

China Roadshow 2020 – Postponement

2020 中国区路演 – 延期

FAQs 常见问题解答

Q: Why is Wine Australia postponing the 2020 China Roadshow?

A: Wine Australia has postponed the 2020 China Roadshow due to the COVID-19 travel restrictions and quarantine requirements. There is a current ban on all overseas travel for Australian citizens and permanent residents, most foreigners are not able to enter China, and inbound travellers to both Australia and China are required to undergo 14 days quarantine.

Read more on the official travel advice to China [here](#).

The safety and wellbeing of our staff and the Australian wine community is our priority.

Q: 为什么澳大利亚葡萄酒管理局决定延期举办 2020 中国区路演?

A: 2020 中国区路演的延期是因为新冠疫情影响下实施的一些旅行禁令以及检疫要求。目前，针对澳大利亚公民和永久居民的旅行禁令让大多数人都不能访问中国，此外，入境澳大利亚和中国的境外旅客都必须接受 14 天的隔离防疫检查。

了解更多关于入境中国的官方旅行建议，请点击[这里](#)。

我们的员工以及澳大利亚葡萄酒行业同仁的健康和安全是我们最优先考量的因素。

Q: When will the China Roadshow be held?

A: The Wine Australia China Roadshow will be held in May 2021.

Q: 新的路演日期定于何时?

A: 澳大利亚葡萄酒管理局中国区路演将于 2021 年 5 月举办。

Wine Australia

Q: Why isn't Wine Australia going ahead with a modified China Roadshow (without international travel)?

A: We surveyed the registered exhibitors for our China Roadshow asking how they wished to proceed. Based on their responses, we decided to postpone the Roadshow until May 2021, so that they and their brands could participate fully.

We are really disappointed that we can't hold our full Roadshow in September and we are already deep into preparations for an exciting and engaging four-city Roadshow in May 2021.

Q: 澳大利亚葡萄酒管理局为什么不调整中国区路演形式让它得以进行? (仅由品牌在中国本土的代表参与)?

A: 针对这个问题我们以问卷调查的形式收集了展商的回复。基于问卷调查的结果, 我们决定将路演延期至 2021 年 5 月, 这样的话, 澳洲展商及其品牌都可以参加活动。

我们非常遗憾不能在 9 月呈现一个完整规模的路演, 不过我们已经开始全力准备在 2021 年 5 月为大家带来一届激动人心的, 走访中国四个城市的中国区路演。

Q: Will exhibitors get a refund for their activity fee?

A: Yes, our finance team will get in touch with exhibitors to organise a refund of their activity fee.

Q: 展商可以退回展位费吗?

A: 是的, 我们的财务团队将联系已付款的展商并妥善安排展位费的退款事宜。

Q. Which cities will the China Roadshow visit in May 2021?

A. The China Roadshow will visit four cities in May 2021. We will follow our usual format of three Tier 2 cities and one Tier 1 city. We will confirm our final itinerary in August 2020; the cities will likely be Nanjing, Qingdao, Xiamen and we are considering Guangzhou or Beijing for the Tier 1 city.

Q: 2021 年 5 月的中国区路演将走访哪些城市?

A: 2021 年 5 月的中国区路演将走访四个城市, 并延续我们一直以来的形式, 选择 3 个二线城市及 1 个一线城市。我们将在 2020 年 8 月确定我们的最终行程; 目前暂定的方向是: 南京、青岛、厦门三个二线城市, 以及广州或北京作为一线城市的选项方案。

Wine Australia

Q: Do I automatically have an exhibitor table for the China Roadshow in May 2021?

A: Everyone who was a registered Exhibitor for the postponed roadshow will have priority registration for the China Roadshow May 2021.

Q: 我是否会自动在 2021 年 5 月的中国区路演拥有一个展商席位?

A: 每一位成功注册了 2020 年路演的展商将在 2021 年 5 月的中国区路演拥有优先权。

Q: What if I have already booked a flight?

A: You will need to speak to your travel agent or airline if you have already made a booking, given the travel restrictions and quarantine requirements of both the Australian and Chinese governments.

Q: 如果我已经预订了飞机票该怎么办?

A: 考虑到目前澳洲及中国政府颁布的旅行禁令及检疫要求，请与您的旅行经纪公司或航空公司及时沟通。

Q: What other Wine Australia activities can I participate in?

A: We understand that you want to be active in the China market. Wine Australia is continuing to plan activities and events for the rest of 2020.

Even with travel restrictions in place, we are active in the China market through an increased investment in social and digital marketing, education activities and in-store and online promotions. Our social channels are always on, we are hosting Australian Wine Discovered workshops and seminars around the country, and we are conducting retail promotions with major retailers.

Our planned activities include Wine Australia's China Awards and ProWine China in Shanghai in November, as well as the TWC Fine Wine Showcase and China Food & Drinks Fair in Chengdu in March 2021. These opportunities will be posted on our website and sent via email to our global newsletters subscribers.

ProWine China is currently open for registration: contact chinalogistics@wineaustralia.com or visit <https://www.wineaustralia.com/whats-happening/events/prowine-china-2020/>

Q: 澳大利亚葡萄酒管理局是否还有其他市场活动可以让我参加?

A: 我们非常理解您期望在中国市场保持品牌的活跃度。澳大利亚葡萄酒管理局也在积极制定 2020 年下半年的市场活动计划。

Wine Australia

虽然旅行受限，我们在中国市场依然展开了一系列活动，包括加强在社交和数字媒体以及教育领域的投入，在线上及线下展开推广活动等。我们的社交媒体平台一直保持活跃，“探索澳大利亚葡萄酒”教育课程以及研习班正在中国的许多城市举行，我们也在继续与中国本土的主要零售商合作展开一系列的零售促销活动。

我们已经计划的活动包括在 11 月举办澳大利亚葡萄酒管理局中国区年度奖项并参加 ProWine China 展会，组织展团参与 2021 年 3 月在成都举行的 TWC 全球精品酒巡礼以及全国糖酒商品交易会。以上活动的参展机遇及详细信息将通过我们的官方网站、邮箱以及电子新闻信及时公布。

ProWine China 国际葡萄酒与烈酒贸易展览会的报名通道仍在开放中，你可以联系：

china@wineaustralia.com，或访问网站了解详情：

<https://www.wineaustralia.com/whats-happening/events/prowine-china-2020/>

Q: What are the travel restrictions in place right now?

A: In Australia, there is a current ban on all overseas travel, with few exceptions. All Australian citizens and permanent residents have been prohibited from travelling out of Australia unless granted an exemption. Please refer to the Australian Government's [guide](#) on leaving Australia.

China's borders are also closed to foreigners unless special exemption is granted.

People arriving into both Australia and China are required to quarantine for 14 days.

Q: 现在有哪些旅行限制?

A: 在澳大利亚，对于出国旅游设立了旅行禁令，只有少数人员可以除外。所有澳大利亚居民和永久居民被禁止出境，除非获得特别的豁免。如果您计划离开澳大利亚，请点击[这里](#)参考这份澳大利亚政府指南。

中国的入境口岸同样对外国人处于关闭状态，除非获得特别的许可。

任何抵达澳洲及中国的境外旅客都必须接受 14 天的隔离防疫检查。

Q: Has China Roadshow 2020 been postponed due to trade tensions between China and Australia?

A: No. Given the travel restrictions and quarantine requirements related to the COVID-19 pandemic, we recently surveyed our China Roadshow exhibitors about alternative ways to deliver our Roadshow in September 2020.

Wine Australia

Based on your responses, we have decided to postpone the Roadshow until May 2021, so that you and your brands can participate fully in our showcase event. We are committed to the China market and excited to return in person as soon as possible. In the meantime, we are active in the China through an increased investment in social and digital marketing as well as education and promotional activities.

Q: 2020 中国区路演的延期是否受到当前中澳两国之间贸易局势的影响?

A: 不是的。鉴于新冠疫情的影响以及涉及到的旅行限令和检疫要求，日前，我们向中国区路演的展商朋友们发送了一份问卷调查，以征询大家是否愿意在 2020 年 9 月参加一次调整形式的路演。

根据大家的反馈，我们决定将路演延期至 2021 年 5 月，这样一来您和您的品牌将都能参加本次活动。我们非常致力于在中国市场的推广，并期待着尽早回归。与此同时，我们在中国依然保持活跃，在社交和数字媒体、教育领域展开了更多的投入以及一系列线上和线下的推广活动。