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Australian wines the toast of *Export Growth China* trade shows

Demand for Australian wine is continuing to grow in China, with Brothers in Arms Vineyard and Drayton's Family Wines generating huge interest from wholesale buyers at trade shows held in Eastern China as part of the NSW Business Chamber's **Export Growth China** program.

"China is currently the world's fastest growing wine market with imported wine sales growing faster than domestic brands. This presents enormous opportunities for Australian wine-makers, but navigating the complexity and costs of the world's biggest marketplace can be extremely daunting," said NSW Business Chamber General Manager, Paula Martin.

"NSW Business Chamber launched the **Export Growth China** program to reduce the risks and costs associated with exporting goods to China and provide expert assistance to successful Australian SMEs who are ready to back the strength of their product internationally, but don't know where to start.

"We provide businesses with a low-cost entry point and essentially 'hold their hand' through the entire process; from determining whether they're ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

"NSW Business Chamber has opened a custom-designed showroom in the heart of Shanghai's international trading district, which we are currently filling with Australian products, including samples from top Australian winemakers.

"Although the showroom will be officially launched in August, our staff on the ground in China are already proactively marketing these products to wholesale buyers and providing real-time feedback on potential sales leads," Ms Martin said.

NSW Business Chamber representatives recently showcased Australian products at a series of trade shows in Zhejiang Province, south of Shanghai, including at the Hangzhou Wine Fair.

"Drayton's Family Wines and Brothers in Arms Vineyard were the toast of the Hangzhou Wine Fair. The event had more than 200 wholesale buyers in attendance, and generated 20 firm sales leads which will now be followed up by our specialist trade advisors in Shanghai to ensure these businesses are matched with the right buyers for the best chance at success.

"Given that we are already seeing firm sales leads for some program participants before the showroom has officially launched; it is clear that the **Export Growth China** program will be an enormous resource for Australian SMEs who are keen to break into the world's largest consumer market," said Ms Martin.



The successful trade shows follow the release of new data from the Australian Grape and Wine Authority which shows that the Chinese market for Australian wine has grown by 20 per cent in the past 12 months.

The data shows lower and higher price segments to be key drivers of growth in China with bottled exports below \$A5 per litre up 25 per cent, and bottled exports above \$A7.50 per litre up 12 per cent to see China remain the number one export destination for premium Australian wines.

John Drayton of Drayton's Family Wines said the company joined the **Export Growth China** program to learn about the market in China and gain greater awareness and exposure of Drayton's brand products in the Chinese market.

"Drayton's Family Wines have been exporting to China for over 10 years. During this time we have been only supplying "buyers own brand" to Chinese buyers as they approach us, however we have now made a conscious decision to attempt to supply our Drayton brand products.

"We feel that the overall Chinese market is still in the early days of maturity and the potential is huge to not only supply softer full bodied red wines but from experienced gained from the Chinese tourist that visit our winery in the Hunter Valley fruiter soft white wines could become popular in the Chinese market.

"From such hands on cellar experience that our staff are experiencing here in Australia we feel that it is only a matter of time before the market in China starts to accept such softer fruiter style white wines that would go very well with Chinese food.

"We feel that the potential to export wine to the Chinese market will be greatly enhanced from our partnership with the **Export Growth China** program. Whilst only in the early stages, our experience with the program has been very positive and professional and we look forward to developing this relationship as we move forward together

"Whilst we all have a lot to learn about the Chinese market, we are excited to have joined forces with the Export Growth China program as we go down this path together," Mr Drayton said.

For more information about **Export Growth China**, visit www.exportgrowth.com.au or call 1800 505 529.

Export Growth China is an initiative of the Australian Chamber movement and this activity received funding from the Australian Government as part of the Asian Business Engagement Plan.

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Media contact: Elizabeth Kelleher 0414 626 384

