

MEDIA RELEASE

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Attention: News Editor

Wineries build Asia marketing

Great Southern wineries will put up a strong showing at key wine marketing events in Hong Kong and Taiwan in November.

Wineries including Forest Hill, Plantagenet, West Cape Howe, Wignalls, Willoughby Park and Xabregas will join the Australian pavilion at the 2011 Hong Kong International Wine and Spirit Fair on November 3 to 5.

On November 7, the Great Southern delegation will present a targeted trade tasting at the Taipei Hyatt in Taiwan.

The Great Southern presence at both events is supported by the Great Southern Development Commission (GSDC), in partnership with Austrade.

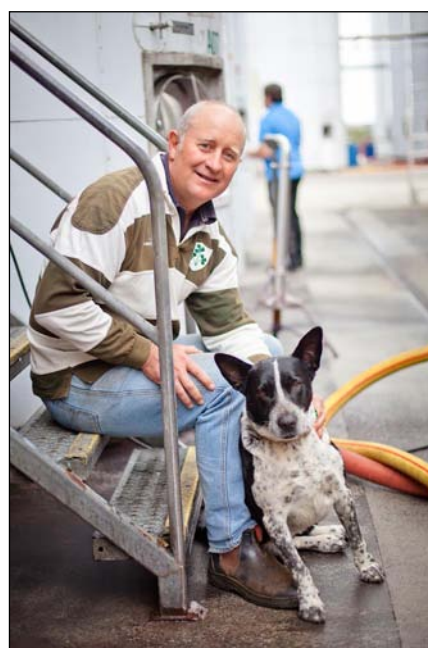
GSDC Chief Executive Officer Bruce Manning said

the three-day Hong Kong trade fair was considered one of the most important in Asia as it is a gateway for wine buyers from mainland China and the surrounding region.

“More than 700 exhibitors from across 30 countries and regions around the world will showcase their wines in Hong Kong to an estimated 14,000 trade delegates in order to identify new export opportunities,” Mr Manning said.

“It is essential for Great Southern wine producers who are pursuing export markets to establish a profile at these trade events.

“Taiwan is becoming an increasingly important market and is showing a continued growth in demand for premium wines.



West Cape Howe winemaker Gavin Berry will expound on the intricacies of riesling at the Hong Kong wine trade fair.

“The Taipei leg of the trip will allow Great Southern wineries to negotiate directly with key buyers and raise the region’s profile among influential industry stakeholders,” Mr Manning said.

During the Hong Kong trade show, Wine Australia will hold a masterclass to educate trade representatives in the nuances of the iconic wines and styles from Australia.

West Cape Howe winemaker Gavin Berry has been nominated to deliver a key presentation on riesling in this global forum, following the winery’s trophy success at the recent Canberra International Riesling Challenge.

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