Wine Australia





Australian Wine Roadshow China 2027

Exhibitor Prospectus

14-18 June 2027
Guangzhou, Chengdu, Hangzhou



Overview

The Australian Wine Roadshow China 2027 provides Australian wineries and their importers with a valuable platform to build business and brand presence across three strategically important markets: Guangzhou, Chengdu and Hangzhou. Together, these three cities provide access to key trade networks across Southern, Western and Eastern China, creating opportunities to strengthen existing relationships, develop new business leads and expand distribution.

Taking place directly after Vinexpo Asia, the roadshow will visit three cities in five days, allowing exporters to participate in both Vinexpo Asia and the Australian Wine Roadshow China within a two-week period. The timing also provides an opportunity to build on conversations and connections made at Vinexpo Asia, while developing a deeper understanding of the current China market and the sales channels most relevant to your brand.

The Australian Wine Roadshow China will provide participants the opportunity to:

- leverage a powerful national platform to connect your brand with influential Chinese trade
- showcase your premium Australian wines, and generate genuine and valuable business leads
- tell your brand story, and show how your product fits the opportunity
- familiarise yourself with the China market of today
- cultivate a deeper understanding of China's business landscape and culture, and
- extend your own marketing investment by aligning with a greater category-building program presented and supported by Wine Australia.

Program

Designed to support both market capability and commercial outcomes, the roadshow will combine trade tastings, educational masterclasses and sales-driving activities to connect participating brands with influential trade audiences and create meaningful opportunities for engagement.

Building on Wine Australia's existing work in the market, the program will continue to explore the harmony between Chinese flavours and Australian wine, while showcasing how naturally Australian wine fits into the lifestyles and occasions of today's Chinese consumers.

The program of activity is currently being curated and will include:

- a tasting exhibition in each city, allowing brands to engage one-on-one with importers, distributors, wholesalers, on-off premise trade, key opinion leaders (KOLs), media,
- educational masterclasses,
- local market briefings with Austrade and other regional business experts,
- a pre-departure briefing and information pack, and
- additional activities to build market knowledge, export capability and familiarity with the local wine trade.

Masterclass theme

The roadshow will feature Australian Wine Discovered (AWD) food and wine pairing masterclasses, exploring how the diversity and versatility of Australian wine complement Chinese cuisine. These sessions will help trade audiences develop practical pairing knowledge for restaurant wine lists, service and customer recommendations.

Regional or themed masterclasses will provide opportunities to explore Australian wine regions, grape varieties and styles in greater depth.

Wines for the masterclasses will be selected by the local Australian Wine Specialist Educators and using wines that are available in China and based on their suitability for the session themes and food pairings.

2027 Event Dates

	Roadshow commences - Exhibitors arrive in Guangzhou
Monday 14 June	Guangzhou Event
Tuesday 15 June	Travel to Chengdu
Wednesday 16 June	Chengdu Event
Thursday 17 June	Travel to Hangzhou
Friday 18 June	Hangzhou Event
	Participants return to Australia

Optional consumer event being explored for either the weekend before or the weekend after the Roadshow, to be confirmed as soon as possible

Pricing and inclusions

Winery/ company participation cost:
AUD $5,500 + GST per exhibitor.

- Participants must join for all 3 cities.
- Maximum one table per company per city.
- Wine quantity: up to 10 SKUs per table. Recommended quantity up to 3–4 bottles per SKU per city. The amount of wine sent to each market is at the discretion of the exhibitor.
- A maximum of 55 exhibitors will be accepted.
- No shared tables, unless you have several brands under one company e.g. wine group, conglomerate.
- Exhibitors will be grouped by state or region, as indicated on your registration form.

Please note - To secure your place on the Australian Wine Roadshow China 2027, payment of a $500 deposit will be required. This deposit is non-refundable, including if you later decide to withdraw from the event.

Additional costs

- Exhibitors are responsible for all travel, accommodation, samples and freight costs, as well as booking their own flights and hotels.
- Wine Australia will work with a reputable partner to organise a consolidation of eligible wines in Australia and will arrange for airfreight of wines to China and onto each city (unless being sent from within market).
- Exhibitors will be responsible for all domestic transportation costs, as well as airfreight and customs clearance costs.
- Exhibitors will be invoiced for international freight costs upon completion of the Australian Wine Roadshow China.
- Wines already in market can also be sent from within China to a designated consolidation point by importer.
- A dedicated on-site translator can be recommended by Wine Australia, on request.

Special conditions

Please note, a maximum of 55 exhibitors can be accommodated for this event.

Wine Australia retains the right to ensure an appropriate balance of regions, varietals, styles are exhibited, having regard to the strategic objectives of the activity and the market concerned. Acceptance will be communicated by Wine Australia.

Participant criteria

- All participants are required to participate in each of the 3 cities.
- Participants agree to advise Austrade on sales generated as a result of their participation in the event, to help us meet Austrade's reporting requirements. Participants consent to that information being shared with Austrade and used for that purpose.
- Wineries must have an export license and exporter ID.
- Wineries must have a registered ABN.
- Participation is limited to winery brand wines only (no private labels, bulk wines, export only label, etc.), as outlined in the terms and conditions of participation.
- Brands must be able to demonstrate reasonable, well-established existing sales in Australian domestic market.
- Brands and SKUs must be available in the markets, or, if not available in market, new-to-market and "export-ready". In this respect, "export ready" means that the Participant, brand, SKUs and labels are compliant with relevant applicable laws/requirements of Australia and destination markets (including as regards relevant mandatory compositional, labelling or registration requirements – including GACC registration so as to enable the lawful export/import/sale of the relevant products in China).
- Preference is for wineries with wide portfolios that have a strong brand story and unique

selling proposition (USP) relative to other comparable brands.

- A previous track record of strong scores (90+pt) from publications such as James Suckling, Decanter and James Halliday are preferred but not required.
- A clear (and resourced) export development strategy for the China market.
- Participation is at the discretion of Wine Australia. Wineries considering China as an export market should be clear on the realities of doing business there. It's highly recommended to view the **China Export Market Guide** prior to registering interest.



Exhibition venue, set up and collateral

Venues in each city are currently being scouted and will be announced in mid-March 2027.

Exhibitor tables within the Australian wine showcase will be of a consistent appearance and signage will include winery name and logo. Tasting equipment will be provided, including spittoons, glassware and ice buckets. If decanters are required, they must be provided by the participant.

Small format promotional material such as brochures, tablet or iPad stands can be placed on tabletops. We recommend that any tablet or iPad is secured in some way. No additional branding is permitted, such as posters, pull-up banners, or LCD screens.

Further information on these elements will be provided in future exhibitor updates, including a floor plan and venue details.

Business matching

At the showcase events, Austrade will provide support with trade introductions and can assist with ongoing support services upon request.

In the months prior to the Roadshow, Wine Australia will launch a communications campaign including pre-promotion of exhibitors to trade in market using Wine Australia's WeChat Mini Program. This will provide broad exposure for wineries, encourage trade to seek out their wines and help to facilitate connections.

What's Next?

Step 1 Apply to participate

All exhibitors must complete and submit their details via the Exhibitor Registration Form and agree to the participation terms and conditions detailed within the form.

Note: For State/Regional participation enquiries, please contact Frances Jiang at asia@wineaustralia.com

All details must be complete and submitted by 18 December 2026

Step 2 Participation confirmation

Successful applicants will be issued a non-refundable deposit invoice of $500 by 18 January 2027. Payment by the deadline stated on the invoice is required to secure participation. Please note that the deposit is non-refundable, including if you later decide to withdraw from the event.

Non-refundable deposit invoice issued by 18 January 2027

Step 3 Exhibitor information and wine submission opens

Submit information about your winery and the wines to be showcased. This information will be used for trade promotion in the lead-up to and during the roadshow.

Early February 2027

Step 4 Final invoice

Balance invoices will be issued late-February 2027

Final payment must be received by late-March 2027

Step 5 Wine logistics

Logistics instructions and timings for Australian consolidations as well as local deliveries shared with participants.

Early March 2027

Step 6 Pre-departure market briefing webinar

In the lead up to the Roadshow, Wine Australia in collaboration with Austrade will present a pre-departure market briefing webinar providing an overview of the China market and the event program, to assist you in preparing for the upcoming trip.

Late May 2027

Step 7 Exhibitor information pack

Wine Australia will distribute the Exhibitor Manual, with all the information regarding the upcoming Roadshow.

Late May 2027

Travel and accommodation

Exhibitors are responsible for organising and paying for their own airfares, transfers and accommodation. Further information on the event venues will be shared in March 2027.

Air and ground transfers

There are many airline carriers which fly to the selected Chinese cities daily. As Wine Australia will not be organising an airline partnership for Australian Wine Roadshow China 2027, we encourage exhibitors to book their own flights with their preferred airline.

Further detail on ground transfers will come in March 2027, however most ground transfers in China will be the responsibility of the exhibitor.

Visas

Australia is included in China's visa waiver program until 31 December 2026. Please monitor **Smarttraveller** for information on China's visa requirements after this time.

FAQs

I can't attend the 2027 China Roadshow, can my importer manage my stand?

Yes, participation is open to wine producers or your agents or distributors.

I only want to show a few wines, are there any other options to exhibit at the Australian Wine Roadshow China 2027?

Some regional associations will be providing an opportunity for smaller member wineries to showcase a few wines on their table/s. Please email **asia@wineaustralia.com** to see if your region is participating in the Australian Wine Roadshow.

Can I use my own branding instead of the Wine Australia branding?

The branding at the Australian Wine Roadshow China 2027 is of a consistent look and feel. Each exhibitor will be provided with their table set up, including customised table cloth and banner/backdrop organised by Wine Australia. Small format promotional material such as brochures, tablet or iPad stands can be placed on counter tops. No additional branding is permitted.

I would like to organise some meetings before and after Australian Wine Roadshow China 2027. When will Wine Australia inform us of any additional events?

Wine Australia will release a program of events by end of April 2027.

Further Information

For further information about
The Australian Wine Roadshow China 2027
please contact:

Frances Jiang via email
asia@wineaustralia.com