

TRADESHOW WINE TASTING IN POLAND #AUSSIEWINEINPOLAND – 13 MARCH 2019

Access key stakeholders and explore opportunities in the Polish wine market

ABOUT THIS EVENT

Grow awareness of your brand and explore new opportunities in the Polish market through showcasing your wines at the *Aussie Wine in Poland* tasting event.

Participants will have the opportunity to present their wines to key local importers, distributors, retailers, HoReCa (Hotels, Restaurants, and Catering), media and wine enthusiasts.

The event is planned to coincide with ProWein 2019 held in Dusseldorf during 17-19 March.

The draft program for *#AussieWineInPoland* comprises:

- Masterclass from 11.00am – 1.00pm: tasting will target selected trade guests and feature wines to highlight the characteristics of Australia
- Lunch from 1.00pm – 2.00pm to allow for discussion between exhibitors and invited guests
- Trade tasting for key industry contacts - trade, media, sommeliers and bloggers - from 2.00pm – 5.00pm
- Consumer tasting from 5.00pm – 7.00pm.

WHY YOU SHOULD PARTICIPATE

- Create awareness of your brand and capabilities at the largest Australian wine tasting in Poland
- Meet and network with key importers, restaurants, retailers, sommeliers, media and wine enthusiasts
- Develop a first-hand understanding of local opportunities and requirements
- Gain insights into how to access a wine market of over 30 million consumers
- Take advantage of on-the-ground assistance and advice from Austrade and local players.

Important information

Date:
13 March 2019

Location:
Warsaw, Poland

Apply by:
Refer to [event page](#)

Who should attend?

Australian wine exporters:

- Currently present in the Polish market
- New to the Polish market
- Attending ProWein 2019 in Dusseldorf.

Apply now at www.austrade.gov.au/aussiewineinpoland

TRADESHOW

WINE TASTING IN POLAND

#AUSSIEWINEINPOLAND

MARKET INSIGHTS

- 90 per cent of wine is imported.
- With a large adult population of over 31.5 million people, wealthy Polish consumers are discovering wine.
- There are over 800 companies with a wine import licence.
- The wine market is not yet saturated and there is still space to enter and grow
- There are significant opportunities for exporters with wines already available in European warehouses.
- In recent years, wine consumption in Poland has grown dynamically. According to the International Organization of Vine and Wine (OIV), in 2017 wine consumption in Poland amounted to 1.2 million hectolitres compared to 1.1 million hectolitres in the previous year. It is estimated that in 2017 Poles spent PLN 2 795 million on wine, which is by 6.2 per cent more than in the previous year
- Social trends promoting the increase of wine consumption in Poland include: growing income per capita; increasing level of education; growing influence of women's consumption decisions; development of tourism; changes in lifestyle and increasing tendency to purchase luxury goods.

PACKAGES

Options	Package inclusions	Total Cost
Participation in the #AussieWineInPoland Tasting	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none">• stand at the tasting – venue hire and hire of all the supplies required• transport of wines to the venue• catalogue for visitors• photographer• additional staff to assist• project management of the tasting and assistance with logistics• customs clearance of wine samples sent for the tasting• coordination of marketing campaign pre, during and post-tasting including direct marketing to targeted list of potential trade contacts, customers, media and other influencers.• on-site assistance with business matching• post-event debrief. <p>*Final cost depends on the number of participants. Number of participants for the indicated amount is 25.</p>	A\$1,150 per delegate

Note: If you would like to take advantage of your visit to Poland and have additional meetings arranged we will be happy to provide a service proposal.

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PAYMENT STRUCTURE:

- DEPOSIT: Austrade requires a non-refundable 100% deposit. Payment reserves your place on the event.
- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment by the applied deadline will result in the forfeit of your reserved place on the event.
- In reference to the event Terms & Conditions the Withdrawal is not possible, but can be transferred to another qualified organisation.
- Additional Terms and Conditions may also apply. Please refer to the event Terms and Conditions
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

CLICK HERE TO REGISTER

In order to provide the highest level of service to delegates, places are strictly limited. All applications will be reviewed by our country and industry specialists for suitability. If your application is successful, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

IMPORTANT INFORMATION

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY AUSTRADE CONTACT

If you would like to discuss participating in this trade show, please contact:

Australia	Other Country
Christopher Morley Senior Adviser – Premium Food Austrade Melbourne T +61 3 9648 3178 E chris.morley@austrade.gov.au	Ania Plawinska Business Development Manager Austrade Warsaw T +48 22 526 4934 E anna.plawinska@austrade.gov.au

'AUSSIE WINE IN POLAND TASTING' IS ORGANISED BY:

Ania Plawinska, Business Development Manager with over 17 years of experience and many successes in assisting Australian wine exporters to enter and expand the Polish wine market.