

# **Overseas Market and Travel Report**

## **Shanghai, Guangzhou, Macau, Hong Kong CHINA**

**Saturday 10<sup>th</sup> May – Friday 22<sup>nd</sup> May 2008**



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**Government of South Australia**

Primary Industries and Resources SA

# CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	<b>3</b>
<b>INTRODUCTION</b> .....	<b>4</b>
<b>INTRODUCTION TO ASIAN WINE OPPORTUNITIES</b> .....	<b>6</b>
<b>WINE MASTERCLASS CONCEPT</b> .....	<b>7</b>
<b>CHINESE MARKET</b> .....	<b>9</b>
<i>CHINESE WINE MARKET</i> .....	<i>10</i>
<i>CHINA'S WINE PRODUCTION</i> .....	<i>11</i>
<i>IMPORTED WINE</i> .....	<i>12</i>
<i>MARKET ACCESS FACTORS FOR WINE IN CHINA</i> .....	<i>13</i>
<i>THE GUANGZHOU MARKET</i> .....	<i>13</i>
<i>MACAU WINE MARKET</i> .....	<i>14</i>
<b>HONG KONG WINE MARKET</b> .....	<b>16</b>
APPENDIX 1: ITINERARY .....	18

## **EXECUTIVE SUMMARY**

The global wine market is in over-supply where product is expanding faster than demand, a situation that is causing global prices for wine and hence wine grapes to decline.

The current Australian drought is allowing a rapid run down of stocks but wine grape prices remain below the costs of production in many cases. If the drought does not continue, the low grape prices are expected to persist until 2010-11. This situation is creating hardship for many South Australian wine grape producers and winemakers.

Against this background and the increasing consolidation of multinational ownership of beverage companies and retail organisations, it is imperative that the South Australian wine industry, especially small to medium sized winemakers, continue to pursue export markets for their product, and at higher price points.

The current situation can only be overcome by selling more high priced wine, predominantly in export markets, such as China.

The Chinese wine market is South Australia's 8<sup>th</sup> largest market by volume and 9<sup>th</sup> largest market by value. Demand for Australian wines continues to grow with an increasing focus on higher price point wines. It is still a developing wine market, but presents many opportunities.

A South Australian trade delegation, represented by Minister Rory McEwen, Jock Harvey, Kris Roberts and Nicola Kelly visited Shanghai, Guangzhou, Hong Kong and Macau in May 2008 to investigate the real opportunities for Australian wine in the market. It was identified that the Shanghai, Guangzhou and Hong Kong wine markets have an interest in higher price point regional wine products, and this was supported by attendees at the masterclasses held in each of these cities, as well as feedback from one-on-one meetings.

It is important that SA continues to promote local wine products, focussing on utilising our resident legend winemakers and the regional heroes concept to promote our wines and in pursuing recognition for brands, especially our small to medium sized wineries. This process can take years and it is important that the SA wine industry acts quickly to secure a strong position within the Chinese market to continue to increase market share and recognition.

Just as important is for the Australian and SA Governments to continue to work closely with the Chinese Government to build alliances to ensure market access for our wine is improved.

## INTRODUCTION

In May 2008, Minister McEwen visited China as part of an overseas trade delegation.

The group visited the cities of Shanghai and Guangzhou in mainland China, as well as the Special Administrative Regions of Macau and Hong Kong.

During the visit Minister McEwen met with various wine and food companies, many of whom imported Australian produce.

The PIRSA Grape & Wine group worked closely with Austrade, Wine Australia, the South Australian Government Office in Shanghai and the South Australian wine industry to prepare the delegation program.

Wine masterclasses were held in Shanghai, Guangzhou and Hong Kong, which focused on regional South Australian wines with over 50 trade members attending each event. More information about the set up of the masterclasses is available in this report. Jock Harvey, Manager of Chalk Hill Wines, McLaren Vale was invited to host the masterclasses as a representative of South Australia.

In discussions with the Chinese wine media, writers and educators, they indicated their eagerness to learn more about South Australian wine, especially the small to medium sized wine companies and their stories.

China is an increasingly important market for Australian wine companies. The market is increasing and consumers are looking for higher end products. Australian wine is generally perceived to be good quality, but is second in quality and prestige perception to French wine.

From the group's visit, it was determined that there are more opportunities in the 2<sup>nd</sup> tier cities of mainland China, such as Guangzhou, particularly for new wine companies to market. The major cities such as Shanghai and Beijing import the largest values of wine; however, we were informed that this is predominantly being consumed by expatriates, and not the local consumers. For Australian wine to be successful in China, it is necessary to focus on the local market and not just the expatriates to ensure there is long-term purchase and consumption of Australian wine.

An article in the local press (South China Morning Post, May 22<sup>nd</sup> 2008) in Hong Kong wrote "...consumers embrace scores an easy shorthand that unfortunately requires that every wine be judged on the same seemingly objective scale, regardless of the subjective nature of taste...the rating system has bred an attitude towards wine that ignores context which is perhaps more important a consideration to the enjoyment of wine than anything else." "Ultimately, context may be the most underrated aspect of enjoying wine".

Context may be a key marketing tool that could be used for the Australian wine industry, to promote Australian wines matched with specific foods, particularly foods often consumed in these markets.

Australia is currently being put in the category of 'new world'. Whilst many people understand this generally means not European wines, it is an unfortunate title, particularly for the Chinese market. Chinese people generally like to purchase brands that have a long history and heritage behind them, therefore being branded as 'new world' limits the possibilities that might be available for promoting Australian wines as very high end, landmark style wines.

## INTRODUCTION TO ASIAN WINE OPPORTUNITIES

Asia is a rapidly increasing market for grape wine. Although rice wine has been consumed in many Asian countries for centuries, grape wine is still a new type of product to many Asian countries, and is becoming increasingly a beverage of choice.

Currently the combined wine consumption in Asia (excluding Japan) is about US\$7 billion, and represents only 7% of the worldwide consumption value. However, Asia's growth is estimated by industry analysts to be in the tune of 10% to 20% per annum in the next five years with the Chinese mainland, Hong Kong, Singapore, Korea and Taiwan leading the charge.<sup>1</sup>

The consumption value in Asia (excluding Japan) is expected to double the current amount to reach US \$17 billion in 2012, and jump to US\$27 billion by 2017.<sup>2</sup>

The optimistic outlook of the Asian market is based on the region's strong economic performance, the growing middle class, increasing affluence of the people and a small per capita consumption.

Other principal drivers of growth are lifestyle and health consciousness, with health conscious people switching from hard-liquor to wine.

Hong Kong, Singapore and Japan have previously been markets that Australian wine companies have focused on, and Hong Kong and Singapore are now good markets for Australian wines.

Future outlook suggests that Mainland China will present significant opportunities. Within Asia, the Chinese mainland is expected to be the biggest importer of wine in volume, and it is anticipated that the mainland alone will import US\$870 million worth of wine by 2017.<sup>3</sup>

Doing business in Asia is generally different to conducting business in Australia's other largest wine markets. Particularly in China, business relies on relationships. If you have a good relationship with a particular distributor, this will greatly increase your chances of successfully selling wines into China.

Business is based on long-term relationships which work to mutual benefits. Long term relationships are considered more valuable than hurried transactions. Trust based on constructive benefits is very important.

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<sup>1</sup> Hong Kong Trade Development Council, Market Report for Hong Kong International Wine Expo.

<sup>2</sup> Hong Kong Trade Development Council, Market Report for Hong Kong International Wine Expo.

<sup>3</sup> Hong Kong Trade Development Council, Market Report for Hong Kong International Wine Expo.

## WINE MASTERCLASS CONCEPT

The Wine Masterclass concept was designed to showcase a range of South Australian wines, without focussing on one specific company or region, highlighting that South Australia makes a number of premium wine styles.

Working within Wine Australia's new focus on 'regional hero' wines, we decided to focus on 'regional hero' style wines for the masterclass. Wines selected were trophy or gold medal winners from the Hyatt/Advertiser Wines of the Year, Royal Adelaide Wine Show, or the Regional Wine Shows in the past year. The wines were chosen to promote a range of regions focussing on some of the unique styles of South Australia.



The wines chosen for the masterclasses on this visit were:

1. Lobethal Road Adelaide Hills Sauvignon Blanc
2. Kilikanoon Clare Valley Riesling
3. Henschke Eden Valley 'Cranes' Chardonnay
4. Bleasdale Langhorne Creek Sparkling Shiraz
5. Lake Breeze Langhorne Creek Cabernet Sauvignon
6. Flint's of Coonawarra "Gammon's Crossing" Cabernet Sauvignon
7. Gemtree McLaren Vale "Obsidian" Shiraz
8. Laughing Jack Barossa Valley Grenache
9. Chalk Hill Wines McLaren Vale 'Sidetrack' Shiraz Cabernet Grenache

Masterclasses were held in the cities of Shanghai, Guangzhou and Hong Kong.

The South Australian Government Office in Shanghai, and Austrade in Guangzhou and Hong Kong provided support in sourcing venues and inviting attendees. Invites were sent to wine trade including sommeliers, restaurateurs, retailers, importers, distributors as well as wine media.

The target number for each masterclass was 40 people, however, at each masterclass there was in excess of 50 people.

The rooms were set up in class room style, and each place had a 'tasting mat' – an A3 sheet with a circle for each glass, and the name of the wine for each specific glass so attendees could easily tell which wine they were tasting. Each wine was poured prior to the attendees entering the room.

There was a PowerPoint presentation with each of the regions represented being highlighted, as well as a map of China and Australia to put South Australia into context.

The presenter talked about Australia, South Australia, each of the regions and the wines, while encouraging the attendees to taste the wines as he was talking about them. The audience was also invited to ask questions and make comments about the wines, but this did not happen much in Guangzhou and Shanghai. In Hong Kong most attendees were quite verbal with their comments and questions.

Feedback from the masterclasses was generally good, with attendees stating that they loved hearing the stories behind the wines.

The attendees were also provided with a booklet produced using the South Australian Wine Industry Association's regional branding materials. The booklets provided information about the South Australian wine industry, each of the major regions in South Australia, as well as information about each of the wines being tasted.

The masterclass concept is a useful tool for educating wine trade and media about different styles of Australian wines. That format is probably not suitable for general customers, however, could be tailored to suit.



## CHINESE MARKET

Over the past five years, China's economic growth has been the single largest contributor to global growth. Measured on purchasing power parity (PPP) basis, China in 2006 stood as the second-largest economy in the world after the US with US\$10 trillion (est.).<sup>4</sup>

China's international trade has grown at an annual average rate of 29.5% in the last four years and in 2005, China's export share of world trade was 7.3% and import share was 6.3%.

Economic development has generally been more rapid in coastal provinces than in inland China, and there are large disparities in per capita income between regions. While China has moved 300 million people out of poverty and raised the average Chinese person's income by eight times, in per capita terms the country is still lower middle-income and 130 million Chinese still fall below international poverty lines. China has the world's largest population of 1.3 billion people.

Many people overestimate the opportunity in China, as the purchasing power of the greater population is very limited, because it includes agricultural workers, peasants and lower paid industrial workers.

The real market for most imported products is the middle class and wealthy Chinese. China's growing middle class is estimated at 300-400m people who have the purchasing power to buy imported branded foods.<sup>5</sup>

There is an inequality of income and living standards in urban China which roughly corresponds to geographic differences. The major coastal cities such as Shanghai, Beijing, Guangzhou and Shenzhen were the first to experience market orientated growth. As such they grew faster over the past 20 years than most other parts of China and have emerged relatively affluent.

China's retail industry has been going through a rapid change. Until the mid-1990s the industry mostly consisted of state-run department stores, small independent shops and many street markets. These all continue to exist, however in recent years there has been an increase of hypermarkets, supermarkets and convenience stores in the big coastal cities. Leading retailers such as Carrefour, Metro, Wal-Mart and Ikea have been at the forefront of retail investment in China. They are all planning rapid expansion in China in the next few years.

China has a growing interest in organic food, and has the largest area of certified organic farmland in Asia, with 300,000ha.

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<sup>4</sup> <https://www.cia.gov/cia/publications/factbook/geos/ch.html#Econ> accessed 7 February 2007

<sup>5</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

Health is a major issue in China, and health ingredients and products are likely to increase in popularity as awareness of issues such as obesity, diabetes and hypertension grows.

Twenty-seven health claims are permitted by the Chinese Government in order for a product to be classified as a health food. These claims are regulated by the State Food and Drug Association (SFDA).

Consumers are looking for high-quality imported products, including wine and are looking for products that have been finished in Australia. For example, there were many people who said that they did not want to buy products that were bottled or labelled in China. Heritage and tradition are important selling points in China, so for wine brands with a long history, it would be worthwhile to emphasise the history.

## **CHINESE WINE MARKET**

The potential real market for imported wine has been estimated by Canadian and Australian Wine & Brandy Corporation (AWBC) research to be 160 million consumers.

The Chinese grape wine market is developing from almost zero consumption a decade ago. Initially, growth in the market was precipitated by the government's policy to encourage people to drink wine as a healthier alternative to full-strength liquor; however, grape wine is now seen as a sophisticated drink.

The alcoholic beverage market in China consists of 37% beer, 35% 'Bai Jui' (strong alcoholic drink), 16% 'Huang Jui' (made from rice) and 12% wine.<sup>6</sup>

The total wine market is estimated to be over 260 million litres, however, only 17% of this is imported wine, and imported bottled wine is estimated at only 2% of the market.

However, approximately 95% of wine consumed in China is 'Chinese' wine, generally sold at very low price points. The imported wine market is currently very small, however, it is increasing and the market for imported wine is expected to be increase substantially over the coming years.

Currently domestic wine brands account for a large majority of the Chinese wine market, and imported labels only have 3-5% market share. This is partly due to the relatively high price of imported wine, and partly to the improving quality of local wine.

Other factors, such as counterfeit foreign products and lack of transparency in the tax structure also add challenges to wine importers into the market.

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<sup>6</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

Nearly three quarters of wine sold in China is through the on-trade (restaurants, bars, hotels, nightclubs, karaokes and discos), with only a quarter sold through the off-trade (supermarkets, malls and wine shops). Most wine consumers in China are the 25 to 44 age group, accounting for 60% of total consumers.<sup>7</sup> The majority of this group are young/middle-aged males with a secondary education and high income.

Shanghai, Beijing and Guangzhou should be treated as separate markets, as they are each quite diverse and have their own intricacies.

## **CHINA'S WINE PRODUCTION**

China is estimated to have over 300,000 hectares planted to wine grapes. The main five provinces growing wine grapes are Shandong, Hebei, Tianjin, Beijing and Xinjiang which account for over 90% of national production and sales.

Production from China's wineries is growing at about 10% per annum. There are currently over 400 wineries, with the top 10 producing 10-12 million litres of wine annually. Only 100 of the wineries are serious producers of grape-based wines.<sup>8</sup>

More than half of all China's wine sales come from three domestic companies – Great Wall, Dynasty and Chang Yu.

The Chinese government is encouraging domestic wine consumption to stimulate the growth of grapes and vineyards and therefore the agricultural sector.

China's wine industry is rapidly expanding. The bulk of wine production is in northern and central China. However, China does not have enough grape-growing land to supply the whole wine industry supply, so it is often blended with imported bulk wine from Chile, Argentina, and until recently Australia. Although local production levels are growing, there is a shortage of domestic wine grape production and cheap bulk wines are used for local blending and bottling. As a result, many domestically labelled wines contain some imported bulk wine.

Grape wine imports into China have been growing substantially over the past 10 years. Wines imported into China (bottled below 2 litres) reached a record high of US\$184 million in 2007 compared to US\$77 million in 2006, after posting a compound annual growth rate of 39% between 2000 and 2005.<sup>9</sup> Red wine is the predominant wine style consumed with over 60% of the market.

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<sup>7</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

<sup>8</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

<sup>9</sup> Hong Kong Trade Development Council, Trade Watch April 2008, *Hong Kong as a Wine Trading and Distribution Centre: Opportunity for Creating a New Industry*.

## IMPORTED WINE

The major wine distributors in Shanghai, Beijing and Shandong are<sup>10</sup>:

- ASC Fine Wines
- Shanghai Chateau Trading Co. Ltd
- Montrose Food & Wine Ltd
- Summergate International Trading Ltd
- Shandong Borida Trading Co Ltd
- Shandong Yicheng Trading Co Ltd
- Qingdao Lihao Industry Development Co Ltd

Australia's wine exports to China (excluding Hong Kong and Macau) grew 461% to 21.3 million litres worth \$36.5 million (MAT December 2006, AWBC figures). However, these figures are deceiving as 80% of the total was bulk wine at the extremely low average value of 62 cents per litre as Australian wineries took advantage for the demand for cheap bulk market to alleviate the current oversupply.<sup>11</sup>

South Australian wine exports to China in 2007 was 773,148 litres, worth AUD\$23.7 million.<sup>12</sup> From 2006, these figures showed a decrease in volume of 25%, but an increase in value of 46%.

One of the major factors about developing the Chinese market is that there needs to be a lot of education invested into the market. At this stage, most wine educators, retailers, distributors and importers have limited knowledge about wines, in particular Australian wines, and how to sell them.

It was suggested that wine courses could be run for Chinese executives travelling overseas to ensure that they do not embarrass themselves in regards to wine.

China is South Australia's 8<sup>th</sup> largest wine market by volume and 9<sup>th</sup> largest by value. From 2006 to 2007 sales into China, volume of South Australian wine sold decreased by 25%, but value increased 46%. This shows that bulk wine exports to China have slowed, but more premium wine is increasing.

The two largest wine companies in China are Dragon Seal and Great Wall.

Wine remains a drink for outside the house for most consumers, predominantly due to the prestige of being seen to consume wine.

Shanghai, Beijing and Guangzhou should be treated as separate markets, as they are each quite diverse and have their own intricacies.

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<sup>10</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

<sup>11</sup> South Australian Wine Industry Association's Market Development Strategy China, January 2007

<sup>12</sup> Figures provided by Australian Wine & Brandy Corporation, April 2008.

## **MARKET ACCESS FACTORS FOR WINE IN CHINA**

China currently has an import tariff on wine of 14%, a Value-Added Tax of 17% and a Consumption Tax of 10% on bottles with 2 litres or less. For wines imported with a volume of greater than 2 litres, only the import tax is changed, and rises to 20%.

Australian exporters are required to register new products with the Chinese Government and lengthy delays are frequently experienced in registering new products, according to the AWBC, taking approximately two months from the date of application. To obtain registration exporters must provide two samples of each new product and pay customs and agent clearance fees for the samples. The requirement to register new products as well as the time delays and costs involved are significant impediments to Australian wine exports into China.

Industry analysts estimate there are currently 800-1000 wine importers in the Chinese mainland. There are as many as 10,000 second-tier regional distributors. Some well-established nationwide importers represent hundreds of brands from over 10 wine-producing countries. This can make it challenging for Australian wine companies to find a suitable importer as many importers do not promote wine as a full-time venture, and may not be reputable. Most reputable importers now have full portfolios.

Although current consumption per head is small in mainland China, this is gradually increasing. Australia has previously sold a lot of lower priced wines to China including a lot of bulk wine at very low prices during the Australian wine surplus.

Key markets in China have generally been identified in China as the Eastern Seaboard including the top four cities of Shanghai, Beijing, Guangzhou and Tianjin.

## **THE GUANGZHOU MARKET**

Guangzhou is the capital and a sub-provincial city of the Guangdong Province in the southern part of China. It is 120km northwest of Hong Kong, and has a population of over 8 million.

Guangzhou and the Pearl River Delta region is a dynamic market, and is one of mainland China's leading commercial and manufacturing regions.

The Guangdong Province is one of the largest regional markets for imported products. It is one of the most dynamic and richest economies within mainland China. There is currently an aggressive expansion of foreign hyper and supermarkets into the Guangdong Province.

The Guangzhou population sees themselves as very sophisticated, and are generally more product focussed than many other markets in China.

It is expected that in the Guangzhou area environmental aspects including environmental protection will become an issue, particularly with the younger generations.

Although Guangzhou currently imports less wine than Shanghai and Beijing, it is potentially a more sustainable market. Shanghai and Beijing have a large expatriate population, and it is expected most of the imported wine going to these markets is consumed by expatriates. Guangzhou has a smaller expatriate population, and much of the imported wine is consumed by locals, particularly the younger generation.

Austrade Guangzhou is active in the wine industry. They are currently moving away from participating at big events, and creating more targeted smaller events. Austrade is planning a wine tasting roadshow in South China in April 2009. They are leading an incoming mission to Australia in September 2008, predominantly for Find Food Melbourne.

Guangzhou is not currently a key market for Wine Australia, as they are focussing on Beijing and Shanghai.

## **MACAU WINE MARKET**

Macau is a Special Administrative Region of China – it maintains its own separate currency, customs territory, immigration and border controls, and police force amongst other things.

Its land area is 28.2 km<sup>2</sup> and is home to over 520,000 people.

The GDP growth rate is increasing substantially, and is expected to be 13% in 2008. In 2007, GDP per capita was US\$36,000.

Macau's economy is largely based on tourism, much of it geared towards gambling. Macau is known as the Asian Las Vegas, and 70% of the Government's income comes from gambling revenue.

The gambling industry generates over 40% of the GDP of Macau. The gaming revenue in Macau was US\$6.84 billion in 2006, higher than that of Las Vegas which was \$6.69billion.<sup>13</sup>

The Macanese Government supports gambling as the backbone of the Macau economy; however, one of the main challenges for the Government and businesses is maintaining the inflow of people to Macau, and the spending on gambling. Some hotels are focussing on developing non-gambling services, such as MICE (meetings, incentives, conventions and exhibitions).

There were 27 million visitors to Macau last year, and it is projected there will be 38 million tourists by 2010.

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<sup>13</sup> Figures from Austrade Macau, 12<sup>th</sup> May 2008.

However, there are only expected to be 40,000 beds (rooms) by 2010 (or room for 14 million tourists), so this shows that most tourists are day trippers only, and do not treat their visit to Macau as a holiday.

Gamblers to Macau are mostly from mainland China who come on day trips and focus solely on gambling. They tend to treat gambling as a business transaction, and will rarely consume alcohol whilst gambling. The gamblers will generally only consume wine if they have won a large amount of money, and will then purchase high-end French wine.

Australian wines are available in most of the high-end hotels and in some retail outlets. Most local restaurants do not stock Australian wines. There is not enough information provided about wines, or Australian wines, to make it possible to sell large amounts through retail outlets and restaurants. Education is required for restaurant, hotel and retail staff so the people serving and selling wine can promote it effectively.

The potential for Australian wines at this stage looks to be limited; however, it may be beneficial to focus on the MICE market.

Macau has recently followed Hong Kong's lead in reducing import tariffs to zero for wine.

Getting goods to Macau can be challenging, as there is insufficient port capacity in Macau. Most products are consolidated in Hong Kong, and transferred to Macau. There are consolidators that bring product into Macau, specifically for the hotels and restaurants. At the moment these consolidators have limited products, and it was suggested companies could focus on specific menus, and work from that menu to supply the hotels with specific products.

Retail outlets in Macau stated that presentation was very important. Large dummy bottle have high prestige, and can help sell standard sized bottles. Wooden presentation boxes can also help sales.

Wine training is required for executives and waiting staff and knowledge about Australian wines is limited. It was requested that masterclasses be held in Macau.

## HONG KONG WINE MARKET

Hong Kong is a Special Administrative Region of China. It has an area of 1104km<sup>2</sup> and a population of almost 7 million.

Alcohol is a large part of Hong Kong life and total alcohol consumption was estimated to be around 237 million litres in 2005. Wine consumption is currently around 5.5% of total consumption in volume terms, compared with beer at 88% and spirits at 5.6%. However, wine represents around 50% of total alcohol sales by value.<sup>14</sup>

All wine in Hong Kong is imported. Total consumption was 5.4 million litres in 2005, up from 5.1 million litres in 2004.

Hong Kong is South Australia's 17<sup>th</sup> largest wine market by volume, and 15<sup>th</sup> largest by value. From 2006 to 2007 sales into Hong Kong, volume of South Australian wine sold increase by 12% and value increased by 20%.<sup>15</sup>

South Australia exported AUD \$12 million worth of wine to Hong Kong in 2006-07. Australian wines have a 24% market share in Hong Kong, following the market leader France at 32%.

Approximately 60% of wine sales are through off-trade channels, which is quite different to the mainland Chinese market.

There are over 2000 wine liquor license holders and 180 wine wholesalers in Hong Kong.

Hotels and restaurants are hosting well-attended wine tasting dinners and deluxe hotel wine cellars have many vintage collections. Several wine centres, societies, clubs and schools have opened in recent years.

Hong Kong is one of the busiest ports in the world, and the Hong Kong International Airport (HKIA) has ranked as the busiest airport for international air cargo since 1996.

Continued integration with the Pearl River Delta, and other strategic locations in the mainland will allow Hong Kong to become an air transportation hub for the Chinese mainland providing efficient and cost-effective air services for both cargos and passengers.

In the 2008/2009 Budget declaration in Hong Kong, wine was exempt from duty with immediate effect. Abolition of the wine duty is expected to have the following effects:

- Increase wine trading in Hong Kong, and help it to develop into a regional wine trade centre.

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<sup>14</sup> Information supplied by Austrade Hong Kong, 13<sup>th</sup> May 2008.

<sup>15</sup> Figures from Australian Wine & Brandy Corporation, April 2008.

- Reduce administrative burdens and storage costs due to elimination of the need for bonded storage.
- Encourage auction houses and fine wine merchants to be based in Hong Kong.
- Encourage wine tasting and consumption.

Various companies are looking at ways to capitalise on the tariff exemption, including using Hong Kong as a storage facility for mainland China.

There is demand for proper training courses. There have been requests for bringing in experts from Australia to provide these courses. Funding could come from the local tourism board.

International wine auction houses are moving into Hong Kong, due to the abolishment of the wine import tax. Some recent auction house events include:

- Bonhams' Hong Kong held its inaugural wine auction in April 2008.
- US wine seller Acker Merral & Condit held what it described as Asia's largest ever wine auction in May 2008.
- London International Vintners Exchange is opening an office in Hong Kong.

Opportunities for new wineries to enter Hong Kong are still quite limited, as most reputable importers have full portfolios. Until the flow-on effect of the abolishment of the import tariff has encouraged consumers to drink more wine more frequently, it is unlikely that there will be a great increase in the amount of wine consumed.

An opportunity that can be explored through the abolishment of the import tariff is the use of Hong Kong as a duty-free port and storage, for wines that will eventually be sent through to mainland China, or other Asian countries. Hong Kong warehousing can be utilised as a 'bonded warehouse' situation, as no taxes will have to be paid on wines entering and being stored in Hong Kong. Once the wines are moved, taxes need to be paid in the country of destination. However, this situation allows greater flexibility and generally lower costs for wineries looking to export to Asia, and the ability to work with importers, restaurants or retailers looking for smaller amounts of wines.

## APPENDIX 1: Itinerary

### South Australian Mission to China

### Program for Hon. Rory McEwen Minister for Agriculture, Food and Fisheries Minister for Forest

Sunday 11 May – Thursday 22 May 2008

(This draft program was last updated on 6<sup>th</sup> May 2008)

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#### Delegates:

	<b>Name</b>	<b>Organisation</b>
1.	Hon Rory McEwen	Minister for Agriculture, Food and Fisheries Minister for Forests
2.	Ms. Kris Roberts	Director, Grape & Wine, Primary Industries and Resources SA
3.	Ms. Nicola Kelly	Executive Officer, South Australian Wine Industry Council
4.	Mr. Jock Harvey	Manager, Chalk Hill Wines

**Program:**

	<b>MINSTER'S PROGRAM</b>	<b>REMARKS</b>
<b>SAT 10 MAY</b>	<b>PROGRAM (Adelaide – Sydney)</b>	
17:40- 20:00	<b>Flight Details:</b> Adelaide to Sydney – Qantas Airways, QF 0766 Depart: 17:40 Adelaide Arrives: 20:00 Sydney Terminal 3	Accommodation: Stamford Plaza Sydney Airport, Cnr Robey and O'Riordan Street (1 night – booked)
<b>SUN 11 MAY</b>	<b>PROGRAM ( Sydney - Shanghai)</b>	<b>REMARKS</b>
09:25 18:05	<b>Flight Details:</b> Sydney to Shanghai – Qantas Airways QF0129 Depart: 9:25am Sydney Terminal 1 International Arrive: 18:05 Shanghai Pudong, China, Terminal 2 (Roughly 30m for custom clearance and 1h drive from Shanghai Pudong airport to the hotel)	Ken will meet and greet the group at the airport, and transfer the group to the hotel
19:30	Check into accommodation <b>Skyway Landis Hotel</b> Addr: 15 Da Pu Road, Lu Wan District, Shanghai 200023, China Tel: +86 21 3318 9988	Hotel Contact: Mr. Jerry Bao Mob: 136 1193 9477
<b>MON 12 MAY</b>	<b>PROGRAM ( Shanghai)</b>	<b>REMARKS</b>
08:50	Meet at the hotel lobby and depart for the scheduled meeting	Accompanied by Ken and Renee Transport: 1 van & 1 sedan
09.30-10:30	Visit Babela Restaurant (franchise restaurant, Italy style, using pasta supplied by San Remo P/L from SA)  Meeting with: Mr. Chen Weixing, CEO of Babela's Kitchen Ms. Chen Hang, Eastern China Manager of Babela Mr Lv Ming, Sales Director of UMKT (distribution company of San Remo's pasta)	The meeting recommended and organized by Food Adelaide Tony Wang, China Chief Rep. of Food Adelaide will meet the group at the meeting venue  Accompanied by Ken, Renee and Tony Wang  <b>Venue:</b> Babela's Kitchen – Da Ning Branch, Room 501-502, 5/F, No. 1998 Gonghexin Road, Shanghai 上海市共和新路1998号五楼501-502 ( 近上海马戏城 )  Contact: Tony Wang Tel: +61 21 5888 7101 Mob: +86 133 3188 7276
10:30	Depart for the next meeting	Transport: 1 van & 1 sedan
11:00-12:00	Visit to Metadesign (Shanghai) Trading Co. Ltd. Meeting with: Mr. Rickel Wang, Sales Executive – Wine Division	Accompanied by Ken and Renee  <b>Venue:</b> Metadesign's office, Room I-J, 25/F, Jia Li Mansion, No.2, Lane 1228, Yan'an West Road, Shanghai 上海市延安西路1228弄2号嘉利大厦25楼I-J室

Contact: Rickel Wang  
Tel: +86 216282 7273  
Mob: +86 138 1613 7471

Free arrangement

Transport: 1 van & 1 sedan

Accompanied by Ken and Renee

**Venue:** OZ Wine Group's Wine Mall,  
No. 2347 Wuzhong Road, Shanghai  
上海市吴中路2347号

Contact: Steven Hu  
Tel: +86 21 5465 8603  
Mob: +86 133 1169 3109

Transport: 1 van & 1 sedan

Accompanied by Ken and Renee

Transport: 1 van & 1 sedan

**Venue:** Australian Consul General's  
Residence

Contact: Summer Yan,  
Tel: +86 21 6321 1333  
Mob: +86 136 1198 7528

**REMARKS**

Accompanied by Ken and Renee  
Transport: 1 van & 1 sedan

The meeting recommended and  
organized by Food Adelaide  
Tony Wang, China Chief Rep. of Food  
Adelaide will meet the Minister at the  
meeting venue

Accompanied by Ken, Renee and Tony  
Wang

**Venue:** SHQYI 's office, Room 1501,  
No. 958 Dalian Road, Shanghai

上海市大连路958号1501室 ( 近飞  
鸿路 )

Contact: Tony Wang  
Tel: +86 21 5888 7101  
Mob: +86 133 3188 7276

Transport: 1 van & 1 sedan

Accompanied by Ken and Renee

**Venue:** SHFT company office and  
cellar door, Room 206, Building 1, No.

		Contact: Rickel Wang Tel: +86 216282 7273 Mob: +86 138 1613 7471
12:00-13:30	Lunch	Free arrangement
13:30	Depart for the next meeting	Transport: 1 van & 1 sedan
14:30-15:30	Visit to OZ Wine Group Co. Ltd. and its Wine Mall Meeting with: Mr. Steven Hu, General Manager of OZ Wine Group	Accompanied by Ken and Renee <b>Venue:</b> OZ Wine Group's Wine Mall, No. 2347 Wuzhong Road, Shanghai 上海市吴中路2347号  Contact: Steven Hu Tel: +86 21 5465 8603 Mob: +86 133 1169 3109
15:30	Depart for the hotel	Transport: 1 van & 1 sedan
16:30	Back to the hotel and refreshment	
17:50	Meet at the hotel lobby and depart for the scheduled event	Accompanied by Ken and Renee Transport: 1 van & 1 sedan
18:30--	"World Class Australian Wines" - Wine Australia tasting Hosted by AWBC(Australian Wine and Brandy Corporation) in Australian Consul General's Residence, where more than 50 famous Brands(150 labels) of Australian wines in Shanghai from 18 importers are available for tasting.	<b>Venue:</b> Australian Consul General's Residence  Contact: Summer Yan, Tel: +86 21 6321 1333 Mob: +86 136 1198 7528
<b>TUE 13 May</b>	<b>PROGRAM (Shanghai)</b>	<b>REMARKS</b>
08:50	Meet at the hotel lobby and depart for the scheduled meeting	Accompanied by Ken and Renee Transport: 1 van & 1 sedan
09:30-10:30	Meeting with Shanghai Qi Yuan Investment Co. Ltd. (SHQYI)  Meeting with: Mr. Guang Chang Gong, General Manager of SHQYI (Mob: 139 0287 2262)	The meeting recommended and organized by Food Adelaide Tony Wang, China Chief Rep. of Food Adelaide will meet the Minister at the meeting venue  Accompanied by Ken, Renee and Tony Wang  <b>Venue:</b> SHQYI 's office, Room 1501, No. 958 Dalian Road, Shanghai 上海市大连路958号1501室 ( 近飞 鸿路 )  Contact: Tony Wang Tel: +86 21 5888 7101 Mob: +86 133 3188 7276
10:30	Depart for the next meeting venue	Transport: 1 van & 1 sedan
11:00-12:00	Visit to Shanghai Fengxing Trade Co. Ltd. (SHFT) and its cellar door Meeting with: Peter Wright, Director of SHFT	Accompanied by Ken and Renee  <b>Venue:</b> SHFT company office and cellar door, Room 206, Building 1, No.

65 Maoming North Road, Shanghai  
上海市茂名北路65号1号楼206室

Contact: Peter Wright  
Tel: +86 21 6267 9208

12:00	Transfer to the hotel	
12:30-13:30	Back to the hotel, refreshment and light lunch	
13:30	Meet at the hotel lobby and transfer to the wine masterclass	Accompanied by Ken (Renee will be at the wine masterclass venue 1h earlier for relevant arrangement/preparation and greeting the early attendees) Transport: 1 van (& 1 sedan??)
14:00- 16:00	Wine Masterclass	<b>Venue:</b> Dragon Room, Okura Garden Hotel Shanghai, 32/F, No. 58 Maoming South Rd., Shanghai 上海市茂名南路58号, 32楼天龙厅  <b>Venue Contact:</b> Remco Verhaaf Tel: +86 21 6415 1111 ext. 5355 Mob: +86 159 0057 1727
16:00-17:00	possible continued networking followed by the wine masterclass	
17:00	Depart for the dinner venue (It is 15 minutes by walk from the Garden hotel to the dinner venue. if interested, on the way to the dinner, Minister could take a walk and have a quick look at the department store/supermarket where expat food & beverage/wine products are sold)	Transport: 1 van & 1 sedan (stand-by)
17:30-18:00	Preparation for the dinner Registration of guests	
18:00-20:00	Dinner with key contacts	<b>Venue:</b> Ming Ren Yuan, 3/F, No. 1045 Huaihai Middle Road, Shanghai 上海市淮海中路1045号名人苑  <b>Venue contact:</b> Ms. PENG Na Tel: +86 21 6467 0999 Mob: +86 135 6425 6936
<b>WED 14 May</b>	<b>PROGRAM (Shanghai - Guangzhou)</b>	<b>REMARKS</b>
09:00	Meet at the hotel lobby and depart for SIAL	Accompanied by Ken and Renee Transport: 1 van
09:40-12:00	Visit SIAL wine and food trade show  (Tony Wang from Food Adelaide and Mr. Yu from Beijing XSLH Co. Ltd. - distributor of San Remo products in Beijing - will be at the show)	VIP entrance cards applied and to be available  Contact: Mr. Hou/ Mr. Xu Tel: 010 - 6588 9389  <b>Venue:</b> Shanghai New International Expo Centre, No. 2345 Longyang Road, Pudong District, Shanghai

上海市浦东龙阳路2345号新国际  
博览中心

Lunch	Free arrangement	there are small eateries in the expo centre
early PM	Visit SIAL/ meetings with key contacts/ follow up the leads	tbc
13:30	Transfer to the hotel	Transport: 1 van & 1 sedan
14:30	Back to the hotel and pack up	
15:00	Meet at the hotel and check out	Ken and Renee will be at the lobby
15:30	Depart the hotel for Shanghai Hongqiao Airport	Accompanied by Ken and Renee Transport: 1 van & 1 sedan
18:10-20:15	Scheduled flight to Guangzhou <b>Flight Details:</b> Shanghai to Guangzhou – China Eastern Airlines, MU 5309	Accompanied by Ken and Renee Flight time: 1 hr & 50m
20:15	Arrive in Guangzhou and transfer to the hotel	Transport: 1 van & 1 sedan
21:20	Check into accommodation <b>Westin Guangzhou</b> Addr: No. 6 Lin He Zhong Road, Tianhe District, Guangzhou Tel: +86 20 2886 6868	Hotel Contact: Ms. Eva Gao Mob: 137 5184 1954
<b>Thu 15 May</b>	<b>PROGRAM (Guangzhou)</b>	<b>REMARKS</b>
08:30	Meet at the hotel lobby and depart for the meeting venue	Accompanied by Ken/Renee Transport: 1 van & 1 sedan
09:00-10:30	In-market briefing by Austrade Guangzhou (AGZ) on Pearl River Delta Region and Australian wine in Guangzhou and other regions in Southern China  <b>09:00-09:30</b> Video conference with Alan Morrell, Senior Trade Commissioner of AGZ who will be travelling in Australia then  <b>09:30-10:30</b> Continued discussion with: Ms. Liu Bing, Trade Commissioner of AGZ Ms. Yuling Zhang, Senior Team Leader of AGZ Ms. Stephanie Zhou, Business Development Manager of AGZ	<b>Venue:</b> Austrade Guangzhou Office, 12/F Development Center, 3 Lingjiang Dadao, Zhujiang Xincheng, Guangzhou 广州珠江新城临江大道三号发展中心12楼  Contact: Yuling Zhang Tel: +86 20 2887 0188 Mob: +86 139 2507 3162
10:40	Depart Austrade GZ Office for the next meeting	Transport: 1 van & 1 sedan Accompanied by Ken/Renee and Yuling/Stephanie
11:00-12:30	Visit Watson's Wine Cellar in Park'N Shop Meeting with: Kenting Fok, Project Coordinator – China Business Development  <i>Company Background:</i> Established in Hong Kong in 1973, Park'N Shop is a member of the A.S Watson Group under the Hutchison Whampoa Limited, engaged in supermarket retail business. Being one of the two largest supermarket chains in Hong Kong, Park'N Shop now operates more than 260 outlets in Hong Kong, Macau and China	Venue: Park'N Shop, Grand View Plaza, Tianhe District, Guangzhou 广州市天河正佳广场

	Mainland. The Watson's Wine Cellar is operated by A.S. Watson Group which sells the import wine in the Park'N Shop supermarket.	
12:30-13:30	Lunch time	Free arrangement
13:30-13:40	Depart for the next meeting	Accompanied by Ken/Renee and Yuling/Stephanie Transport: 1 van & 1 sedan
13:45-15:00	<p>Visit to Everwise Wine Group</p> <p>Meeting with: Hector Leung, Marketing Executive of Everwise Tel: +86 20 3880 4860 Fax: +86 20 3880 2950 Mob: +86 138 2629 4104</p> <p><i>Company Background:</i> Everwise has established a distinguished identity of an "Australian Fine Wine Specialist" and is one of the major importers of Australian wines. We have been nominated repeatedly as the most successful independent Australian Wine distributor in South East Asia. Currently, we are serving Melbourne-Australia, Hong Kong, Singapore, Malaysia, Japan, Korea and China. Everwise is the sole distributor of a number of prestigious Australian labels including Bannockburn, Ainsworth &amp; Snelson, Kies, Colville, Punters Corner, Hungerford Hill, Step Road, Yering Station, Southern Cross and Karumba etc. Their wholesale department supplies wines to major hotels, private clubs, restaurants and airlines. Also, as an extension to their Hong Kong and Guangzhou "Everwise Cellar Club", they cater for the need of private customers and corporations.</p>	<p>Venue: Everwise Wine Group, 1/F, No. 46 Huakang Street, Tianhedong Road, Guangzhou 广州市天河东路华康街46号首层</p>
15:05	Depart for the next meeting	Accompanied by Ken/Renee and Yuling/Stephanie Transport: 1 van & 1 sedan
16:00-17:30	<p>Visit to International Wine Stage &amp; Custom Bonded Warehouse</p> <p>Meeting with: Kenny Humn, Liaison Director Tel: +86 20 8484 7318 Fax: +86 20 8484 7218 Mob: +86 133 0230 0812</p> <p><i>Company Background:</i> (www.iwswines.com) It's a JV between an Australian company and a local Chinese company. The Australian investor is Mr Winson Ng, who is used to be the Chairman of Sydney Australian Chinese Business Chamber. Their Chinese partner Guangzhou Gold Coast Group is a well-established company involved in import and logistic business. The wine custom bonded warehouse is a new project and only in operation last November. It's the first of such kind of facility in China which integrated functions of wine import procedures handling, storage, transportation, distribution, promotion, display, etc.</p>	<p>Venue: Port of Lianhuashan, 3 Gang Qian Road, Panyu District, Guangzhou 广州市番禺港前路3号莲花山港</p>
17:35-18:30	Depart IWS and back to the hotel	Free arrangement for the evening
<b>Fri 16 May</b>	<b>PROGRAM (Guangzhou)</b>	
08:50	Meet at the hotel lobby and depart for the meeting venue	Accompanied by Ken/Renee Transport: 1 van & 1 sedan

09:00-10:15	<p>Tall Tree Wines Australian Wine Exporters</p> <p>Meeting with: Bobby Liu, China Manager Tel: +86 20 3826 7278 Fax: +86 20 3826 7276 Mob: +86 139 2517 2968</p> <p><i>Company Background:</i> Guangzhou Tall Trees Wines is a joint venture company with Australian Wine Exporters. All of their wines come from the major premium wine growing areas of Australia, regions like the Barossa Valley, Limestone Coast, Coonawarra, Padthaway and the Hunter Valley. They have wines that fit into every price point. The wines they represent and distribute include Mcguigan Black Label Range; Nepenthe Range-- Nepenthe Tryst /Semillon Blanc/Shiraz/ Fugue; Tempus Two Range; Stockman's Post, etc.</p>	<p><b>Venue:</b> 6C Jianhe Centre, No. 111 Tiyu Xi Lu, Tianhe District, Guangzhou 广州市天河区体育西路111号建和中心6C</p>
10:20	Depart for the next meeting	<p>Accompanied by Ken/Renee and Yuling/Stephanie Transport: 1 van &amp; 1 sedan</p>
10:30-12:00	<p>Visit to Aussino International Foods and Wines</p> <p>Meeting with: Robert Shen, Managing Director Tel: +86 20 3887 9081 Fax: +86 20 3887 9578 Mob: +86 139 0220 7015</p> <p><i>Company Background:</i> (<a href="http://www.aussino.net">www.aussino.net</a>) Established in 1995, with a history of more than 12 years, Aussino has now developed into a leading distributor of both fine wines and wine culture. No.1 Bordeaux Grand Cru Classe importer in China. China's No.1 fine wines importer by value. It targets and concentrates on medium to high-end market, offering more than 1000 wines from 200 remarkable wineries, selected from 10 most renowned wine producing countries.</p>	<p><b>Venue:</b> Aussino office, 2107-2108 Nanfeng Securities Building, No. 148 Ti Yu Dong Road, Tianhe District, Guangzhou 广州市天河区体育东路148号南方证券2107-2108</p> <p>After the meeting at the Aussino office, the group will be taken to visit one Aussino</p>
12:10	Depart Aussino Wine Cellar for Westin Hotel	<p>Accompanied by Ken/Renee and Yuling/Stephanie Transport: 1 van &amp; 1 sedan</p>
12:15	Back to the Hotel and have a quick lunch	
12:30-13:30	Preparation for the Wine Masterclass starting in the afternoon	
13:30-14:00	Registration for the Wine Masterclass	
14:00-17:00	Wine Masterclass	<p><b>Venue:</b> Yellow Hall, 5/F Westin Hotel No. 6 Lin He Zhong Road, Tianhe District, Guangzhou</p>
17:00-18:00	Break	
18:30-20:30	Networking Dinner hosted by the Minister	<p><b>Venue:</b> Hon Mian Hall, Westin Hotel No. 6 Lin He Zhong Road, Tianhe</p>

		District, Guangzhou
<b>Sat 17 May</b>	<b>PROGRAM (Guangzhou)</b>	
AM	Meetings/follow up from masterclass <b>TBC</b>	
14.00	Meet at the hotel lobby and check out	Ken/Renee
14.45	Travel to Macau by car <ul style="list-style-type: none"> <li>• A car from Macau will pick up Hon McEwen and the party from the Westin Hotel</li> <li>• From Guangzhou – Macau is 160km and will take approx 2 ½ hours from Guangzhou to Macau.</li> <li>• The same car will take the delegation to the hotel in Macau after immigration checkpoint</li> </ul>	Transport: booked and taken care of by Nicola
<b>Sun 18 May</b>	<b>PROGRAM (Macau)</b>	
	Escorted orientation and cultural tour in Macau by car (TBC) Cultural tour – world heritage sites Macau Tower Informal Trade visit – Almond cake factory tour (potential customer for SA almond) Cotai Strip tour – visit the Landmark Venetian hotel and resort Lunch at a selected Portugese restaurant Dinner at one Chinese restaurant using SA seafood.	<b>Accommodation:</b> Crown Towers Macau Ph: 853 2886 866 Avenida de Kwong Tung Taipa, Macau Ph: 853 2886 866
<b>Mon 19 May</b>	<b>PROGRAM (Macau)</b>	
AM	Market Briefing and Orientation from Austrade	Briefing session will be held at Austrade office. Mr K.Y. Lee will meet the delegation at the hotel lobby and depart for Austrade office.
PM	Networking lunch with wine industry and hospitality/food service industry contacts	
Evening	Catch ferry to Hong Kong	
17.00	Arrive Hong Kong Ferry Terminal, Sheung Wang	
17.15	Transfer to Hotel and check in	Renaissance Harbour View Hotel 1 Harbour Road, Wanchai, Hong Kong Tel: (852) 2802 888
<b>Tue 20 May</b>	<b>PROGRAM ( Hong Kong)</b>	
9.00-10.30AM	Market briefing and orientation from Austrade Austrade Hong Kong Office Australian Consulate-General 24 <sup>th</sup> Floor, Harbour Centre 25 Harbour Road, Wan Chai, Hong Kong	Accommodation: Renaissance Harbour View Hotel 1 Harbour Road, Wanchai Hong Kong Ph: 852 2802 8888
10.30-11.15 AM	Meeting with Mr Les Luck, Consul-General of Australian Consulate General Australian Consulate-General 23 <sup>rd</sup> Floor, Harbour Centre, 25 Harbour Road, Wan Chai, Hong Kong	
11.30-12.30	Meeting ATV Group (May Huang, etc) in the Austrade Hong Office	
12.30-13.00	Lunch – free choice	

13.00-13.45	Travel to Masterclass location	
14.00-16.00	Set up for masterclass Pearl on the Peak Restaurant Shop 2, Level 1, The Peak Tower, 128 Peak Road, Hong Kong	
16.00-18.00PM	South Australian wine Masterclass at Pearl on the Peak Restaurant	50 Hong Kong wine importers, F& B managers, wine education/training service providers and a couple of wine media contacts to attend.
18.00-19.00	Networking before the dinner	
19.00-22.30	Networking dinner with Key contacts at Pearl on the Peak.	Approx. 15 selected guests from local wine trade to attend.
22.30	Dinner Concludes	Taxi back to hotel
<b>Wed 21 May</b>	<b>PROGRAM (Hong Kong )</b>	
9.00	Meet Alice Jim at Renaissance Harbour View hotel lobby	
9.30-10.30	<b>Adelaide Cellar Door</b> Room 1001, 10/F Century Square, 1-13 d'Aguilar St, Central, Hong Kong <a href="http://www.adelaidecellardoor.com.hk">www.adelaidecellardoor.com.hk</a> <i>Adelaide Cellar Door is a fast growing, dynamic SA wine company set up in Hong Kong. A good example of starting small, but being competitive in the international market.</i>	
11.00-12.00	<b>Everwise Wines</b> Unit 402-3, 4/F Winway Building, 50 Wellington Street, Central, Hong Kong <a href="http://www.everwisewine.com">www.everwisewine.com</a> Everwise is a well-established Australian wine consolidator, distributor and re-exporter based in Hong Kong. The company has its own office in Melbourne for direct-buying from all states in Australia. It is regarded as an "Australian fine Wine Specialist" in Hong Kong and won an Australia China Business Award in 2007.	Mr Michael Tse Director  Ms Justina Tse Manager
12.30-14.00	Lunch at Pacific Place, Admiralty	
14.15-15.15	Watson Wine Cellars – Retail Store Visit At grEAT Food Hall (Basement 1, Pacific Place, Admiralty) <a href="http://www.asw.com.hk">www.asw.com.hk</a> <i>The largest dedicated wine retail chain (apart from conventional supermakerts) in Hong Kong. This is a sister company to the Park'N Shop Supermarket group</i>	Accompanied by <b>Jennifer Tse</b> , Watson's Wine Cellars Buying Manager – Australia and New Zealand region, and Terrence, the Store Manager
15.45-16.45	<b>Hong Kong Trade Development Council (HKTDC)</b> Unit 13, Conference Room, Expo Galleria, Hong Kong Convention and Exhibition centre, 1 Expo Drive, Wan Chai, Hong Kong <a href="http://www.tdc.org.hk">www.tdc.org.hk</a> <i>HKTDC is Hong Kong Government's trade promotion agency, a close ally to Austrade. HKTDC is assigned to drive the development of Hong Kong as a regional wine hub. HKTDC has branch offices around the world including an office in Sydney.</i>	<b>Mr Lawrence Yipp</b> Director, Exhibitions, Planning and Marketing <b>Mr Johnny Wan</b> Senior Exhibitions Manager <b>Ms Josephine Lam</b> Manager, Exhibitions
17.00	Walk back to hotel. Evening free.	

<b>Thu 22 May</b>	<b>PROGRAM (Hong Kong - Sydney)</b>	
	Free for follow up industry and media meetings	
Evening	Depart for Adelaide <b>Flight Details:</b> Hong Kong to Sydney - Qantas Airways, QF 0128 Depart: 9:10pm Hong Kong, Terminal 1 Arrives: 7:55am Sydney Terminal 1	
<b>Fri 23 May</b>	<b>PROGRAM (Sydney - Adelaide)</b>	
AM	<b>Flight Details:</b> Sydney to Adelaide - Qantas Airways, QF 0741 Depart: 9.45am Sydney Terminal 3 Arrives: 11:25am Adelaide Terminal 1	