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MEDIA RELEASE

Unlocking Peruvian potential

The Winemakers' Federation of Australia (WFA) has welcomed this week's announcement by Trade, Tourism and Investment Minister Steven Ciobo that the Peru-Australia Free Trade Agreement (PAFTA) has been signed.

WFA Chief Executive Tony Battaglione said that while Peru has been a smaller market for Australian wine in the past, the PAFTA would help to unleash the region's growth potential and was a first-step to unlocking other Latin American markets.

"Australian wine has been at a disadvantage in Peru in the past, as many of our competitors including the United States, Canada and the European Union have been enjoying tariff-free access under their own exiting trade deals," Mr Battaglione said.

"The PAFTA puts us on a level playing field which will allow us to compete, eliminating wine tariffs of up to 9%, either on entry into force or within 5 years.

"Also of great importance within this agreement is the inclusion of a wine and spirit annex which seeks to address specific wine-related non-tariff barriers. The inclusion of such annexes in trade agreements is very important and something we will continue working with government to implement in all future wine-related trade negotiations.

"The PAFTA itself provides a template which can be used to unlock other Latin American markets through trade negotiations such as the current negotiations with the Pacific Alliance – a trading bloc which includes Mexico, Colombia, Chile and Peru.

"We are great supporters of trade liberalisation around the world and highly supportive of the Australian Government's ambitious trade agenda. We will continue to support efforts to remove barriers to trade and create opportunities for Australian wineries and wine businesses into the future."

Minister for Trade, Tourism and Investment, The Hon Steven Ciobo MP Media release available [here](#). PAFTA text and associated documents available [here](#).

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AVAILABLE FOR INTERVIEW: *Tony Battaglione - 0413 014 807*

MEDIA CONTACT: *Alexia Deegan 0400 767 490*