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## MEDIA RELEASE

### **Wine producers welcome China's decision to remove import duties from Australian bottled wine**

Australia's grape growers and winemakers' welcome today's final decision from the Chinese Ministry of Commerce (MOFCOM) to remove import duties on Australian wine products from Friday 29 March 2024, Australian Grape & Wine Chief Executive Lee McLean said.

"This is a very important decision for the Australian wine industry. It reflects the positive outcome of diplomatic efforts by the Albanese government to stabilise relations with China and underscores the importance of collaboration between government and industry.

"We acknowledge and thank Foreign Minister Penny Wong, Trade Minister Don Farrell and Agriculture Minister Murray Watt and their respective departments for their steadfast support of Australian grape growers and winemakers throughout the process," said Mr McLean.

With their renowned reputation for quality and innovation, Australian wines offer Chinese consumers an unparalleled opportunity to explore new flavours and experiences. The presence of Australian wines in China will complement the local wine industry, providing consumers with a broader selection of premium wine options.

"The Australian wine sector has made a long-term commitment to building the market for Australian wine in China, with many wine companies having developed close relationships with importers, buyers and consumers of Australian wine over many years," Mr McLean said.

"We are working closely with the Australian Government and Wine Australia to ensure a coordinated approach is taken to re-entry and that the sector is well positioned to re-establish trade relationships.

"We look forward to seeing Australian wines back on Chinese dining tables and rejuvenating our relationship with customers and business partners in that market," said Mr McLean.

"We will also, however, be maintaining our focus on diversifying our export footprint and growing demand here in Australia as well."

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#### **About Australian Grape and Wine Inc**

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.