



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE

Available for immediate distribution

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Calling for Speakers and Partners for the Wine Communicators China-Australia Wine Marketing Summit 2020

Mainland China continues to be an important market for the Australian Wine Sector. Off the back of the success of the 2019 Summit, Wine Communicators of Australia (WCA) will be hosting the 2020 China-Australia Wine Marketing Summit where you will hear from leading China experts, 6 May 2020.

Leading into 2020 and beyond how are you, your team and organisation going to take advantage of this exciting market.

This Summit is designed to help both new and well-established wine exporters carve out their marketing plans for growth in this exciting Chinese consumer market.

WCA are seeking expressions of interest from **speakers and event partners**.

This event is designed to bring together thought leaders and industry experts who will provide attendees with the latest insights and knowledge required to grow in the Chinese wine market. Suggested topic areas include:

- Insights and Trends in the Wine Marketing and Communications Space
- Creating Exceptional Connections with Chinese Consumers
- Latest Tech Trends - Shaping how we communicate with the Chinese Consumer
- China Wine Tourism

Early bird tickets are now on sale for this important conference and can be found on the WCA website:

<https://winecommunicators.com.au/event/china-australia-wine-marketing-summit-2020/>

If you are interested in becoming a speaker or event partner, please contact:

- Lynda Schenk, WCA Executive Officer | 0400 811 002 | exec@winecommunicators.com.au
- Alex Gibbs, Summit Producer | 0418 674 850 | alex.gibbs@smilemarketing.com.au

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. WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine



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Communicator Awards and Legend of the Vine Awards.