



## Taste of Australia - South China, May 2009

Expand your export opportunities into this dynamic region

### About this roadshow

*Taste of Australia* is an export facilitation platform developed by Austrade's South China team to link Australian wineries with targeted, local business networks. By working with Austrade you'll meet local importers, distributors, traders, corporate buyers, and hotel/restaurant owners in the region.

The first *Taste of Australia*, held in March 2008, proved highly successful for the 24 Australian wine companies who participated. With well over 100 market professionals in attendance at each location, 90% of Australian participants acquired business leads as a direct result of their involvement in the roadshow.

In light of this success, the 2009 roadshow has been extended to five southern cities and has been timed to coincide with another key wine tasting event in Shanghai. This enables Australian exporters to maximise their travel to China by tapping into the top two imported wine consumption regions - Shanghai and Southern China - in just one visit.

### Why should you participate?

- Showcase your products to retail and food service buyers as well as wine industry professionals and test the market.
- Secure business in South China and increase your export sales.
- Hear from local experts and develop an understanding of the market.
- Expand your distribution networks from tier one to tier two cities which are potential markets for import wines.
- Promote your product and brand image under an Australian national branding umbrella.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market.

### Market insights

- In the first five months of 2008 China imported 84.89 million litres of wine. This was an increase of 10% over the same period last year. The value was US\$310 million (up 49% year-on-year); the average import price was US\$3.6/L (up 35% year-on-year).
- In the year ended in September 2008, Australian wine exports to mainland China also grew to A\$64.74 million, an increase of 21%. The average per litre price increased by 91.2% to A\$4.82.

### Important information

#### Dates & locations:

18 May Chongqing  
20 May Kunming  
22 May Xiamen  
25 May Guangzhou  
27 May Sanya

#### Application deadline:

13 March 2009

### Comments on Taste of Australia 2008

"Wine roadshow format provided quality, qualified potential buyers. Time wasting was minimum. Far superior to any traditional wine show events."

**Ross Camfield**  
**Director, Melross Estate**

"Compared to big event, "Better format for smaller wine show like this, more contacts with qualified attendees"

**Peter Rumball**  
**Director, Rumball Wines**



## Market snapshots

### Xiamen - Capital of the Fujian province

Annual consumption volumes of wine in Xiamen exceeds 10,000 litres, of which 45% are premium wines. To date, sales volumes have been increasing by 15% each year making Xiamen one of the key wine markets in China. In addition to strong local demand for wine, Xiamen also plays an import role as a wine distribution centre to neighbouring areas such as Quanzhou, Fuzhou and Zhejiang in Jiangxi province.

### Kunming - Capital of the Yunnan province

Australia enjoys a strong economic relationship with Yunnan and is one of its largest international trade partners. Yunnan is a large local wine producing region in Southwestern China. Well known local brands include Yunnan Red and Shangri-La Wine. A wine culture has been developed through historical linkages with France. Opportunities continue to open up in this city which offers more accessible partners than some of the bigger Chinese cities.

### Chongqing - The 4th largest city in China

Development in this city has dramatically increased in recent years as a result of investment by the Chinese government. Although Australian wine is still relatively new to Chongqing consumers, several reputable Australian wine consolidators/distributors have recently launched operations in Chongqing, acknowledging this market's sales potential. Consumers are starting to appreciate the fresh taste of Australian wines. Opportunities are emerging for premium imported and entry-level imported wines in Chongqing.

### Guangzhou - Capital of Guangdong province

Guangzhou is one China's major ports for imported wines and is the entry point for most wines being sold in southern China. Wine consumption in this region is relatively established and continues to rise each year. Australian wines are already well accepted in the market.

### Sanya, Hainan Island - One of China's the most famous resort cities

This region is home to over 50 four and five-star hotels, accommodating more than half a million tourists in 2007. Sanya is also a popular haven for wealthy Chinese with 60% of properties owned by non-residents. These characteristics mean there is great potential for wine consumption in Hainan Island.



## Mission program

The program has been designed to maximise your time spent away from Australia:

17 May 09	Chongqing	Arrive
18 May 09	Chongqing	Booth set up in the morning and showcase from 13:30 to 18:00
19 May 09	Kunming	Arrive (leave for Kunming by air in the afternoon for leads follow up in the morning)
20 May 09	Kunming	Booth set up in the morning and showcase from 13:30 to 18:00
21 May 09	Xiamen	Arrive
22 May 09	Xiamen	Booth set up in the morning and showcase from 13:30 to 18:00
23-24 May 09	Xiamen/Guangzhou	Your own arrangement for leads follow up or sightseeing
24 May 09	Guangzhou	Arrive
25 May 09	Guangzhou	Booth set up in the morning and showcase from 13:30 to 18:00
26 May 09	Sanya	Arrive
27 May 09	Sanya	Booth set up in the morning and showcase from 13:30 to 18:00
28 May 09	Sanya	Mission end/Depart (Public holidays from 28-30 May in China)



## Cost of participation

The total cost per delegate includes direct costs and an Austrade service fee.

Options	Total cost	Direct costs	Austrade service fee
<b>Option 1 (5 cities)</b>	A\$3,820	Direct cost of A\$ A\$1,350 per delegate includes: <ul style="list-style-type: none"> <li>• Rental of venue at 4-5 star standard hotels or similar standard clubs;</li> <li>• Stands to showcase your products;</li> <li>• Furniture, glasses and finger food.</li> </ul>	Austrade service fee of A\$2,470 (13 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Mission coordination</li> <li>• Production of mission booklet</li> <li>• Inviting qualified buyers and visitors.</li> <li>• On-site support</li> </ul>
<b>Option 2 (4 cities)</b>	A\$3,480	Direct cost of A\$1200 includes: <ul style="list-style-type: none"> <li>• Rental of venue at 4-5 star standard hotels or similar standard clubs;</li> <li>• Stands to showcase your products</li> <li>• Furniture, glasses and finger food.</li> </ul>	A\$2,280 (12 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Mission coordination</li> <li>• Production of mission booklet</li> <li>• Inviting qualified buyers and visitors.</li> <li>• On-site support</li> </ul>
<b>Option 3 (3 cities)</b>	A\$2,800	Direct cost of A\$900 includes: <ul style="list-style-type: none"> <li>• Rental of venue at 4-5 star standard hotels or similar standard clubs;</li> <li>• Stands to showcase your products</li> <li>• Furniture, glasses and finger food</li> </ul>	A\$1,900 (10 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Mission coordination</li> <li>• Production of mission booklet</li> <li>• Inviting qualified buyers and visitors.</li> <li>• On-site support</li> </ul>
<b>Option 4 (2 cities)</b>	A\$2,120	Direct cost of A\$600 includes: <ul style="list-style-type: none"> <li>• Rental of venue at 4-5 star standard hotels or similar standard clubs;</li> <li>• Stands to showcase your products</li> <li>• Furniture, glasses and finger food</li> </ul>	A\$1,520 (8 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Mission coordination</li> <li>• Production of mission booklet</li> <li>• Inviting qualified buyers and visitors.</li> <li>• On-site support</li> </ul>
<ul style="list-style-type: none"> <li>• The direct cost and Austrade service fee form part of the total package and you cannot purchase one without the other.</li> <li>• If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.</li> <li>• You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit <a href="http://www.austrade.gov.au">www.austrade.gov.au</a> or call 13 28 78.</li> <li>• Please note, the Sanya roadshow will be cancelled if less than 5 participants.</li> </ul>			

## Apply before 13 March 2009

Apply online at [www.austrade.gov.au/TasteOfAust09](http://www.austrade.gov.au/TasteOfAust09) to have our country and industry specialists assess whether this event offers opportunities that are well-matched to your business.

If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare.

## Key contacts

Yuling Zhang  
Senior Team Leader  
Austrade Guangzhou  
T +(61) 02 6201 8315 (Australia)  
T +86 20 2887 0110/0188 (China)  
E [yuling.zhang@austrade.gov.au](mailto:yuling.zhang@austrade.gov.au)

Stephanie Zhou  
Business Development Manager  
Austrade Guangzhou  
T +(61) 02 6201 8315 (Australia)  
T +86 20 2887 0121/0188  
E [stephanie.zhou@austrade.gov.au](mailto:stephanie.zhou@austrade.gov.au)