

MEDIA RELEASE

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Australian Wine Industry Study Mission to Brazil

21st April – 28th April, 2012

Supported by

Wine Australia, Austrade Brazil, Winetitles & Instate Pty. Ltd.

The Australian wine sector is teaming up to provide an opportunity for Australian exporters and wine companies to explore opportunities in the burgeoning market of Brazil. Wine Australia, Austrade Brazil, Winetitles Publications and Instate have come together to offer an exciting study mission to Brazil for one week in April 2012 with two objectives: to assess the market potential for Australian wine, and to examine possibilities for collaboration between the Brazilian and Australian wine industries.

This year, Brazil is forecast to overtake the UK to be the sixth largest economy in the world. Brazil is hosting the World Cup in 2014 and the Olympics in Rio de Janeiro in 2016 – but Australian wine producers' knowledge is limited about this emerging economy and its rapidly growing wine market.

Respected international wine writer Denis Gastin will host the visit along with his Instate team based in Brazil. Denis contributes to *The Oxford Companion to Wine*, *The World Atlas of Wine* and *Wine Report* as well as numerous publications throughout Asia and Australia, including *Australian & New Zealand Grapegrower & Winemaker*. He is a frequent visitor to Brazil and has been monitoring the market and industry developments over the course of many years.

This study mission will incorporate visits to major cities and wine regions across Brazil and will also include a visit to the country's major wine trade show - Expovinis Brasil 2012 in Sao Paulo. A 3 day optional side trip to Chile and Mendoza in Argentina, and an extended stay in Brazil is also available.

The program includes carefully targeted visits to various retail and on-premise outlets for wine in major cities and contact with the trade and wine media. The visit will also provide an opportunity for producers' to understand the domestic wine industry in Brazil, and to identify areas of alignment and exchange in viticultural and winemaking technologies and expertise. The group will also visit major industry bodies and wine producers throughout the Vale Dos Vinhedos.



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Trip dates:

Saturday 21st April – Saturday 28th April, 2012

Destinations: Sao Paulo – Porto Alegre – Bento Goncalves – Vale Dos Vinhedos - Rio de Janeiro

Cost:

\$5,154.00 twinshare (\$1,138.00 for single supplement)

This cost includes hosting, appointment/meeting facilitation, translations, daily itinerary, internal flights within Brazil, all accommodation, breakfast, coach transport and airport transfers. Lunch, dinner, drinks, insurance, visa’s, international airfares, taxis and other ancillary costs are not included.

International airfares are additional and start from \$2,014 plus taxes of \$134 with LAN (based on availability/rates as of December 8th, 2011).

Optional side trip A:

Sunday 28th – Tuesday 1st May, 2012

Rio de Janeiro

Market focus.

Optional side trip B:

Wednesday 18th April – Sunday 22nd April, 2012

Mendoza -Chile

Vineyard/winery and production focus.

For further information

For itinerary, bookings or flight inquiries, and to register your interest in participating in the optional side trips A and B, contact:	For all other inquiries, contact:
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