》能否夢想成真，聯合眾多的商界人士一起共創更大的商機？讓我們攜手努力實現夢想！



↑ Cont'd P.1

Sheriden took a much aggressive marketing approach to promote the Winery, by forming a professional team including an Italian winemaker, a South African winemaking academic, and a Portuguese winemaker.

Pair food with wine

Food and wine pairing is also a highlight at the Winery. He believes by having the right food while tasting wine would only make the experience more enjoyable and romantic. Hence hosting events and weddings at the Winery has been contributing significant revenue besides the traditional wine making.

"Normally people would think that red wine should serve red meat. Yet we do differently here by offering our customers Pinot Noir with cheese salmon. Drinking red wine at a relatively low temperature like 18 degrees is ideal, and it is the way English people enjoy a lot. On the other hand, Chardonnay with oyster soup is a classic combination as well," indicates Sheriden.

In June of 2013, Willow Springs Winery's 2010 Pinot Noir Red was awarded the "Gold Pinot Noir Awards" by the Ontario Grape Growers Association. The same year in November, their 2011 Vidal Icewine won Gold at the Royal Wine Competition. Both awards, to Sheriden, were like a tennis player winning Grand Slam in his career.



▲ 2010 Pinot Noir Red was awarded the "Gold Pinot Noir Awards" by the Ontario Grape Growers Association. 柳泉酒莊 2010年 Pinot Noir 紅葡萄酒被安省葡萄種植者協會評為金獎。

The only VQA in York Region

Willow Springs Winery is the only VQA certified winery in York Region. With renowned 11-acre Testa Vineyard, the Winery now produces about 15 different kinds of wines, including red wine, white wine and icewine. Under Sheriden's leadership, the Winery has approximately 15% of sales increase every year. It has become a successful combination of vineyard, winemaking, wine sales and tourist attraction.

Personalizing your wine

Personal winemaking is not only an enjoyment for wine lovers, but also a more economical way for people who want to buy bulk to save and to tailor-make the wine to their tastes.

Help customers make wine

Located on the busy Yonge street at north end of Richmond Hill, ABC Wine Making Inc. aims to help customers extend the joy of drinking wine to making wine. So the whole wine experience starts from creation to enjoyment. **Sunny Lam**



▲ Sunny Lam shows his wine to Richmond Hill's Mayor David Barrow at RHMBCA's networking event in March. ABC Wine Making Inc. 是烈萬市華商會3月份網絡活動的餐酒贊助商。圖為林陽明向烈市市長巴羅介紹自己所釀的餐酒。

of ABC Wine Making says proudly that their clients not only make substantial savings in their wine bills, but also enjoy his boutique style services. The unique experiences are from taste consulting to personalizing wines.

Being a wine lover, Sunny and his wife Teresa have spent years tasting different wines from many countries and places. Travelling around the world to find wines as far as Chile in South America, he is driven to match the best wine to his clients' tastes.

As easy as ABC

With twenty years' experience in marketing and advertising for his clients, Sunny finally decided to do some marketing work for himself. He partnered with Teresa, a gifted sensory specialist who has a sharp smell and taste on wines. They set out to demystify the process of wine making and want to make it "as easy as ABC" for clients.

Customers who come to the store will have a chance to talk to wine consultants to find the best fit. After waiting for four to six weeks, they will return to the store to get their wines, even personalized corks and labels to make them special.

"While there's no panacea in medicine, there's not a wine that suits everybody. Each of us has different tastes and there's no right or wrong to it," Sunny points out.

More personal touch with clients

"Tasting wine is more like an attitude, a life experience that we want to sit down and enjoy it," Sunny says, comparing his independent store as a boutique shop versus retail big boxes.

"There will always be room for stores like us in the market because we are different from LCBO. We talk to our clients to pick a wine that suits them," Sunny says.

Borrowing from Thomas Jefferson, Sunny concludes: "Good wine is a necessity of life for me."

Make it an international business

"Starting a winery business is not a good idea if you don't know how to sale." Yan Zhou, the General Manager of Ice Essence Winery suggests.

At an unlikely young age, Yan stepped into the winery business in his late twenties, a few years after graduating from university. He partnered with a couple of business people and bought a winery at the Niagara Peninsula in the heart of Canada's premier viticulture district.

Aim at the market in China

Eyeing at a much bigger market in China with great ambitions, Yan deeply believes that Niagara Falls' icewines are one of nature's most exquisite gifts that he can sell in China. Harvest of the icewines' grapes occurs when temperatures have reached -8C or colder. When pressed, these hand-picked, naturally frozen grapes yield a juice with an intense concentration of sugars, acids and aromas. That results in wine being intensely sweet and flavourful.

"Chinese people particularly favour sweet taste. The preference has created a great opportunity for us to introduce our icewines to China," says Yan, noting that with very little competition from China domestically, the authenticity of his Canadian icewines make his international business profitable.

LCBO charges high fees

Common sense is that selling alcohol in Ontario predominately goes through LCBO, which charges wine manufacturers like Yan significant fees. Another setback for him to yet well establish the sales channel locally is the relatively smaller market in Canada, a country's population merely exceeds that of a province in China.

"We of course sell our product at LCBO, but rather for market exposure to better serve our marketing promotions far in China," he says. Notwithstanding the China import taxes and shipment cost, Yan's international icewines export business is doing fairly well thanks to China's larger market demand, not to mention that Hong Kong is a good place to start with for it being a famous duty free international trade port.



▲ Yan Zhou's winery at Niagara Peninsula is specialized in making icewines. 周彥參與經營的大瀑布酒莊專注生產冰酒。

釀酒業大有可為

毫無疑問，到酒莊去品酒肯定比一個人窩在家裡品酒滋味要好。不僅因為酒莊有態度友善的專業人員耐心講解，更多的是葡萄園的田園風光及其傳統店面純自然風的室內裝潢，讓人流連忘返，酒不醉人人自醉了。

釀酒業如今不僅僅是盤生意，更是跨越多個行業的立體經營渠道。酒莊不僅賣酒，也可承辦活動舉行婚禮，更可以變成旅遊景點，吃喝玩樂全方位提供服務。經營者必定是愛酒之人，更要持有一種淡定細膩的生活態度，尊重自然，享受自然。難怪很多名人也經營酒莊，包括加拿大的冰球大帝格雷斯基、高爾夫球大師賽冠軍Mike Weir及演員Dan Aykroyd都紛紛入行。

當東方遇到西方：柳泉酒莊的成功轉型

安省有幾處釀酒地區，包括比較熱門的旅遊品酒線尼亞加拉瀑布區，其他的還包括南安省的Lake Erie區，安省東北部的愛德華王子郡。不過新的酒莊越來越吸引城市附近的品酒客，約克區的柳泉酒莊就是其中之一。

位於萬錦以北的史托維爾小鎮

柳泉酒莊坐落在富有田園風情的史托維爾小鎮，自種葡萄和釀製紅酒白酒和冰酒。其所在的橡樹嶺冰磧(The Oak Ridge Moraine)也是種植葡萄和釀酒的天然寶地。酒莊近年來不僅成為品酒的理想去處，更是遊客、結婚和搞活動的熱門選擇。很多人都喜歡這個寧靜的意大利式莊園，但很少人知道把舊式傳統酒莊生意更新的是個中國人，來自廣東的移民黃振發。

柳泉酒莊由當地一個意大利家族Testa在上世紀六十年代早期成立，漸漸的成為當地頗負盛名的酒莊。但是傳統的家族經營缺乏對市場的認識和有效的人員管理，生意逐漸在21世紀初放緩，並於2010年出售。對本國葡萄酒行業一直有深入研究的黃振發抓住了機會，一舉籌資買下了酒莊，開始和Testa家族合作。



▲ The Italian design of the Willow Springs Winery is a tourist attraction. 柳泉酒莊的意大利式莊園是舉辦活動的好地方。

引進專業管理和團隊

回想起幾年前創業的艱辛，他頗有感觸：「要知道，農業向來是個保守的行業，釀酒業更甚，講的是傳統和歷史，Testa家族對釀酒的熱忱和專業是無法代替的，但傳統家族經營有一定的局限性。」他指出，酒莊之前在家族經營下銷售渠道有限，市場開拓困難，同時也缺乏長期的發展計劃。

「（我的目標是讓）這個酒莊的經營管理功能化，更加合理化。」黃振發於是從酒莊的內部經營管理著手，引進專業管理和釀酒師團隊，包括本地第三代意大利釀酒師、一名來自南非的釀酒教授，和一名葡萄牙的釀酒師。

需要時間和耐心

「經營酒莊絕不是賺快錢的生意。通常做生意要講快、快、快。而我們這一行，要講的就是慢慢來，精雕細琢，不能急於求成。」他繼續說道。他相信「等」比「快」更重要。

的確，農業靠天。黃振發知道，葡萄的成熟和採摘要靜候天氣和溫度的配合。從葡萄採摘、剪枝、耕土到複雜的釀製過程，完全採用人工，目的是把人的巧手、溫度以及感知融入每一瓶酒，讓其充滿韻味和靈魂。慢工出細活，他追求的是質量，而不是產量。

美酒配佳餚也是柳泉酒莊的服務特色，更是他們承辦活動和婚禮的重要環節。「很多人認為紅酒自然配紅肉，其實也不全是。我們這裡用紅酒配芝士三文魚是一大特色，是英國人很喜歡的一種搭配。因為紅酒配上溫度在18度左右的低溫食品，最能體現出其佳釀的火候。而白酒就可搭配蠔湯，是清香加濃郁的最佳配合。」他解釋道。

冰酒紅酒同獲金獎

只經過四年的努力，黃振發和他的柳泉酒莊獲得了業界的肯定。2013年6月，其2010年的Pinot Noir紅葡萄酒被安省葡萄種植者協會評為金獎。同年其2011年的Vidal黃金冰酒也在皇家酒業大賽中擊敗各路傳統冰酒釀造強手，獲得冰酒類金獎。這對黃振發來說，如同網球運動員拿到了大滿貫的冠軍，榮譽至高無上。

現在的柳泉酒莊是約克區自種葡萄的唯一VQA認證酒莊。面積達十多英畝的葡萄園和釀酒廠生產的獨特葡萄酒目前大約有15個品種，包括紅葡萄酒、白葡萄酒和冰酒。自從黃振發帶來新的管理方式後，酒莊集葡萄種植、釀製、葡萄酒銷售、旅遊服務於一體，生意以每年大約15%的銷售增長。

切合個人口味的自釀天地

自釀酒不僅是品酒人的心頭好，更為大量購酒的顧客省錢的同時，提供切合個人的口味，也可成為準備婚宴或特別慶祝的一個亮點。

今年才成立的華人自釀酒公司ABC Wine Making位於烈治文山市北邊的央街夾King Road上。公司旨在向客人們提供自釀酒的空間，令創意和愉悅融為一體。公司經營者林陽明深諳品酒之道，這當中最愜意的莫過於享用自己釀造的佳釀。

自釀酒便宜又合個人口味

他指出，客人自製一批約二十多瓶的酒只需百多元，要比到LCBO買便宜不少，長期來說的確可以省很多錢。而品酒講究的就是放鬆心情，坐下細心品嚐，慢慢享用。他的獨特店面，有別於倉儲式銷售的大連鎖店。他樂意和顧客分享不同產區的特色，找到適合自己喜好的口味，還可以訂製有收藏意義的酒瓶包裝。



▲ Sunny Lam and wife Teresa at their ABC Wine Making store. 林陽明和太太Teresa 精心經營自己的自釀酒舖。



作為一個品酒愛好者，這家店對林陽明來說，既是事業，更是終生愛好。他和妻子常品嚐來自世界各地的美酒，發掘味道，比較味道。兩人四處遊歷，去過包括南美洲的智利酒莊去尋找新品種，品酒也是品人生。他的妻子Teresa味覺和嗅覺有異於常人的靈敏。兩人搭檔，和客人分享釀酒的秘訣和樂趣。正如同該店的名字，ABC Wine Making，在他們的努力下，讓客人了解到釀酒其實可像「ABC」般簡單。

在廣告和市場營銷行業做了二十多年的林陽明，用了大半年的時間準備開店，做了很多研究，也用了好幾個月的時間裝修店面及配置設備，務求做到盡善盡美。

幫助客人選材

「就如同世上沒有一種靈藥可以治百病的，這世上也沒有一種酒是適合所有人的。我們每個人都有獨特的品味，而品味是沒有對錯之分的。有人喜歡酒甜一點，有的喜歡濃一點。我們幫客人選材，配合他們的口味。這本身就是個放鬆和享受的過程。」林陽明說道。

面對壟斷安省酒類銷售的LCBO和來自其他酒莊的競爭，他自信地表示，自釀酒鋪有其獨特的市場。三五知己，找一個下午閒暇時間過來

聚聚，品酒聊人生，大家交流「酒經」。這樣的「私人」氣氛，絕不是大鋪可以取代的。借用美國總統傑弗遜名言，「於我而言，美酒是人生的必需品。」林陽明說道。

冰酒出口勝算大

來自中國的周彥從大學畢業後幾年間，開始了經營尼亞加拉冰酒的出口生意。還未到而立之年，他已經和其他幾位商業夥伴，一起收購位於尼亞加拉半島的一個專門出品冰酒的葡萄莊園。

周彥自己不參與葡萄種植和冰酒釀造過程，但眼光早已放在遠東的中國和亞洲市場，這全因為冰酒獨特的「甜味」。

世上具生產冰酒條件地區不多

要釀造冰酒，需要特殊的氣候條件。冬天要天寒地凍，最好在零下八度以下，以便在採摘和擠壓葡萄汁時，汁水甜度達到最高，而其他季節要保持足夠溫暖，才能讓葡萄成熟。目前世界上只有加拿大、德國和奧地利的少數地區具備條件生產這樣口味醇美的甜酒。

加拿大冰酒在世界的地位令周彥對出口中國市場充滿信心。「中國人向來喜歡甜的味道，冰酒的甜美口味符合中國人的偏好。我們的葡萄莊園出產的冰酒質量在世界屬上乘，我從未擔心過來自其他地方，包括中國當地的競爭。」周彥自信地說。



▲ Harvest the grapes for icewines when temperatures have reached -8C or colder. 製作冰酒的葡萄必須在零下八度或更冷的溫度中進行。

LCBO收費高昂

為甚麼周彥要捨近求遠把自己的冰酒生意放在遠東而不在本地立足？他解釋道：「我們其實也在本地售賣，LCBO貨架上都有我們的產品。但眾所周知，要在安省賣酒就必須通過LCBO，而其收取酒商相當高額的費用。我們只把少部分銷售放在LCBO，以作為我們打入中國市場進行推廣的營銷策略。另外加拿大人口有限，市場需求不大。」

周彥解釋說，銷往中國，運費成本如果按集裝箱運送的話並不高。雖然進中國的關稅高昂，但有賴中國龐大的消費者市場和對冰酒的需求量，他的出口生意是可以輕鬆盈利的。況且若把香港免稅港口作為第一站，投資更是事半功倍。

「你可以說經營酒莊生意是一種品味，一種生活態度。不過在我看來，如果沒有一個好的銷售渠道，就不要貿然搞酒莊生意。」周彥告誡未來的入行者。☞

Proud supporter of the
**RICHMOND HILL
& MARKHAM CHINESE
BUSINESS ASSOCIATION**

**COSTAS
MENEGAKIS, MP**
RICHMOND HILL

9555 YONGE STREET, SUITE 400
RICHMOND HILL, ONTARIO L4C 9M5

WWW.COSTASMENEGAKIS.CA
PH: 905-770-4440

萬錦市政中心辦商業網絡活動

The networking event on March 25 was held at the Markham Civic Centre and the City of Markham was the Event Sponsor. This was the first time our networking event was not being held in a Chinese restaurant. Mayor **Frank Scarpitti** and many councillors attended the event and chatted with the attendees.

Photography by Don Lam

烈治文山市·萬錦市華商會3月份的商業網絡活動，首次打破一貫在中式餐廳吃晚飯的形式，假萬錦市政中心舉行活動。這次活動由萬錦市政府贊助，市長薛家平及多位市議員出席與參加者交流，而萬錦市經濟發展部總監 Stephen Chait 亦簡述該市的最新發展和成功因素。



▲ Councillors of the City of Markham and directors of RHMCCA.

◀ Annie Ho presents a souvenir to Mayor Frank Scarpitti.

▼ What did Catherine Miao and Kit Wong say to make the Mayor and councillors laugh?



◀ Stephen Chait, Director of the Economic Development, tells attendees the success factors for Markham.

▶ Long Zhang explains to the visitors about the services provided by his company TBCIT Partner Corp.



▲ James Lam and Makarand Deshpand

▶ Lucky winner Wilson Yam (left) won a 2010 Bordeaux donated by Paul Yee.



▲ David Liu (left) and Steven Lu

Great NETWORKING EVENT at Cosmo Music

Thanks to Cosmo Music for being the venue sponsor and ABC Wine Making Inc. the wine sponsor for the networking event in May. Over 90 people attended and had an enjoyable and fruitful evening.

Photography by Don Lam

5月份舉行的商業網絡活動由位於Leslie及Major Mac的Cosmo Music贊助場地，並獲ABC Winemaking Inc. 贊助餐酒，有超過90人出席。參加者互相交換名片，度過一個愉快和有成果的晚上。



▲ Attendees enjoy music played by **Carmen Lasceski** (left) and **Cathy Macchia**.



▲ Cosmo Music is a great place to host events.



▲ Vice-president **Ben Leung** (first from the left) and attendees from MNP LLP.

▶ From the left: Sergeant **Paul Chiang**, President **Annie Ho**, Director **Chelsea Jin**, **Sa Jiang** and **Mason Zhou**.



◀ Richmond Hill Mayor **David Barrow** and **Meni Mancini**.

▼ **Catherine Miao** describes her services to the booth visitors.



◀ **Jennifer Maknyik** of Cosmo Music won a bottle of wine donated by Vice-president **Sunny Ho**. The prize was presented by Director **Tony Chan** and **Annie Ho**.

▶ **Allan Abrigo** mingles with **Karen Zeng** and **Cherie Chan**.



Huang runs an award-winning wine business

打破傳統 黃振發成功經營酒莊



By Joanna Qiao 撰文：喬珊

As a wine lover and savvy businessman, **Sheriden Huang** bought a family-run traditional winery, Willow Springs Winery, in 2010. During the last four years, he has gradually changed the old business model to be competitive in the current market. Under his leadership, Willow Springs Winery has become the first certified VQA (Vintner's Quality Alliance) winery in York Region, producing world-class icewines, white wines, and red wines to serve worldwide customers.

Keen interest in tasting wines

Call it consequence or fate, you cannot ignore the elements from Sheriden which makes him successful today. "I was born in a southern Chinese village, knew soil and cultivation since I was small," said Sheriden. When he studied in the United Kingdom in the early nineties, he learned about all of the different kinds of wines and has since developed a keen interest in tasting wines.

Sheriden instantly found that he is gifted in sensing the aroma's degree of intensity. "My sensory specialty makes it easy for me to recognize different wines and makes me popular when sharing wine taste experience with friends," smiled Sheriden. This later led to his involvement in the wine industry.

Not easy to start the business

In 1994, Sheriden immigrated to Canada. Following the path of all newcomers, he started his life in his new country with much hardship, just making ends meet and looking for a business to thrive. Before buying Willow Springs Winery in 2010, he was in the international trading business for years.

With little to no background in winemaking business, Sheriden was not bank's favourite client when he was out looking to borrow money to buy the winery. "Many bankers were very skeptical with Chinese getting into the wine industry and I had a hard time in getting loan," Sheriden recalled. With much persistence, he eventually got the business loan approval

from a major bank whose finance manager was familiar with the industry.

Old habits die hard. Sheriden came from the soil in China and now he has fully returned back to the soil here at Willow Springs Winery. He has learned to become an expert in cultivating grapes. Every year, Willow Springs Winery hosts an open house to welcome friends and neighbours and shares its experience in viticulture and gardening.



▲ Sheriden Huang is proud to promote Willow Springs Winery's award-winning Vidal Icewine. 柳泉酒莊的黃金冰酒獲金獎。



Business Entrepreneur of the Year

In June of 2013, Willow Springs Winery's 2010 Pinot Noir Red was awarded the "Gold Pinot Noir Awards" by the Ontario Grape Growers Association. The same year in November, their 2011 Vidal Icewine won Gold at the Royal Wine Competition. Also in the same year, Sheriden earned the title of "Business Entrepreneur of the Year" at the 9th Annual Chinese Business Awards.

"I am glad that Willow Springs Winery, at the same time, is being recognized by people who attend events there including Markham Mayor Frank Scarpitti," he said proudly.

Works together with his wife

During leisure time, Sheriden likes to spend time with his family. His wife is also a managing partner at Willow Spring Winery while two daughters, one in university and one in high school, have already begun learning about the lifestyle of a winery. Needless to say, gardening is on the top of Sheriden's list during his free time. He is also an active exerciser, and particularly likes to play basketball.

Tasting wines and tasting life, Sheriden is cultivating the grapevines with passion and skill.

從愛品酒到釀酒



▲ Sheriden Huang cultivates the grapevines with passion and skill. 黃振發是個對葡萄酒充滿熱情的酒莊經營者。

來自廣東農村的黃振發，在90年代中移民加拿大後，白手興家，逆勢而上進入傳統的釀酒業，買下柳泉酒莊：一方面他結合現代的市場推廣和銷售，把一個傳統意大利家族的生意發揚光大，另一方面他悉心釀酒，讓其釀造的酒獲得多項大獎。

對品酒有獨特觸覺

「我從小在農村生活，多少對土地、農耕和收成懂一些。」黃振發謙虛地說。上世紀九十年代他留學英國，對西方的餐酒文化產生了濃厚的興趣。「我好喜歡品酒，也對各種微細的味道有深刻的認識，然後慢慢發現自己的品酒經在朋友圈中很受歡迎。」這樣他對酒的興趣漸漸濃厚起來，也無形中奠定了日後經營酒莊的基礎。

和很多新移民一樣，黃振發1994年移民加拿大後，從零做起，經歷了很多艱苦創業的時期。很長一段時間他在國際貿易行業打拼。2010年，經營

柳泉酒莊的意大利家族出售酒莊，終於讓他抓住機會進入嚮往已久的釀酒行業。

申請貸款到處碰壁

但可以想像，一個在外界看來毫無經營經驗的移民，要拿到商業貸款來做這個不被看好的生意，銀行的態度會是如何。「剛開始時，很難找到銀行貸款，拿著商業計劃書到金融機構申請貸款，總是碰壁。」黃振發回憶道。「原因是在多倫多還沒有華人成功經營過這個被歐洲人主宰的行業。」多虧他的堅持，最後終於從一個了解酒莊經驗的貸款經理哪裡拿到了啟動資金。

做生意也做朋友。他繼承了農業中友善的鄰里關係。每年的九月和十月，柳泉酒莊都會向公眾開放。很多附近的農民和釀酒愛好者都喜歡過來交流種植葡萄的經驗，拜師學技。他尊重傳統，但重組釀酒團隊，開闢銷售新市場，把酒莊生意做得非常興隆。

產品獲多個獎項

黃振發的努力獲得了行業的認可，他本人在2013年底在中華商會優秀華商評選中，奪得傑出華商創業精神獎。同年柳泉酒莊旗下2011年產的Vidal黃金冰酒和2010年產的紅酒Pinot Noir相繼獲得加拿大頂尖瓶酒大賽的金獎。「酒莊現在承辦了很多活動，獲得越來越多人認識，包括萬錦市的市長薛家平。」他自豪地說。

閒暇時間，除了和家人一起外，這個懂得品酒的人喜歡園藝和球類運動。他的妻子也負責酒莊的生意，兩個女兒一個讀大學，一個在高中。她們年紀輕輕，已經開始了解經營酒莊的另一種生活態度。早已過不惑之年的黃振發，也許是因為常年沈浸在釀酒的香醇氣氛中，總會保持著一分認真又浪漫的態度，釀酒也釀人生。☺

CA
溫建業特許會計師樓
Kenny Wan Chartered Accountant

溫建業特許會計師致意
Compliment Of Kenny Wan
服務社會·忠誠可靠

會計	Accounting
稅務	Tax
融資	Finance
地產發展	Real Estate Development
家庭信託	Family Trust
財產轉移	Estate Planning

Kenny Wan
MBA, CPA, CA

可以幫到你!

Liberty Square, East Building-Suite 306, 3621 Highway 7 East, Markham, Ontario L3R 0G6
Tel : 905-305-8089 Fax: 905-305-8580 Email: Kenny@kennywan.com

High Demand for Translation Services

移民增加 專業翻譯需求大

By Joanna Qiao 撰文：喬珊

Located at the heart of Markham at Highway 7 and Warden Ave., I.S. Interpretation & Global Translation Inc. (Global) is a comprehensive language translation service provider specializing in translation, interpretation and business writing. At Global, a team of multilingual translators, professional business writers, copywriters, technical writers and voiceover artists offer clients translation services to and from English for over 100 languages.

More Immigrants means more business

Established eight years ago, Global is a convenient one-stop shop for a full range of communication needs. **Rebecca Chiu**, the Project Manager at Global, sees a bright future for the company with a steady increase of immigrants coming to Canada.

"Our company's biggest clientele are government agencies, business clients and immigrants," says Rebecca. Since the Company has won many contracts from the government, English and French are the most used languages at Global.

As for business clients, Global helps translate their brochures, newsletter and website into

the languages that serve the target cultural communities. Global also serves individual including immigrants and Canadians who want to translate their documents from the country-of-origin, e.g. birth certificates, marriage certificates and diplomas, into other languages at home or abroad.

Demand for Mandarin translation exceeds Cantonese

"The more diverse communities we have, the higher the demand for translation services," reveals Rebecca. "The popular languages we serve are Mandarin, Cantonese, Hindi, Punjabi, Spanish, etc." She indicates that the demand for Mandarin translation and interpretation has exceeded that of Cantonese in recent years thanks to the large number of immigrants from mainland China. Other popular languages for translation are Arabic, Farsi, German, Italian and Korean.

However, speaking your mother tongue doesn't necessarily give you the qualification to be a translator for that language. At Global, all of their translators either have acquired degrees in translation, or are experienced in the field and belong to professional bodies.



"A good translator not only has the necessary linguistic qualifications and experience, but also is familiar with the client's industry and the subject matter," says Rebecca. "For example, a court interpreter has to know Canada's legal terms profoundly to quickly and accurately interpret at a court hearing."

Familiar with client's industry

Global's medical interpreters who work at hospitals, insurance companies and other healthcare agencies, on the other hand, have to understand medical terms. "Amateur translator might make mistakes that affect court proceeding which is serious and somewhat irreversible. This is why we, as a professional translation company, are worth clients' trust and investment," she added.

I.S. Interpretation & Global Translation Inc. (Global) 位於移民聚集的萬錦市中心地帶的 Highway 7 夾 Warden。這個一站式的翻譯公司提供筆譯、口譯、商業寫作及配音的全方位語言服務。公司旗下語言專才從持證翻譯人員、專業商務寫手、撰稿人、科學技術寫手到配音專才，服務加拿大特色的多元文化市場。

公司的項目經理**朱陳燕蘭**女士表示，隨著移民越來越多，加拿大和世界的交往迅速增加，語言的翻譯服務需求極大，讓她忙的不可開交。

國語翻譯需求比廣東話大

她說，公司有三個主要的業務方向，最大的就是拿到了和本國政府的翻譯合同，提供官方英法語言的雙向翻譯。其次是服務大量的商務客人，對他們的商業資料，例如網站及宣傳材料提供不同的語言版本，服務少數族裔社區。第三項業務就是服務這裡的移民。很多人到加拿大生活後，需要把原籍資料翻譯公證，以便申請學校、結婚、移民等。公司也會服務很多走出國門的加拿大人，把他們的國語資料翻譯成各種語言。

「少數族裔越多，需要的翻譯服務越大。就中文而言，現在的趨勢是國語的需求量大，廣東話的需求量少。我們公司需求最大的語言莫過於中文、Hindi、Punjabi、西班牙語等。」朱陳燕蘭說。

要求翻譯員有不同專業知識

若公眾認為只要是自己的母語，就可以做該語言的專業翻譯的話，在朱陳燕蘭看來還相差甚遠。該公司聘用大量兼職翻譯人員，要進這個門檻，首先要拿到本國翻譯專業的證書，畢業後要入安省的翻譯專業協會。最重要的是要有經驗，有時候甚至要數十萬字的翻譯經驗。好的推薦信也必不可少。

「我們的專業人員，有的做法庭口譯，有的做醫療翻譯。除了語言外，專業知識很重要。法庭翻譯要懂很多法律知識，即時翻譯不能出錯，否則令案件審理受阻甚至出錯，是不可挽回的失職。」她強調。



Torce Financial Group
多利時財務集團



Michelle Chu
朱萬舒
Financial Services Advisor

625 Cochrane Drive, Suite 600, Markham, Ontario L3R 9R9
Cell: 416-833-9218 Tel: 905-513-9139 Fax: 905-513-8992
Email: michellechu@torcefinc.com

PROFESSIONAL SERVICES 專業服務 (English, 廣東話及國語服務)

- 人壽保險 • 按揭保險 • 旅遊保險 • 投資基金 • R.R.S.P. 註冊退休計劃 • R.E.S.P. 註冊教育計劃
- 危疾保險 • 傷殘入息保險 • 醫療保險 • 商業團體保險 • 財產分配保險 • 長期護理保險

WELCOMING NEW MEMBERS 歡迎新會員



Eliza Arnold



Grant Thornton LLP
Allyson Xiong, Vicky Liu,
Patrick Chu



Winnie Cheung



Eddie Mak



Zhang Long



Elena Bai



Simon La

GENERAL MEMBERS

- Tom Chan
- Chris Cheng
- Ken Lawson
- Teresa Liang
- Jessi Lo
- Meni Mancini
- Susanna Ng
- Niraj Sinha
- Grace Yim
- Fanny Yuen
- Yan Zhou

YOUTH MEMBER

- Jethro Kwan

CORPORATE MEMBERS

BIG TIME Real Estate Investment LLC	Jonathan Mah Howard Wu Richard Yang
Grant Thornton LLP	Patrick Chu Vicky Liu Nicholas To
MNP LLP	Chris Joakim



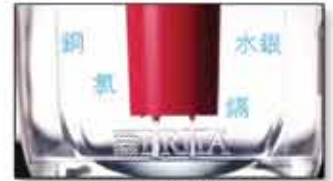
QUALITY TV COMMERCIALS & VIDEO PRODUCTIONS

120 WEST BEAVER CREEK ROAD, UNIT 23
RICHMOND HILL, ONTARIO L4B 1L2
WWW.CHINASYNDROME.COM

CONTACT: PAUL YEE
TEL: (905) 886-6373 EXT. 222
PAULYEE@CHINASYNDROME.COM



Asian Legend (味香村)
(Chinese)



Brita (濾水器)
(Cantonese, Mandarin)



Clorox (高爾士)
(Cantonese, Mandarin, Hinglish, Punjabi)



Harmony Village (樂融園)
(Cantonese, Mandarin)



MarineLand (海洋公園)
(English, French)



Burt's Bees
(Cantonese, Mandarin)



WSPA - Jackie Chan (世界動物保護協會)
(English, Cantonese, Mandarin)



CIC (哥倫比亞國際學院)
(Chinese)



Festival Square (麗光大道)
(Cantonese, Mandarin)



GM Orlando Testimonials (通用汽車)
(Cantonese, Mandarin, Hinglish, Punjabi)



Celebrating our 25th Anniversary

歡迎各廣告公司或商戶來電查詢電視電台廣告製作事宜

RHMCBA sponsors Chief for a Day contest

華商會贊助「一日總長」徵文比賽



RHMCBA has been sponsoring the York Regional Police Chief for a Day essay contest for many years. This year, the winner was Rami Huijbregts-Aoudeh from Buttonville Public School in Markham.

(From the left) Director **Daisy Wai**, President **Annie Ho**, **Rami Huijbregts-Aoudeh**, York Regional Police Chief **Eric Jolliffe** and Director **Ernest Cheung**.

華商會多年來一直贊助約克區警隊舉辦的「一日總長」徵文比賽。今年比賽優勝者是萬錦市Buttonville Public School 的小五生Rami Huijbregts-Aoudeh。

左起：會董**章邱佩芳**、會長**何鄧小仙**、**Rami Huijbregts-Aoudeh**、約克區警察總長**祖列夫**，及會董**張文正**。



Andy Chan wins an award

陳卓彥獲頒傑出青年專業人士獎

Our director and secretary **Andy Chan** wins the Young Professional Aspire Award organized by the Markham Board of Trade.

The proud award recipients **Andy Chan**, **George Arabian** and **Robert Martella** are congratulated by Mayor **Scarpitti**.

本會會董兼秘書陳卓彥獲頒由萬錦商會舉辦的「傑出青年專業人士獎」。圖為陳卓彥及其他得獎者與萬錦市市長薛家平合照。

RHMCBA supports OCDA

商會支持大專中文辯論比賽

RHMCBA was the title and diamond sponsor for the 23rd Ontario Inter-Collegiate Chinese Debate Alliance. The final was held in late March and Ryerson University was the champion.

本會繼續支持安省大專中文辯論聯盟，是該組織的主題及鑽石贊助。今年的辯論比賽由懷雅遜大學奪魁。圖為本會會長何鄧小仙與冠軍隊各隊員合照。



Reza Moridi, MPP
Richmond Hill

Serving the riding of
Richmond Hill

We are proudly here to assist
you in accessing the programs
and services offered by the
Government of Ontario.



9891 Yonge Street, Richmond Hill
ON L4C 1V1

T: 905-884-8080

rmoridi.mpp.co@liberal.ola.org

www.rezamoridi.onmpp.ca

[facebook.com/moridi](https://www.facebook.com/moridi)

[@rezamoridi](https://twitter.com/rezamoridi)

Wine Tasting Event 2014



Fine wine + Good food + Networking + Prizes
Tuesday July 29, 2014
6:00-9:30 PM

RHMCBA's 10th Wine Tasting at

Willow Springs Winery

5572 Bethesda Road, Stouffville, ON L4A 7X3

Member	\$100
Non-Member	\$120
Food Only	\$60

Advance registration is required at www.rhmcba.ca

For inquiries, please contact Miranda at mirandatsui@rhmcba.ca | 905-731-8806

Limited Seats - First Come First Served

PLEASE DRINK RESPONSIBLY

商業網絡品酒會 七月底舉行



本會一年一度舉辦的商業網絡品酒會將於7月29日在柳泉酒莊 (Willow Springs Winery) 舉行。充滿意大利色彩的柳泉酒莊，位於富有田園風情的斯托維爾小鎮，風景優美。參加者既可品嚐多種不同地區的佳釀和所配搭的食物，同時又可認識不同領域的商界人士，擴闊商業網絡。活動詳情如下：

日期：2014年7月29日，星期二

時間：下午6時至9時半

地點：柳泉酒莊 (Willow Springs Winery)

5572 Bethesda Road, Stouffville, ON L4A 7X3

費用：會員：每位60元

非會員：每位120元

只品嚐食物：每位60元

購票：請於商會網頁登記購票：www.rhmcba.ca

查詢：mirandatsui@rhmcba.ca 與 Miranda 聯絡，

或致電商會：905-731-8806



**RICHMOND HILL & MARKHAM
CHINESE BUSINESS ASSOCIATION**
烈治文山市·萬錦市華商會

中秋聯歡晚宴

Date: Tuesday September 9, 2014
Time: Registration - 6:30 pm
Dinner - 7:00 pm
Venue: Casa Victoria Fine Dining & Banquet
(紫爵金宴)
8601 Warden Avenue, Unit 4-6
Markham, Ontario
Ticket: \$68
Dress Code: Business Attire

中秋晚宴9月9日舉行

兩年一度慶祝中秋節的晚宴將於本年9月9日追月當晚舉行。活動詳情如下：

日期：2014年9月9日星期二

時間：登記：晚上6時半

入席：晚上7時

地點：紫爵金宴 (Casa Victoria Fine Dining and Banquet)

8601 Warden Avenue, Unit 4-6, Markham

費用：每位68元，每桌680元

購票及查詢：mirandatsui@rhmcba.ca 與 Miranda 聯絡，

或致電商會：905-731-8806

歡迎贊助晚宴

請與 Miranda 聯絡 mirandatsui@rhmcba.ca | 905-731-8806



積寶山殯儀館

一站式全套預備費用 保證價錢全大多市最平。價錢包括：專業靈柩服務、前一晚迎殯容、遺體防腐處理、化妝、殯儀服裝、文件處理、所有預備車、開路、花車及運送靈柩車等等。全新擴建寬敞禮堂，為南安省最大型禮堂之一，更增設優美接待室，配合各種宗教儀式，服務專業，以周詳卓越見稱。

全新擴建寬敞禮堂，為南安省最大型禮堂之一。

「我們豐富經驗的團隊，誠意分擔親人訣別的傷痛，切身處地給您真誠慰藉，為您妥善安排親人摯愛人生的最後一程。」

華人服務高級經理：**柏劉靜宜 (TAMMY)**

華語專線 (24小時粵、國及英語)：**905.305.8358**
8911 WOODBINE AVENUE, MARKHAM, ON
www.chapelridgefh.com

Dear Daniel & Bonnie,

It was a pleasure working with both of you. You make an extraordinary team; Bonnie knew exactly what needed to be done to present our house at its best. Daniel knows the market very well and listed our house at the right price to get multiple offers and sell within 3 days! We would not hesitate to recommend Bonnie and Daniel to anyone interested in selling their house. They are professional and hard working agents on behalf of their clients. They truly are the **'number Wan choice !'** Thanks again!

Gwen & Tom Stamatakos **64 Ava Cres, Bayview Hill**

富豪山莊2014五月份售樓訊息

Houses Sold in Bayview Hill in May 2014**

Total houses sold : 11

富豪山莊五月售樓總數: 11間

All Houses Sold by
Bonnie & Daniel
The Right Wans

Bonnie & Daniel 富豪山莊
五月賣的房子



** Per MLS May 2014

Not intended to solicit any current contract