

MEDIA RELEASE

Our Ref: T15:0032

22 February 2011

Attention: News Editor

Wine information to cross language barrier

Chinese wine buyers will soon have access to information in Mandarin about Great Southern wineries.

Great Southern Wines, a booklet produced last year by the Great Southern Development Commission (GSDC), is being translated into Mandarin to back a trade push by the region's wine producers in Beijing and Shanghai in May.

The booklet lists 52 wineries with profiles and contact details. Detailed information is provided about the five sub-regions of the Great Southern, including maps with the locations of individual wineries.

GSDC Chief Executive Officer Bruce Manning said the translated booklet will be distributed during the Great Southern Wines Two Cities Tour of China in May.

"Ten Great Southern wineries will send representatives to Beijing and Shanghai in May to present tasting events for wine buyers, media and educators," Mr Manning said.

"Having a Mandarin version of information about the region's wines will strengthen the wineries' efforts to grow and consolidate export sales to this important market."

The GSDC is funding the translation of the booklet, and the Two Cities Tour will be delivered by the GSDC in partnership with the Western Australian Trade Office in Shanghai.

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