



Module 3

Roundtable 1 - 26 May

Presentation + roundtable discussion

Roundtable 1 Where to start

26 May
12-1 pm AEST

Roundtable 2 The Art of building relationships in Asia

28 May
12-1 pm AEST

Roundtable 3 Selling wine online in Asia

3 June
12-1 pm AEST

As a program participant, you can attend 1, 2 or all 3 roundtables



Simon West
Fullglass



Liz Mencil
Hydra Consulting



Dr Darren Oemcke
Hydra Consulting

Roundtable 1 - Where to start 26 May

In this roundtable, we will be joined by wine export and marketing experts who will share their unique insights and experience when it comes to 'where to start'.

It will be an interactive discussion where we will debate which of the following is the most important:

- **Market selection** is the most important next step in your SEA export Journey.
- **Partnering with a distributor** is the most important next step in your SEA export journey.
- **Identifying your customers and consumption occasion** is the most important next step in your SEA export journey.

Speakers will include Simon West from Fullglass, Liz Mencil and Dr Darren Oemcke from Hydra Consulting.

Partners

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Speaker Bios



Simon West
Fullglass

Simon's passion for the food and wine industry spans more than 20 years of selling wine into all global markets both on-the ground and developing campaigns and strategy.

With experience covering supply, distribution and export of Australian food and wine (FMCG) at Procter & Gamble and the senior roles in Sales & Marketing and General Management for Gray's Online, Simon is the go-to person for ensuring product export and sales success.

Simon's experience spans geographies and includes new product launches, developing innovative promotional campaigns and strategic category plans. Simon has led highly successful teams covering sales, category management, promotions, marketing and inventory replenishment.

He has worked in a range of export facilitation and mentoring programs including Wine Australia's Growing Wine Exports, Western Australian Wines to the World, the Victorian Wine Academy, Ageing Well and China Accelerator.

Simon is lecturing in the Adelaide Graduate School of Business' Wine Business Program in wine retail and is on Wine Australia's Marketing Advisory Group. He's previously been a board director for the Australian Vignerons, Water Polo SA and Brain Injury South Australia.



Liz Mencil
Hydra Consulting

Liz has 25 years' experience in export marketing roles, including 15 years with small- and medium-sized enterprises in the wine and beverages sectors and 10 years exporting tactical radio communication globally.

She owned and operated a successful wine export business over an eight-year period; initially exporting a dedicated Western Australian portfolio of regional wines to Japan and the USA, and later teaming with a large USA based importer/distributor to export a more diverse portfolio of wines (from Australia and NZ) to 20+ states across the USA, developing producer brands and private labels.

She now consults in wine sales and marketing for clients including Stella Bella Flametree Wines, Domaine Naturaliste and runs the WA office of Hydra Consulting, taking responsibility for a diverse range of markets. Liz is our Project Lead for the WA Wines to the World Program – an industry led and state government (DPIRD) supported program.



Liz is a facilitator for Wine Australia's Growing Wine Exports workshop program as well as having developed and led a number of WA wine export initiatives. She has also recently lectured at Curtin University (Margaret River Education Campus) developing and delivering a Wine Marketing & Business unit.

Liz held a previous board role with Margaret River Wine Assoc. (9-years) and is a current board member for Wines of Western Australia.



Dr Darren Oemcke
Hydra Consulting

Darren is a highly experienced engineer and marketer with experience across large multi-nationals to small businesses and not-for-profits. He has 30 years of experience in exporting products and services and product development.

He is a creative thinker and thought-leader who works in projects from manufacturing performance, packaging, innovation, and international marketing and sales.

His experience in agriculture, food and wine/beverages ranges from product development, logistics, wine and beverage production, tourism development, product evaluation, marketing, market analytics, business planning and development. In recent years, his experience in wine export development and education has expanded to leading, designing, developing and delivering large export programs for a variety of government and industry groups across Australia.

Darren is a director of Hydra Consulting, Chair of Magmell Pty Ltd, Executive Chair of Invina, co-founder and head coach of start-up accelerator FOMENT and chair of Surfing SA. He lectures in wine business at the University of Adelaide (Retail program) and in business at the Flinders Business School.

Partners

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