

Australia unveils novel program to expand wine export from NSW region

03 June 2024 | News

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From July 2024 Investment NSW will kick off a targeted 12 month program of initiatives to bring international buyers to NSW and make it easier for local wine makers to take their products to markets around the world.

The program will be available to producers of NSW's \$420 million wine exports looking to re-enter the newly reopened Chinese market but will also support exporters in key emerging markets including India, Japan and Vietnam.

The NSW Government is focusing its efforts on the markets with the highest value and highest potential for growth.

The 2024/25 export program includes:

- A NSW Wine Promotional Roadshow in China reintroducing the NSW wine industry to importers and distributors across Shanghai and Shenzhen
- Going Global Export Programs focused on beverages to China, UK, Korea, Japan and Vietnam
- Export Capability Building workshops in the Central West, Hunter & New England and Riverina regions
- Cellar Door to China in One Click - 'How to' program
- China and South East Asia Inbound Buyer Missions to NSW
- Supporting export ready NSW wineries through trade missions that culminate in ProWine Mumbai 2024 and Expo 2025 Osaka

- An e-commerce campaign to support existing distributors of NSW wine in the Japan market

The value of goods and services exported from NSW to the world topped \$150 billion, contributing 19 per cent to NSW's \$777 billion Gross State Product last year.

With renewed focus and a better targeted trade program, NSW is on track to reach trade worth more than \$200 billion by 2031.

Minister for Industry and Trade Anouack Chanthivong said, "Our state has the best products in the world, and global markets are willing to pay a premium that flows back to NSW in new and better jobs and higher incomes. We're delivering smarter trade policy that focusses on key markets and sectors that can deliver for people in NSW. The state's wine industry helps employ around 50,000 people and we believe they can do even more with help accessing expanding markets. We know that visibility of export programs and initiatives over a longer term horizon is important for wineries to plan and target international markets."

NSW Wine President Mark Bourne said, "The NSW wine industry, particularly our exporters, have been facing significant challenges recently. The NSW Government and NSW Wine's collaboration on a long-term export development support program will provide crucial assistance to the sector. The tailored approach of this program will allow wineries to select initiatives that address their specific business needs, optimising resources and maximising the potential for success in international markets."