

ProWine China 2020

FAQs

Q: Why is Wine Australia planning ProWine China with in-market brand representatives only?

A: Wine Australia will have a presence at ProWine China 2020 with in-market representatives only, due to COVID-19 travel restrictions and quarantine requirements. There is a current ban on all overseas travel for Australian citizens and permanent residents, most foreigners are not able to enter China, and inbound travellers to both Australia and China are required to undergo 14 days quarantine.

While travel restrictions are in place, we want to continue maximising our engagement in the China market.

We surveyed those who had registered their interest for ProWine China asking how they wished to proceed. Based on their responses, there was enough interest to modify our plans and move forward with in-market brand representatives only.

Read more on the official travel advice to China [here](#).

Q: I registered my interest for ProWine China, when will I hear more information?

A: We have extended the deadline to express interest for ProWine to 30 June 2020. After this date, we will get in touch with each company that submitted their interest to discuss their participation, individual requirements and next steps.

Q: What are the current travel restrictions?

A: In Australia, there is a current ban on all overseas travel, with few exceptions. All Australian citizens and permanent residents have been prohibited from travelling out of Australia unless granted an exemption. Please refer to the Australian Government's [guide](#) on leaving Australia.

China's borders are also closed to foreigners unless special exemption is granted.

People arriving into both Australia and China are required to quarantine for 14 days.

Wine Australia

Q: What other Wine Australia activities can I participate in?

A: We understand that you want to be active in the China market. Wine Australia is continuing to plan activities and events for the rest of 2020.

Even with travel restrictions in place, we are active in the China through an increased investment in social and digital marketing, education activities and in-store and online promotions. Our social channels are always on, we are hosting Australian Wine Discovered workshops and seminars around the country, and we are conducting retail promotions with major retailers.

Our planned activities include Wine Australia's China Awards in November ahead of ProWine China in Shanghai and the TWC Fine Wine Showcase and China Food & Drinks Festival in Chengdu in March 2021. These opportunities will be posted on our website and sent via email to our global newsletters subscribers.