

Wine
Australia

Growing Wine Exports program

At a glance



Wine Australia's Growing Wine Exports program is for new and experienced wine exporters looking to capture export opportunities in target markets.

The program is a key component of the Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package), comprising:

- one full-day 'Export Ready' workshop for businesses looking to develop their export strategy or give it a 'health-check', and
- a two-day deep-dive 'Export Plan' workshop for businesses wanting to refine their export plan and target commercial/growth opportunities in-market.

Please note: for most participants, attendance at the Export Ready workshop is a prerequisite to attending the two-day Export Plan workshop.



About the program

- A practical, hands-on and wine-specific skills development program
- Designed for new and experienced exporters looking to grow their wine exports
- Full-day Export Ready workshops delivered in 15 wine regions across Australia
- Two-day Export Plan workshops delivered in 7 centralised locations
- Delivered by people who have experience in wine exports and business
- Registration fees are heavily subsidised by the \$50m Package.

www.wineaustralia.com/au/growing-wine-exports



What will I get?

Full-day Export Ready workshops in wine regions (\$50 per person, excl. GST) will offer:

- new tools and strategies for navigating export markets
- exporter case studies and tips and tricks from wineries who have 'been there and done that'
- insights for identifying market attractiveness
- practical advice from wine sector experts on protecting your brand and calculating risk, and
- automatic registration to Wine Australia's new online learning portal – a one-stop shop for ongoing access to all the content and tools used in the program.

Two-day Export Plan workshops in centralised locations (\$300 per person, excl. GST) will offer:

- a live video hook-up with Wine Australia's USA team in-market
- a Chinese dining experience and insight into Chinese business practices
- expert advice on refining your market intent and wine offer
- a review of key market analysis, and
- the ins and outs of identifying and pitching to importers and distributors and preparing for a market visit.

Who should attend?

People with an interest in growing their wine exports, including:

- winery owners and managers
- export officers
- winery sales and marketing representatives, and
- new employees who would benefit from export tools, market insights and case studies.

How and when can I get involved?

Workshops commence from 2 October 2018.

Visit www.wineaustralia.com/au/growing-wine-exports/ to:

- register or save the date for a workshop in your nearest region or centralised location, and
- complete our Wine Export Quiz to receive a China- and USA-focused market gift.

Find out more

www.wineaustralia.com/au/growing-wine-exports

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