

MEDIA RELEASE

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Attention: News Editor

Region's wines on world stage

Five Great Southern wineries put in a strong showing at a major world wine trade expo in Hong Kong at the end of May.

Delegations from Great Southern wineries took their products to the 15,000-visitor Vinexpo Asia-Pacific, and followed up with a trade visit to Seoul, South Korea.

Supported by the Great Southern Development Commission (GSDC), the 15-person Great Southern delegation was the only representation from the Western Australian wine industry at the three-day Hong Kong Vinexpo event.

Bunn Vineyard, Ferngrove, Forest Hill, West Cape Howe and Xabregas promoted their wines alongside eastern states wineries in the Wine Australia pavilion.

GSDC Chief Executive Officer Bruce Manning said the Great Southern wineries reported positive responses from the event.

"All of the Great Southern winery representatives said they gained useful trade contacts," Mr Manning said.

"Some of the representatives helped to deliver wine education seminars at the pavilion, continuing to build a stronger knowledge base about wine among buyers Asian countries.

"Similar contacts were gained by participants on the Seoul leg of the trip, and the efforts of the delegation will consolidate the profile of the Great Southern within these emerging markets," Mr Manning said.



West Cape Howe managing director Gavin Berry takes a group of wine trade buyers through a Great Southern wines masterclass at Vinexpo-Asia Pacific in Hong Kong.

The Korean event, also supported by Austrade, was attended by Ferngrove, Forest Hill, Hayshed Hill, Plantagenet and West Cape Howe.

Ferngrove and Plantagenet are already represented in the Korean market and took the opportunity to meet their distributors and strengthen relationships.

Representatives from the other three wineries met potential importers and gauged the prospects in Korea for their ranges.

Australia is the sixth largest source for Korean wine traders, after Chile, France, Italy, Spain and the USA.

The other nations have trade agreements that result in exemptions from South Korea's 15 per cent import tariff, gaining a trade advantage.

Australia is in the process of negotiating a similar agreement and the Great Southern winery representatives hope they will gain the exemption next financial year.

Media contact: Elizabeth Reed, ph. 9842 4888