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Tuesday, 25 August, 2009

NSW GOVERNMENT HOSTS WORKSHOP TO BUILD WINE EXPORTS TO CHINA

Today's State Government-hosted business workshop will help grow NSW wine exports to China and Hong Kong, Minister for State Development Ian Macdonald said.

Mr Macdonald said Industry & Investment NSW is hosting the workshop in partnership with the NSW Wine Industry Association and the NSW Wine Industry Advisory Council.

"This workshop will feature some of Australia's leading wine marketing experts discussing how to tap one of the world's fastest growing wine markets," Mr Macdonald said.

"It will be a chance for winemakers to learn about the latest trends, issues and opportunities in Australia's largest wine market in Asia, and hear how the NSW Government and others can assist our wineries to increase their market share.

"Senior representatives of Industry & Investment NSW will outline an exciting program of promotional activities planned for Guangzhou, Hong Kong and Shanghai during November to help grow our wine exports.

"Australian wine exports to China grew from \$37 million to \$74.9 million between 2006 and 2008 (calendar year figures) and NSW wine exports to China grew from \$7.4 million to \$14.8 million over the same period.

"Australian wine exports to Hong Kong grew from \$24.4 million to \$40.2 million between 2006 and 2008, and NSW wine exports to Hong Kong from \$3.2 million to \$5.2 million.

"We are focused on growing these markets into the future through ongoing efforts."

Mr Macdonald said issues examined would include:

- the size of the China and Hong Kong wine markets – their scale, growth projections, market shares, character and structure
- how to appeal to Chinese consumers through flavour profiles, packaging and promotion; and
- approaching the Chinese market - market access, trade practicalities, assistance available from the NSW Government, Austrade and industry bodies.

"This workshop is being targeted at new-to-market wine companies keen to fast-track their penetration of the China and Hong Kong market, as well as established wine exporters interested in growing their sales; and wine export consolidators, he said."