

MEDIA RELEASE

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Attention: News Editor

Great Southern wines at world's biggest show

Great Southern wineries will join 1000 exhibitors from 28 countries in Hong Kong this month for Vinexpo Asia-Pacific, the world's largest wine trade show.

Major wine producers from around the world will be represented at the biannual trade show.

A 15-person delegation from the Great Southern, supported by the Great Southern Development Commission (GSDC), will be the only representation from Western Australia.

Wine buyers from Hong Kong, Macau, China, Taiwan, Korea, Japan, Singapore, Thailand, Malaysia, Vietnam, Philippines and India have registered to attend the event.

On the Australian wine pavilion, coordinated by Wine Australia, eleven wineries will exhibit with the regional Great Southern Wines stand, including Bunn Vineyard, Ferngrove, Forest Hill, Hay Shed Hill, Howard Park, West Cape Howe and Xabregas.

GSDC Chief Executive Officer Bruce Manning said the opportunity would position Great Southern wineries at the forefront of the industry before a global audience.

"The Wine Australia pavilion will feature education seminars for the duration of the trade show," Mr Manning said.

"Great Southern wines will be highlighted through a masterclass scheduled for Wednesday 30 May.

"Wine education is a key component to opening new export markets and the regional Great Southern focus through masterclasses and seminars, complemented by bilingual promotional material, will create strategic and lucrative market opportunities," Mr Manning said.

During the masterclass, each winery has nominated a wine to present to the attendees which will explore nuances of the varieties riesling, shiraz and cabernet sauvignon.



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WA Wine ambassador CH'NG Poh Tiong, editor for the Wine Review and Chinese Cuisine and Wine, will support the masterclass by attending as a special guest.

Poh Tiong is an influential wine writer in China and Asia and will generate a high level of interest for Great Southern wines by attending the presentation.

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