



EXPORTERS' CLUB

City of Onkaparinga



2008 Wine Export Forum

Wednesday 12 November, St. Francis Winery Resort, 14 Bridge Street, Old Reynella

Program

8:30 - 8:45

REGISTRATION

- tea/coffee

8:45 - 9:15

OPENING & AGM

- Chairman Murray Reid

9:15 - 9:20

FORUM PROGRAM OUTLINE

- Bob Shepard, General Manager, Exporters' Club

9:20 - 9:50

WINE EXPORT LOGISTICS - Stories From the Coal-face

- Trudy Elliott, Trade Facilitation Manager, Port of Melbourne Corporation

9:50 - 10:20

WINE TO CHINA - Challenges and Key Success Factors

- Nathan Shaw, Sales & Marketing Team, Director, Ballast Stone Estate

MORNING TEA

10:20-10:40

10:40 - 11:10

IMPACTS OF CLIMATE CHANGE on grape growing and wine making

- Professor Stephen Tyerman, School of Agriculture, Food and Wine, University of Adelaide

11:10 - 11:40

UK AS A WINE EXPORT DESTINATION - Establishing the Brand

- Michael Wehrs, Business Development Manager, Pertaringa Wines
- Rebecca Hardy, Viticulturist, Pertaringa Wines and KI

11:40 - 12:10

AWBC - Online Services Accessible to Levypayers

- Belinda Hamlyn, Marketing Officer—Domestic, AWBC (Australia Wine and Brandy Corporation)

12.10 - 12:15

VOTE OF THANKS - MAIN SPONSOR OF THE EVENT

LUNCH & KEYNOTE PRESENTER (see over page)

12:15 - 2.00

2:00 - 2:05

Closing of the 2008 Bi-Annual Export Forum

Event Proudly Supported by:



HUGH HAMILTON
RILKIN FALLOTT





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2008 Wine Export Forum

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Key-note Speaker

Errol Hanna, Sales Manager, Fox Creek Wines



Our Approach to Emerging Markets

About Errol Hanna, Sales Manager, Fox Creek Wines

Errol Hanna has over 30 years of experience in the Wine & Spirits industry. He began his career with the Spirits Division of the S.A Brewing Company which later purchased first Woodley's and then Seppelts Wines.

Errol then worked 14 years as Sales Manager with Pernod Ricard, where Jacob's Creek was his particular product. He assisted in building sales from less than 100,000 cases in 1989 to up to 8 million cases in 2003. Errol was Export Co-ordinator for the U.S.A, Canada and the U.K .and later handled a number of Sponsorships for Jacob's Creek including The Tour Down Under, Australian Rules Football Clubs in each state as well as Arts and Music. When Pernod Ricard bought the Orlando Wine Company he became Spirits Sales Manager with a small dedicated national team.

Errol's position now includes Exports to 22 countries including Russia, Thailand, Brazil and India, besides the usual markets of the U.S.A and U.K.

He travels 3 to 4 times a year overseas to attend Wine Fairs and to assist Export agents with wine dinners, tastings and trade visits.

About Fox Creek Wines

In 1984 Doctor Jim Watts, one of Australia's foremost teaching surgeons, purchased 32 hectares at McLaren Vale for a hobby farm. He decided to plant vineyards and for 10 years sold the grapes to other wineries in McLaren Vale. In 1995 Fox Creek launched their own label and in that first year their 1994 Reserve Shiraz won Best Wine in McLaren Vale, the prestigious Bushing Festival Trophy. Since then 2 other wines have also won that accolade. Subsequent wines have won International acclaim. In 2006 Fox Creek Wines won the Hyatt Advertiser Wine of the Year Award with their 2004 Reserve Shiraz. The winery is a modern winery, built to enable expansion in the future. The winery produces 14 different wines with 10 reds and 4 whites. While enjoying great success domestically they see export markets as more likely to offer opportunities of growth in the near future.

Registration Form (Please tick)

I am a member (\$45) []

Number of people attending []

Name/s.....

Company Position.....

Company.....Postal Address.....

.....

Phone: Fax: Email:

Please reserveplaces (Please attach a list of guests' names)

Payment Details:

[] **Cheque** is attached (payable to Exporters' Club Onkaparinga) or [] Please debit the **Credit Card**

Visa / MasterCard (Please circle) Amount \$.....

Card No:.....Exp. Date:/.....

Name on Card Signature:

This is a Tax Invoice for GST purposes ABN 15 025 646 382

Exporters' Club refund policy: A refund will only be given if the cancellation occurs 5 days prior the event.

Please RSVP by Mon 10 November

I am a non member (\$60) []

Please send this registration form with payment to Oksana Dmitrijenko at the Exporters' Club by **Mon, 10**

November 2008 to: PO Box 175, Morphett Vale, SA 5162 **OR** Ph: 8326 6511 Fax: 8326 6922

Email: exporters@ssbec.com.au



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Profiles of Speakers



WINE EXPORT LOGISTICS - Stories from the coal-face

Trudy Elliott, Business Development Manager SA, Port of Melbourne Corporation

Trudy Elliott as Business Development Manager South Australia for Port of Melbourne Corporation (PoMC) has Diplomas in 'Effective Warehouse Logistics Management and Food Science Technology - Cold Chain Export Logistics Management with over 24 years experience in major export / import trade sectors supply chain management. Trudy provides high level trade facilitation through PoMC Workshops to identify strategies and opportunities and strategic goals promoting Port of Melbourne's logistics and infrastructure capabilities and advantages. She will talk about 'Snail & Mollusc(s) container contamination' from Vineyards through to Port of Philadelphia and Longbeach in the US.

WINE TO CHINA - Challenges and Key Success Factors

Nathan Shaw, Sales & Marketing Team, Director, Ballast Stone Estate

Having graduated from the University of Adelaide with an agricultural degree, Nathan became viticulture director of the family business developing over 400 hectares of vineyards in two geographical regions of McLaren Vale and Currency Creek. In 2004, for reasons that people in family business will only understand, he became director of sales and marketing, developed a brand strategy and framework, identified target markets, and stepped into the shark tank of international bottled wine sales. Today the family sells about 80,000 cases in 6 markets.

IMPACTS OF CLIMATE CHANGE on grape growing and wine making

Professor Stephen Tyerman, School of Agriculture, Food and Wine, University of Adelaide

Professor Tyerman has researched nutrition, salinity and water relations in plants for some 25 years. In 2001 he obtained the Wine Industry Chair of Viticulture at the University of Adelaide. He has received several awards for his plant physiology research and was elected as a Fellow of the Australian Academy of Science in 2003.

UK AS WINE EXPORT DESTINATION - Establishing the Brand

Michael Wehrs, Business Development Manager, Pertaringa Wines

Michael joined the Pertaringa team in 2002 after moving out from Germany with his family. After 15 years marketing in the fashion industry Michael decided to turn his attention to his other love.. wine.

A man of many talents and languages (Michael can speak French, Italian, English and of course German) Michael is loved by Pertaringa's cellar door visitors and is an integral part of the Pertaringa team.

Rebecca Hardy, Viticulturist, Pertaringa Wines and K I

Bec completed her Viticultural Science degree at the University of Adelaide in 2003 and has gained valuable experience working vintages at Maxwell Wines, Orlando Wyndham and Lion Nathan. Since finishing Uni she has worked for Pertaringa and K I Wines before moving to London in 2006. While in the UK she joined Stratford's Wine Agencies as Events Executive and completed the Wine & Spirit Education Trust Diploma to further her knowledge of the global wine industry. During her spare time she helped to promote the K I and Pertaringa brands throughout the UK and Ireland.

AWBC – Online Services Accessible to Levypayers

Belinda Hamlyn, Marketing Officer—Domestic, AWBC, Australia Wine and Brandy Corporation

Belinda joined the Australian Wine and Brandy Corporation in 2005, and in her role as Marketing Officer – Domestic her responsibilities include developing and delivering industry reports and publications, project managing the development of industry tools and website applications, and overseeing delivery of Corporation events. Belinda graduated from Adelaide University in 2003 with a Bachelor of Wine Marketing Degree, and is currently completing a Graduate Diploma of Communications and Public Relations at the University of South Australia. Belinda has been actively involved in the Australian wine industry for the past eight years in roles including cellar door management, functions/events management and marketing.

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2008 Wine Export Forum

Wednesday 12 November, St. Francis Winery Resort, 14 Bridge Street, Old Reynella

Event Overview

The South Australian Wine Industry faces challenges on international arena. The Forum will address current export issues that affect most wine exporters.

Some of these are: export logistics, climate change, brand management, wine industry services and case studies from iconic McLaren Vale wineries.

The main markets such as the UK as well as emerging markets - China, India and others will be covered by wine industry professionals.

The forums have been running since 2002 and are considered to be amongst the most popular export business events in the Southern region.

This is a half day wine export focused forum with a variety of practical and informative topics and a knowledgeable panel of guest speakers.

It will be held in the scenic surroundings of St Francis Winery Resort in Old Reynella and will benefit winery executives, winemakers, wine marketers and wine exporters.

The aim of this forum is to increase export successes for small emerging and established exporters within the Southern region.

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