

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 WINE INDUSTRY TALENT IN AUSTRALIA AND CHINA

The Australia-China Winemaker Immersion Program is an industry first-exchange for early-career winemakers and viticulturists from China and Australia to experience wine, winemaking, and viticultural education in each other's markets.

Conducted over two reciprocal legs, the program provides emerging industry talent the opportunity to build their technical capability, expand their professional networks and become more globally minded wine professionals.

Delivered by **Treasury Wine Estates**, the program is supported by the Australian and Chinese wine industry associations – **Australian Grape & Wine, Wine Australia** and the **China Alcoholic Drinks Association** – and the **Department of Primary Industries and Regions South Australia**.

The 2026 immersion program has two legs:

4 Chinese wine professionals visiting South Australia during vintage (Mar-Apr)

4 Australian wine professionals visiting China during vintage (Aug-Sep)

The program fosters collaboration between the Australian and Chinese wine industries and supports stronger diplomatic, economic and cultural relationship between the two nations.

Apply now and take the next step in your career

Over an engaging four-week program, immerse yourself in China's dynamic wine sector with hands-on production experience, technical learning, and market insights – all designed to build skills, networks, and cultural understanding that last a lifetime.

Participants join a growing 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.

Ready to apply?

1. **Head to the AGW website** to view the application criteria and guidelines.
2. **Have a conversation** with your employer to make sure you can get the time off.
3. **Prepare your application materials** including a short video (up to 60 seconds) explaining why you're interested in the program and what you're hoping to learn.
4. **Submit your application** online via the AGW website **by 5pm AEST, Sunday 26 July**.

Want to learn more about what you can expect from the experience?

Read the [**recap of the 2026 Australian leg**](#)

A HANDS-ON EXPERIENCE OF THE CHINESE WINE INDUSTRY

Building on the success of the inaugural program in 2025, we invite early-career winemakers and viticulturists to apply to be part of a four-week immersion into the Chinese wine industry during vintage, where you will learn local viticulture & wine production practices, engage in industry education and knowledge sharing, and discover local wine tourism and cultural experiences.

2026 China Program overview

› 29 August – 25 September 2026

Week 1-2: South Australia › Beijing › Ningxia

- › Pre-departure Penfolds immersion at the iconic **Magill Estate** winery, featuring history tour, wine tasting and special welcome event
- › Arrival in Beijing, guided city tour & industry engagement sessions with the **China Alcoholic Drinks Association** and **COFCO**, one of China's largest food and beverage manufacturers.
- › **Penfolds Ningxia winery** introduction and winery practice
- › **Ningxia wine region** field study and local industry immersion

Week 3-4: Shandong

- › **Yantai wine region** field study and local industry immersion
- › **Winemaking and viticulture** practice and exchange with local wineries
- › **Shandong region** cultural experiences, including guided city tour
- › **40th anniversary celebration** of Shandong-South Australia sister province partnership



Amber Venning

Assistant Winemaker
Treasury Wine Estates
2025 program participant

"The program enabled an incredible behind-the-scenes look at China's dynamic wine industry.

We were welcomed with a generosity and openness that enabled invaluable opportunities to compare professional practices in each country, and discuss shared challenges and opportunities."



Xingsan Huo

Secretary General, Wine Branch
China Alcoholic Drinks Association

"This harvest season, we'll be delighted to welcome participants to China. In March, Chinese winemakers visited Australia's industry with a thirst for knowledge. Now, we're honored to connect Australian winemakers and viticulturists 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 immersion program in 2025, we look forward to supporting the cohort of Australian winemakers and viticulturists 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."



DISCOVER NINGXIA

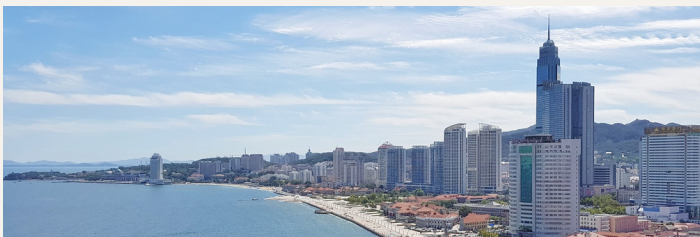


The Eastern Foothills of the Helan Mountains (贺兰山东麓) is widely regarded as China's leading region for fine wine and is the country's largest contiguous wine-grape area. Vineyards run along a strip between the Helan range to the west and the Yellow River to the east — "mountains and river embracing" (山河相拥) — at 37°43'–39°23' N and about 1,100–1,300 m elevation.

Reclaimed from arid, saline-alkaline wasteland beginning in the 1980s–90s, it now carries more than over 40,000 ha of vines — roughly a third of China's planted area — and produces about 140 million bottles a year, the highest estate-wine output of any Chinese region (around half the national total). It became China's third wine geographical indication in 2003, was added to the World Atlas of Wine in 2013, and has been an OIV provincial observer for over a decade. More than 60 of its estates have together won over 1,700 international awards — over 60% of China's total. The region is administered by a dedicated provincial-level bureau and, since 2016, a five-tier "classed-growth" estate system (列级酒庄) modelled on Bordeaux and reassessed every two years.

During their time in Ningxia, participants will be based in Yinchuan. A city of around 2.9 million people, Yinchuan is known for its mix of history, desert landscapes and cultural heritage, with nearby attractions including the Western Xia Imperial Tombs, Helan Mountain rock carvings, Sand Lake and the Yellow River.

DISCOVER SHANDONG



Yantai, on the Jiaodong Peninsula (胶东半岛) of Shandong, is the birthplace of modern Chinese wine and the country's largest, oldest and most complete wine cluster. Changyu (张裕) was founded here in 1892; in 1897 it imported 124 European wine-grape varieties (some 640,000 vines) and grafted them onto local rootstock, laying the foundation of the Chinese industry. Today the prefecture holds about 204 wine producers and 63 notable estates, with roughly 285,000 mu (about 19,000 ha) of wine-grape vineyard. By national above-scale statistics, Yantai accounts for around 44–45% of China's wine output, and the "Yantai Wine" geographical brand — valued at over ¥86 billion — has led the national league table for eight years running.

The region sits on the "golden latitude" of roughly 37°N, the same maritime band as Bordeaux, and is protected as a geographical indication. In 2021, Yantai became China's first prefecture-level city to legislate specifically for a wine region, enacting the Yantai Wine Region Protection Regulation (《烟台葡萄酒产区保护条例》). It is the only city in Asia to hold the International Organisation of Vine and Wine's "International City of Vine and Wine" designation.

During their time in Shandong, participants will be based in Yantai, a coastal city of around 7 million people on the Shandong Peninsula. Bordered by the Bohai Sea and Yellow Sea, Yantai is known for its coastline, seafood, fruit production and long association with wine. Key local attractions include Yantai Mountain, Golden Beach, the Changyu Wine Culture Museum and the nearby Penglai Pavilion Scenic Area.