

# AUSTRALIA CHINA

WINEMAKER  
IMMERSION  
PROGRAM



TREASURY  
WINE ESTATES

## STRENGTHENING THE AUSTRALIA-CHINA RELATIONSHIP THROUGH WINE

以葡萄酒为纽带,加强澳中关系





## DEVELOPING THE NEXT GENERATION OF WINEMAKING TALENT IN AUSTRALIA AND CHINA

*The Australia-China winemaker immersion program* is an industry exchange for emerging winemakers from China and Australia to experience wine, winemaking, and viticultural education in each other's markets.

The program fosters collaboration between the Australian and Chinese wine industries, building on the recently strengthened diplomatic, economic and cultural relationship between the two nations.

Supported by the Australian and Chinese wine industry associations – **Australian Grape & Wine** and the **China Alcoholic Drinks Association** – the program gives early-career winemakers a behind-the-scenes experience to build cultural and industry knowledge, cultivating the next generation of international winemaking talent.

The 2025 pilot program has 2 components:

**4 Chinese winemakers** visiting South Australia for the Australian vintage (April–March)

**4 Australian winemakers** visiting China during vintage (October–November)

The longer-term objective of the program is to create an alumni community of Australian and Chinese viticulturalists and winemakers with a deep cultural and technical understanding of the two markets, including production techniques, product innovation, consumer insights, sustainability, and adaptation strategies to respond to emerging industry challenges.

Participants will have a unique experience of the 2025 China vintage:

- > 4 winemakers
- > 10 October to 8 November, 2025
- > Regions visited: Beijing, Shanghai, Ningxia



**Xue Churan**

R&D Manager,  
China Great Wall Wine Co.  
Immersion program participant, 2025

“The program has been a truly invaluable opportunity for me to expand my professional perspective and elevate my winemaking expertise. We studied advanced winemaking philosophies at cutting-edge facilities, and gained valuable industry insights. I sincerely look forward to welcoming Australian winemakers to China, fostering deeper cross-industry collaboration and mutual learning.”

For more information about the program and to apply by close of business on 8 September 2025, visit [agw.org.au](https://agw.org.au)

# A HANDS-ON EXPERIENCE OF THE CHINESE WINE INDUSTRY

Early-career professionals from the viticulture and wine industry will have an immersive 4 week experience in China, with exposure to local viticulture practices, wine production, research and innovation, wine tourism, cellar doors, and wine education.

The wine production immersion component will be led by **Treasury Wine Estates** at its **Stone & Moon Winery** in Ningxia, with other content delivered by a range of technical experts from leading academic institutions and industry bodies.

Participants will experience:

- > an overview of China's wine industry at China Agricultural University featuring academics, wine experts, and young winemakers from the Huailai winemaking region near Beijing
- > wine production techniques at Treasury Wine Estates' Stone & Moon Winery at Pigeon Mountain, at the foot of Ningxia's Helan Mountain
- > an immersion in the broader Ningxia wine region, including visits to Château Terroir, Ningxia Wine Bureau, Qingtongxia Wine Centre, as well as the Yongning and Yinchuan subregions
- > academic sessions in winemaking and viticulture at Shanghai Jiao Tong University
- > the China International Import Expo annual trade fair in Shanghai – the country's flagship trade event that features thousands of exhibitors from across the world and showcases products and services across a range of sectors



**Xingsan Huo**

Secretary General, Wine Branch  
China Alcoholic Drinks Association

"This golden October, we'll be delighted to welcome participants to China. In March, Chinese winemakers visited Australia's vineyards with a thirst for knowledge. Now, we're honored to connect Australian winemakers to a land equally rich in winemaking wisdom. Wine is the essence of terroir and a bond of friendship – this exchange will be an opportunity to share winemaking expertise, and importantly, build a strong dialogue between our cultures. Participants will experience the unique charm of China's wine regions, marking a new beginning for collaboration between the wine industries in our two nations."



**Lee McLean**

CEO, Australian Grape & Wine

"Following the success of the inaugural Australian leg of the immersion program in earlier 2025, we look forward to supporting the cohort of Australian winemakers to experience the diversity of China's wine sector. We hope that the group builds life-long relationships with their Chinese counterparts, and gains an in-depth understanding of the viticultural and production processes across the country's significant winegrowing regions."





# NINGXIA WINERY EXPERIENCES

- > The Ningxia wine region in China's central-north features more than 40,000 hectares of vineyards, and is renowned for its Cabernet Sauvignon and Marselan blends, generous Chardonnays and crisp Rieslings, with plantings of Syrah and Merlot
- > The region's Yellow River supports vineyard irrigation, with most vineyard plantings in the foothills of Helan Mountain, with a continental climate of hot summers and cold winters
- > Many vineyards are planted at more than 1200 metres above sea level, where intense sunlight during the day and cool nights promote ideal ripening conditions and naturally balanced acidities
- > The region has had national and international investment in vineyards, wineries and tourism in recent decades



## GREATWALL CHATEAU TERROIR

- > International award-winning winery specialising in eastern terroir, established in 2012
- > Producing sweet, mellow, and balanced wines – holds China's largest market share
- > Ecological winery integrating research, viticulture, winemaking, tasting, tourism, cultural experiences, and events
- > Varietals include: Cabernet Sauvignon, Italian Riesling, Pinot Noir, Merlot, Marselan
- > Capacity: 27,000,000 bottles

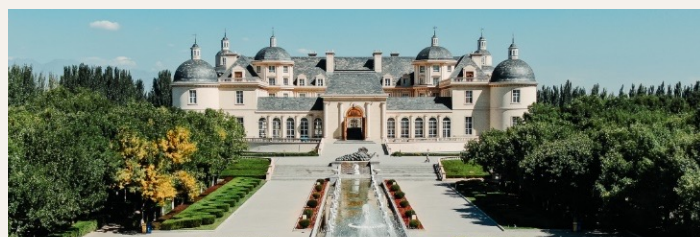
长城® 葡萄酒  
GREATWALL



## YUANSHI VINEYARD

- > An integrated enterprise specialising in viticulture, winemaking, sales, and tourism
- > Operational since 2014; located alongside 1,200 hectares of gravel land at the foot of Helan Mountain
- > Varietals include: Cabernet Sauvignon, Chardonnay, Merlot, Syrah, Marselan
- > Capacity: 400,000 bottles

源石  
YUANSHI VINEYARD 酒庄



## CHANGYU LONGYU ESTATE

- > Established in 2013; part of China's oldest winery group
- > High-end, fully equipped winery – one of 14 across the Changyu group
- > The site includes grape cultivation, premium estate wine production, wine culture exhibitions, tasting, conference facilities, and tourism
- > Main varietal: Cabernet Sauvignon
- > Capacity: 6,700,000 bottles

张裕  
CHANGYU  
SINCE 1892



## STONE & MOON

- > Built in 2017; located at the foot of Helan Mountain
- > Varietals include: Cabernet Sauvignon, Marselan, Viognier, Chardonnay
- > The vineyard is in the sedimentary landform of an ancient river, with a mixture of clay, gravel and sand
- > Capacity: more than 300,000 bottles

