



Media Release

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## WCA BRINGS THE CHINA-AUSTRALIA WINE MARKETING SUMMIT TO SYDNEY

This coming April the **China-Australia Wine Summit** will visit Sydney, hosted by Wine Communicators of Australia. Through this event, the Australian wine community will be given the opportunity to gain an educated insight into the increasingly important world of wine in China, a nation which now represents the largest Australian wine export market by value.

To be held on the 4<sup>th</sup> April 2019 over the course of a single day in Sydney at Customs House, Alfred Street, Circular Quay - it is a not-to-be-missed opportunity to listen and learn from a knowledgeable panel of speakers about this wine market - an environment that is fast becoming one of the biggest in the modern wine world.

Angus Barnes, chair of WCA, said of the summit, *"Each year the influence of China in the global wine marketplace is growing. As a modern day wine producer or business, you simply can't afford to ignore or be ignorant of its unique nuances. Through this summit, we are giving the Australian wine industry the chance to up-skill their understanding of this market, and to take advantage of its significant opportunities. Anyone in the Australian wine industry that does not attend is at risk of disadvantaging their business, their label, their export future."*

Over the course of the intense day program, attendees will be given a detailed understanding of how to better tailor their marketing activities to attract the ever-growing and increasingly important Chinese wine market. Suitable for wine marketers, wineries, and wine journalists, who are either interested in China, or are currently in this market and want to grow their brand's presence and network, it's a must attend for wine businesses that intend to achieve serious growth in the evolving wine marketplace.

With a stellar list of keynote speakers from across the industry, the program includes but is not limited to:

- **Alison Airey**, CEO, Australia China Business Council
- **Sara Cheng**, Head of China Practice (Wine Export Program), Export Growth China, Australian Business Solutions (part of the Australian Business Chamber)
- **Rob Geddes**, Master of Wine, Australian Wine Vintages
- **Andy Jiang**, Former General Manager, China, Tourism Australia and Managing Director, Andy Wilson
- **Chris Morley**, Senior Advisor – Premium Food, Austrade
- **Gerard Robb**, VP, Far East Asia, The Star (Chinese Tourism)

### For a full list of the speakers and to register and book your attendance:

Reserve your seat via the Wine Communicators of Australia website at the link below. Tickets are priced at \$490, however WCA members receive a significant discount and early bird price of \$255 if they register before February 29.

- <https://winecommunicators.com.au/event/china-australia-wine-marketing-summit/>

### For more information please contact:

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### ABOUT WCA

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members.