Wine Australia





Australian Wine Roadshow China 2026

Exhibitor Prospectus

June 2026
Beijing, Nanjing, Changsha



Overview

Wine Australia is proud to host the Australian Wine Roadshow China in June 2026, immediately following Vinexpo Asia in Hong Kong. This year, the Roadshow will visit the 3 cities of Beijing, Nanjing, and Changsha.

The Roadshow provides participants with a platform to access key trade from across China, allow for timely consolidation of any positive conversations from Vinexpo Asia in Hong Kong, and build familiarisation with the current state of the market and best sales channels for 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

The program of activity is currently being curated to help drive long term export sales to China, and includes:

- a free-pour tasting showcase, allowing brands to engage one-on-one with importers, distributors, wholesalers, key opinion leaders (KOLs), media and consumers
- educational masterclasses
- local market briefings with Austrade and other regional business experts
- a pre-departure briefing, information pack, and
- additional capability building and market familiarisation activities

This Roadshow will be supported by an integrated PR, influencer outreach, and digital media campaign to promote the events and drive our Australian wine messaging.

2026 Event Dates

	Roadshow commences - Exhibitors arrive in Beijing
Monday 1 June	**Beijing Event**
Tuesday 2 June	Travel to Nanjing
Wednesday 3 June	**Nanjing Event**
Thursday 4 June	Travel to Changsha
Friday 5 June	**Changsha 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.

Additional costs

- Exhibitors are responsible for all travel, accommodation and incidental costs.
- Wine Australia will work with a reputable partner to ensure your wines reach China safely. Wine Australia will organise consolidation of wine stock 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.

Exhibition venue, set up and collateral

Venues in each city are currently being scouted and will be announced in mid-March 2026.

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.

Special conditions

Please note that places will be strictly limited. A maximum of 55 exhibitors will be accepted. Participation is at the discretion of Wine Australia. Wine Australia shall have regard to the non-exclusive criteria below when determining (at their discretion) whether a candidate shall be deemed a suitable Participant for involvement in the Activity.

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.
- Winery brand wines only. No private labels, bulk wines, export only label, or 'buyers own brands' products.
- 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.



What's Next?

Step 1	**Register your participation** All exhibitors must complete and submit their details via the Participants Registration Form and agree to the participation Terms and Conditions	20 February
Step 2	**Participation confirmation** Wine Australia will issue an invoice to confirm your participation. Full payment is required to secure your table.	End of February
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.	End of February
Step 4	**Wine logistics** Logistics instructions and timings for Australian consolidations as well as local deliveries shared with participants.	End of February
Step 5	**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.	Mid May
Step 6	**Exhibitor information pack** Wine Australia will distribute the Exhibitor Manual, with all the information regarding the upcoming Roadshow.	Mid May

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 2026.

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 2026, we encourage exhibitors to book their own flights with their preferred airline.

Further detail on ground transfers will come in March 2026, however most ground transfers in China will be the responsibility of the exhibitor.

Visas

Australia is included in China's visa waiver program. For more information regarding visa requirements please consult smarttraveller here. Austrade can assist with a 'letter of invitation' which may assist with visa processing time.

FAQs

I can't attend the 2026 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 2026?

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 2026 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 2026. When will Wine Australia inform us of any additional events?

Wine Australia will release a program of events by end of March 2026.

Further Information

For further information about
The Australian Wine Roadshow China 2026 please contact:

Frances Jiang or Jackie Chen via email asia@wineaustralia.com