

## WEBINAR

# SOUTH ASIA WINE EXPORT OPPORTUNITIES

## ABOUT THIS WEBINAR

The webinar will provide an overview on Australian wine export opportunities to India and Sri Lanka. The webinar will also provide a snapshot on the wine market, competition, market channels and key trends across key markets in South Asia.

## WHY YOU SHOULD ATTEND

- Receive an update on the current market, competition and trends in the wine market in South Asia;
- Hear directly from market expert Magandeeep Singh, one of the top and awarded Sommeliers in the region;
- Explore opportunities and go-to market channels to export your wines to South Asia;
- Learn about the Ministerial-led mission to India and Sri Lanka in February 2020 with wine masterclasses, b2b meetings and promotional opportunities in Delhi, Mumbai and Colombo.

## SPEAKERS

- **Dr Mark Morley**, Trade Commissioner, Austrade South Asia
- **Magandeeep Singh**, Sommelier, TV Presenter & Wine Writer

## MARKET INSIGHTS

### INDIA

- India is the home of a young population, and a significantly increasing demographic of urban professionals with a preference for wine amongst the upper and middle class over 'traditional' segments dominated by whisky, rum and brandy;
- The imported wine market in India approx. at 5,50,000 cases in 2017 –2018;
- Australia holds around 32% of imported wines market share in India with several firms dominating the market with low-cost offerings;
- Australian wines are growing fastest with increases in 48% volume and 50% by value.

### SRI LANKA

- Sri Lanka contains a rapidly growing tourism market (despite local tension);
- Sri Lanka's population is 20 million and it consumes 144,000 cases of wine every year – a per capita consumption far higher than India;
- Sri Lanka also offers a gateway to the premium wine market of the Maldives.

### Important information

Date: 26<sup>th</sup> Nov 2019

Time:  
3.30 to 4.30 pm (AEDT)

3.00 to 4.00 pm (ACDT -  
Adelaide Time Zone)

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Cost: Free

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### Who should attend?

- Australian Wineries
- Wine exporters
- Wine Industry Associations
- Wine consolidators
- State governments

*"Although traditionally and even today, whisky and rum continue to dominate alcohol consumption in India, the increasing availability of locally produced and imported wine over the last decade, has spawned significant consumer interest in wine"*

**THE ECONOMIC TIMES**

## WEBINAR

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### MORE ABOUT THE SPEAKER/S

#### Details



#### **Dr Mark Morley**

Trade Commissioner, Austrade South Asia

Mark in his capacity as Trade Commissioner based in New Delhi heads the South Asia Food & Beverage team for South Asia covering India, Pakistan, Bangladesh & Sri Lanka. Mark has previously held a number of positions over 10 years as Senior Trade Commissioner in Saudi Arabia (with Oman, Bahrain, Egypt and Morocco), and at the State Government of Victoria and Telstra Corporation in international engagement, education and IT. Mark has a Bachelor of Arts (Arabic), and a Bachelor of Commerce (Economics). Mark also studied in India, gaining a Master of International Relations in the area of water and agricultural law in Punjab



#### **Magandeeep Singh**

Sommelier, TV Presenter & Wine Writer

Magandeeep Singh is India's first French-qualified Sommelier and the oldest wine professional in the country, not chronologically. The person behind the idea of Wi-Not, he believes that wine should be fun first. Having worked in India for over 7 years, he has a good idea of where and how things stand in the wine world. He divides his time between food and wine work (events, tastings, writing and journalism) and his TV show "Around the World in 85 Plates" on NDTV Good Times.

### LIMITED PLACES - REGISTER NOW

Register now to this free webinar at [www.austrade.gov.au/sawinewebinar2019](http://www.austrade.gov.au/sawinewebinar2019) . The registration confirmation email will include all webinar log-on information. If you require help with registration, please call 13 28 78.

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