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MEDIA RELEASE

Australia Leads the Way: Chairing the World Wine Trade Group in 2024

Australian Grape & Wine is proud to announce that Australia has assumed the role of Chair of the World Wine Trade Group (WWTG) for 2024, with leadership shared in partnership between Australian Grape & Wine and the Department of Agriculture Fisheries and Forestry, supported by the Australian Wine Research Institute and, Wine Australia. This prestigious role places Australia at the forefront of international efforts to streamline wine trade, promoting mutual acceptance of winemaking practices and regulatory harmonisation.

From 29 October to 1 November 2024, Australia will host the WWTG meetings in Adelaide. The week will include an International Wine Regulatory Forum, two days of WWTG meetings, a visit to the historic Penfolds Magill Estate, and conclude with a technical visit of the Australian Wine Research Institute (AWRI) and a visit to the renowned wine region of McLaren Vale.

"This is a fantastic opportunity for Australia to showcase our expertise and leadership in trade and market access to key international wine partners," said Lee McLean, Chief Executive of Australian Grape & Wine. "The WWTG plays a critical role in removing trade barriers and supporting the global wine sector, and we are excited to lead these efforts in 2024."

The WWTG unites winemaking industries and governments to facilitate and enhance international wine trade. Established in 1998, the group has been instrumental in reducing trade barriers, ensuring regulatory harmony, and fostering the growth of the global wine industry. Its members include Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, the United States, and Uruguay. Observers from China, India, Japan, and the UK will also participate in the upcoming meetings.

"This role is made possible by the close partnership between Australian Grape & Wine, the Department of Agriculture, Fisheries and Forestry, Wine Australia, and the AWRI," said McLean.

The WWTG provides tangible benefits to Australian wine producers, including work to reduce or remove trade barriers, easier trade access through mutual acceptance agreements and simplified labelling requirements. "Simplifying trade regulations helps reduce the compliance burden on our producers, saving time and costs when exporting to multiple markets," McLean explained.

"Chairing the WWTG gives Australia an opportunity to lead and shape international trade rules and establish strategies for the future which support the success of our wines in international markets. It's about removing red tape and cost to create the right conditions for Australian wine to thrive in global markets," McLean concluded.

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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.