



GREAT SOUTHERN  
DEVELOPMENT COMMISSION

## **MEDIA RELEASE**

Our Ref: T15:0032

22 May 2009

Attention: News Editor

### **International wine buyers set eyes on WA**

Challenging economic times have not reduced the global demand for Australian wine, with six international buyers flying into Western Australia next week to source new products to add to their already impressive portfolios.

Major importers from Japan, Nepal, South Korea, Sri Lanka, Taiwan and Thailand will tour the state from May 25 as part of a visit organised by TradeStart and supported by Austrade, South West Development Commission, Great Southern Development Commission, the Wine Industry Association of WA and the Department of Agriculture and Food, WA.

The five day excursion will see international buyers attend mini trade shows in Perth, Margaret River, Pemberton, Denmark, Albany and Mount Barker to source wine for major department stores, shops and restaurants.

Great Southern Development Commission's TradeStart Export Advisor, Alison Naylor said bringing buyers to wine regions was one of the most effective ways of increasing sales.

"It's a great opportunity for local wineries to not only showcase their premium wines, but also the beautiful vineyards.

"Buyers get to experience the region where the wine is made and meet face-to-face with the wine producers.

"We expect more than 50 Western Australian wine companies to take up the opportunity to showcase their products and develop partnerships with representatives from six international markets."

Austrade's New Delhi-based Trade Commissioner, Michael Carter said besides popular destinations like Japan and Thailand, there were opportunities for local wineries to develop a market share in emerging South Asian markets.



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“There is growing demand in Sri Lanka, the Maldives and Nepal beyond the table wine sector. They are a great choice for the medium-premium wine bracket and to discerning wine consumers at the top end hospitality sector,” he said.

CEO of the Wine Industry Association of WA, David Ellement is excited to be a part of this collaborative effort.

“It’s great to see the major impact that a number of different organisations can have on an international scale when they band together to promote WA wine,” he said.

“It will be really exciting to see what tempts the buyers from these diverse cultures as there is such regional diversity of varietal flavour in this, our premium wine producing state.”

#### ABOUT TRADESTART

TradeStart is a national network of export assistance offices, partnerships between Austrade and a range of local private and public sector organisations throughout Australia. These TradeStart Partners employ Export Advisors who are well versed in the needs of exporters and potential exporters and skilled in matters of international trade

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