

MEDIA RELEASE

International line-up at wine industry conference

Time is running out to access the early-bird rate to attend *Outlook 2014: Taking Charge of Our Future* – the wine industry's major conference held every two years.

More than 300 wine industry leaders from across Australia are expected in Adelaide for the two-day event this October 1 and 2. The early-bird rate closes Wednesday, August 20.

Speakers include:

- International Federation of Wine & Spirits President Jim Finkle (US);
- Organisation of Vine and Wine Director-General Jean-Marie Aurand (Paris);
- Australia Small Business Commissioner Mark Brennan;
- Nielsen's Consumer and Business Intelligence Executive Director Michael Walton;
- Wine Intelligence Chief Executive Lulie Halstead (UK);
- ALM CEO Scott Marshall; and
- Ciatti partner and broker Steve Dorfman.

Winemakers' Federation of Australia Chief Executive Paul Evans said the *Outlook* program would drill down into detail of areas on the supply and demand side of the wine business.

"We are bringing winemakers together with analysts, exporters, marketers, retailers and decision-makers to coordinate what must be done to lift the sector's profitability," Mr Evans said.

"*Outlook* will present the latest data, market trends and production forecasts, and it will take delegates through the actions needed to improve terms of trade and support sustainable growth across the sector.

"The panel discussions and Q&A sessions have been developed to tease out the most from the wealth of experience that *Outlook* brings together and delegates should find the sessions informative."

Sponsoring *Outlook 2014: Taking Charge of Our Future* are Pellenc Australia, Gaetjens Langley, Amorim Australasia Pty Ltd, Winetitles and Wine Intelligence.

To register and find out more about the program. go to wfa.org.au and follow the links.

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