

# Ian Macdonald

Minister for Primary Industries  
Minister for Energy  
Minister for Mineral Resources  
Minister for State Development



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## **NSW Government helps wine exporters access the China-Hong Kong market**

The NSW Government will launch a major strategy to help NSW wineries increase their share of the lucrative China-Hong Kong market, Minister for State Development Ian Macdonald said at Orange today.

“Over the past few years, China and Hong Kong have emerged as the most important market in Asia for Australian wine,” Mr Macdonald said.

“The State Government is pleased to implement this strategy to support the wine industry which is an increasingly important export industry for NSW.”

Mr Macdonald said he saw a key role for regional bodies like Taste Orange in developing and implementing the China-Hong Kong export strategy for NSW wine. He said the State Government would invest around \$100,000 plus in-kind support in the strategy.

“This includes \$25,000 for a pilot project for the wine industry of Orange and surrounding areas to get small and medium size operators to be part of this international project,” he said.

“I welcome the assistance of Taste Orange in encouraging interested Orange wineries to attend a briefing on exporting wine to China-Hong Kong in August, and promoting their participation during November’s in-market promotions.

“There are a number of Orange wine companies with direct experience in the China-Hong Kong market who can provide valuable input into our new five-year strategy.

“The NSW Department of Industry & Investment will work with the NSW Wine Industry Advisory Council and NSW Wine Industry Association to develop a long-term marketing strategy to pursue opportunities in China and Hong Kong.

“As a first step, the Department is organising a series of NSW wine promotion events in China and Hong Kong in November.

“Up to 20 NSW wineries from a range of regions are expected to participate in this first round of promotional activities.

“The NSW wine industry will have a coordinated presence at these flagship events, and promote consistent messages about the quality and diversity of NSW wines.

Mr Macdonald said wine exports to China and Hong Kong were worth \$115 million in 2008, making it Australia’s fourth largest wine export market.

Minister Macdonald said the State Government in Partnership with NSW Wine and News Ltd would publish a 100-page wine feature with The Sunday Telegraph this weekend.

“And the great news for Orange is local wines feature in James Halliday’s Top 100 NSW Wines,” Minister Macdonald said.

“I can’t reveal these celebrated wine labels before Sunday, but the local industry is well represented.

“At the launch of *NSW Wines Uncovered* 2009 last night Mr Halliday heaped praise on the local industry branding Orange the ‘golden haired child’ of the NSW wine industry.

“This is a great accolade for Orange and the people working to promote the local industry here and abroad.”

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