

JA0115 Australian Wine Grand Tasting 2015 - Tokyo

OVERVIEW

Co-hosted by Wine Australia and the Australian Trade Commission (Austrade), the annual Australian Wine Grand Tasting (formerly known as the Wine Australia Tasting) Tokyo is the biggest trade tasting of Australian wine in Japan. The tasting is attended by approximately 450 wine trade and media every year with the 2014 tasting registering a record number of guests. The timing of this event is designed to precede the peak of Japan's wine consumption from mid-autumn and throughout winter.

Japan's most influential wine trade and media will discover and taste the quality of Australian wine and its diverse styles, stories and personalities at this large format tasting of importer tables and themed booths. Through the WAT, the exhibiting importer or visiting winery representative will have invaluable opportunities to (re)connect with new and existing customers.

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With the new Japan-Australia Economic Partnership Agreement (JAEPA) in place, there is a renewed interest in Australian wine in the Japanese supply chain. Winery attendance in person at the Australian Wine Grand Tasting will not only help you get as much brand cut-through as possible, but also help our Japanese audience gain direct interactions with Australian wine representatives, via a larger-than-ever Australian wine event held in Japan.

PARTICIPANTS	Brands (existing brands in Japan and new-to-market companies), states and regions. States or regions may participate as groups.
AUDIENCE	Trade and media
HOSTS	In collaboration between Wine Australia and Austrade
LOCATION	Cerulean Tower Tokyu Hotel - Shibuya, Tokyo
WHEN	2 September 2015
COST (AUD) EXCLUDING GST	See below for cost options

SUMMARY OF ACTIVITY

WHAT AND HOW	<ul style="list-style-type: none"> An annual large-format tasting of Australian wine in Tokyo. Targeting the Japanese wine trade and media, mostly Tokyo-based. Exhibitors will be Japanese importers of Australian wines and/or winery principals, showing one or more brands per table. Non-exhibiting importers seeking new Australian wines will also be invited.
WINE SELECTION	<ul style="list-style-type: none"> This is a regional and fine-wine focused opportunity. Wines must be available in the Japanese market or export-ready for Japan.
COST (AUD)	<p>Existing brands are asked to submit an expression of interest in this event either as a sole participant or co-exhibiting with other wineries under the same importer. Please include details of your Japanese importer in your submission to allow us to follow up with them. Wineries are encouraged to arrange cost-sharing with the importers.</p> <p>New-to-market companies are asked to register on their own, indicating that they do not have an importer in Japan. Please enquire about certain separate costs, such as a translated/bilingual company summary, an interpreter and any other customised services prior to or following the event (e.g., following up).</p> <p>Costs for each exhibitor (subject to change based on the final subscription), excluding GST:</p> <ul style="list-style-type: none"> 1 brand/table – JPY 105,000 or approx. A\$1,050 2 brands/table – JPY 158,000 or approx. A\$1,580 (\$790/brand) 3 brands/table – JPY 210,000 or approx. A\$2,100 (\$700/brand) 4 brands/table – JPY 258,000 or approx. A\$2,580 (\$645/brand) 5 brands/table – JPY 305,000 or approx. A\$3,050 (\$610/brand) 6 brands/table – JPY 348,000 or approx. A\$3,480 (\$580/brand) 7 brands/table – JPY 392,000 or approx. A\$3,920 (\$560/brand) 8 brands (max)/table – JPY 428,000 or approx. A\$4,280 (\$535/brand)
WHAT DO YOU GET FOR YOUR INVESTMENT?	<ul style="list-style-type: none"> An opportunity to showcase your wine (existing or new-to-market brands) at Japan's biggest Australian wine tasting during the peak wine season and (re)connect with a large number of Japanese wine influencers. Event management by Wine Australia, Austrade Tokyo and other event partners. Direct marketing to Wine Australia and Austrade Tokyo's Japanese database via e-newsletters and e-invitations. Public relations and communications support by Wine Australia and Austrade Tokyo. Premium venue, theming and AV/equipment hire costs included. Exhibitor space (each table is 180cm in width). Glassware/spittoons/corkage costs included. Logistics and transport costs included. Importer briefing in Japanese. Exhibitor signage included. Marketing materials (exhibitor booklets, etc.) developed by Wine Australia and Austrade Tokyo Welcoming staff. Access to professional photography from the tasting. Post-event reporting (English).

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SUMMARY OF ACTIVITY CONTINUED

WHAT DOES SUCCESS LOOK LIKE?	<ul style="list-style-type: none"> • Approximately 450 wine professionals to attend the event. • Visiting winery representatives and exhibiting importers (re)connecting with guests while presenting opportunities to discover fine Australian wine. • Guests choosing Australian wines suitable for the mid-autumn to winter wine season. • Participating new-to-market wineries to have made quality leads to securing new export business and/or appointing a new importer in Japan.
SPECIAL CONDITIONS	<ul style="list-style-type: none"> • This event has traditionally been made up of importer booths showing a number of existing brands, so please speak with your Japanese importer regarding participation, then register your expression of interest online. Wine Australia will liaise with your importer to formalise the registration. • There is no limit on how many wines can be on one table, it is at the importer's discretion how many wines can fit comfortably on the space provided. Please note that the allocation of multiple brands in the case of a shared table is also left to the importers' discretion. • If you do not have a Japanese importer, it is expected that you will visit Tokyo to attend this event as a new-to-market exhibitor. • For new-to-market companies, the costs of preparing a translated/bilingual company summary, an interpreter and any other customised services before and after the event are separate and subject to service agreements with Austrade. • For this event to be confirmed we require participation of 20 tables minimum and 30 brands (subject to a maximum of 30 tables).
CONTACT	<p>Hiro Tejima, Regional Manager Asia E: hiro.tejima@wineaustralia.com</p>

KR0115 Australian Wine Grand Tasting 2015 - Seoul

OVERVIEW

Following the Korea-Australia Free Trade Agreement (KAFTA) which came in to effect in December 2014, this event will be the first Wine Australia-themed tasting in South Korea in several years. Co-hosted by Wine Australia and the Australian Trade Commission (Austrade), the Australia Wine Grand Tasting Seoul will follow its sibling showcase in Japan and is designed to precede the peak of South Korea's wine consumption from mid-autumn and throughout winter. It will continue the momentum created by the successful Discovery of Iconic Australian Reds Masterclass held in Seoul in March 2015.

South Korea's most influential wine trade and media will discover and taste the quality of Australian wine and its diverse styles, stories and personalities at this large format tasting of importer tables and winery booths. The Australian Wine Grand Tasting Seoul will be a forum where exhibiting importers and visiting winery representatives will have invaluable opportunities to (re)connect with new and existing customers.

The new Free Trade Agreement between South Korea and Australia (KAFTA) has triggered a strong interest in Australian wine in the Korean market. Therefore attendance by winery representatives is encouraged, although not mandatory if your brand is represented by your importer. Participation in the Australian Wine Grand Tasting will help you get as much brand cut through as possible via a major Australian wine event held in the Korean market.

PARTICIPANTS	Brands (existing brands in South Korea and new-to-market companies). States and regions.
AUDIENCE	Trade and media
HOSTS	In collaboration between Wine Australia and Austrade
LOCATION	Premium hotel in central Seoul (TBC), South Korea
WHEN	4 September 2015
COST (AUD) EXCLUDING GST	\$1,820 per table. See below for further details.

SUMMARY OF ACTIVITY

WHAT AND HOW	<ul style="list-style-type: none"> A large-format tasting of Australian wine in Seoul Targeting the South Korean wine trade and media, mostly Seoul-based Exhibitors will be Korean importers of Australian wines and new-to-market Australian wineries, showing one or more brands per table. Non-exhibiting importers seeking new Australian wines will also be invited.
WINE SELECTION	<ul style="list-style-type: none"> This is a regional and fine-wine focused opportunity. Wine must be available in the South Korean market or export-ready for South Korea.
COST (AUD)	<ul style="list-style-type: none"> Existing brands are asked to submit an expression of interest in this event either as a sole participant or co-exhibiting with other wineries under the same importer. Please include details of your Korean importer in your submission to allow us to follow up with them. Wineries are encouraged to arrange cost-sharing with the importers. New-to-market companies are asked to register on their own, indicating that they do not have an importer in South Korea. Please enquire about certain separate costs, such as a translated/bilingual company summary, an interpreter and any other customised services prior to or following the event (e.g., following up). Costs for per table (subject to change based on the final subscription), excluding GST: A\$1,820 (up to 2 brands per table from the same producer or state/regional group).
WHAT DO YOU GET FOR YOUR INVESTMENT?	<ul style="list-style-type: none"> An opportunity to showcase your wine (existing or new-to-market brands) at an official Australian Government-crested tasting during the peak wine season and (re)connect with a large number of South Korean wine influencers, including importers and sommeliers, for potential sales leads and market feedback on your wine. Event management by Wine Australia, Austrade Seoul and other event partners. Direct marketing via e-newsletters and e-invitations. Public relations and communications support by Wine Australia and Austrade Seoul. Premium venue, theming and AV/equipment hire costs included. Exhibitor space (each table is 180cm in width). Glassware/spittoons/corkage costs included. Logistics and transport costs included. Importer briefing in Korean. Exhibitor signage included. Marketing materials (exhibitor booklets, etc.) developed by Wine Australia and Austrade Seoul. Welcoming staff. Access to professional photography from the tasting. Post-event reporting (English).
WHAT DOES SUCCESS LOOK LIKE?	<ul style="list-style-type: none"> Approximately 350 wine professionals to attend the event. Visiting winery representatives and exhibiting importers (re)connecting with guests while presenting opportunities to discover fine Australian wine. Guests choosing Australian wines suitable for the mid-autumn to winter wine season. Participating new-to-market wineries to have made quality leads to securing new export business and/or appointing a new importer in South Korea.