

“Background Briefing on China Wine Market”
与澳大利亚精品葡萄酒出口商APW国际合作
共同开拓中国葡萄酒市场

**Opportunities for Cooperation with APW International,
Exporters of Australian Boutique Wines**



Background of APW International APW国际简介

INTRODUCTION 介绍:

- APW International Pty Ltd was established in early 2004 and engaged two key people previously employed by Australian Prestige Wines Pty Ltd. APW International has the specific aim of catering to the growing international interest in quality Australian wines. 公司成立于2004年, 由原澳大利亚Prestige葡萄酒公司的两名骨干成员负责经营管理, 致力于为全球对优质澳大利亚葡萄酒日益增长的需求服务。
Further, a separate arrangement has been formed between the company and the Pfeiffer family to produce affordable Australian Wine to match with our many and varied premium products. This wine is released under the Australian Legend brand. 随后, 公司与Pfeiffer家族合作, 酿造可与旗下众多高端品牌配套的大众化“Legend”葡萄酒。

BACKGROUND 背景:

- There are nearly 2000 wine makers in Australia, but just three very large companies account for almost 85% of the total wine production. Many of the high quality, smaller, wineries haven't come to the attention of even knowledgeable international wine consumers: they haven't been large enough to provide the time or resources to develop and support an overseas market. 澳大利亚有近2000家葡萄酒庄和公司, 而其中的三大巨头占据了葡萄酒产量的85%。许多规模小但出产精品葡萄酒的小酒庄限于资源的不足, 无法开拓国际市场, 从而不为国际消费者所认识了解。
- To provide this exposure APW International has set up a consolidation and merchandising infrastructure whereby the market development and marketing servicing costs for more than 30 small to medium sized winemakers are pooled in one house (in a manner similar to the negociants of France). 为了更好有效地拓展市场, APW国际整合30多家中小葡萄酒庄的资源(类似法国的Negociants)。
- In addition, APW International produces its own label providing consistent styles which we know suit the requirements of particular markets. These can be made available under our own proprietary labels or under a packaging chosen by, or designed especially for, our clients. APW国际也同时拥有自己的品牌, 可满足不同市场的需求, 即可采用APW原由的包装和品牌, 也可按客户要求的包装提供。
- The launch of the Australian Legend label through this arrangement has meant our distributors now have access to affordable everyday drinking styles of the Australian classic grapes Shiraz and Chardonnay. These wines are currently sold in Ireland, England, Taiwan and Canada. “Legend”品牌的推出为我们的客户提供了适合天天品饮的澳大利亚最具代表性的希拉和莎当妮葡萄酒。目前, 这些酒已销往爱尔兰、英国、台湾和加拿大。



The Personnel Supporting The Chinese Agent 对中国代理商的支持

APW is working with AUSTRADE in China to secure a long term stable and mutually profitable association with a “key partner” in the growing and dynamic Chinese wine market. APW国际在澳贸委中国办事机构的协助下寻求可以建立长期互利关系的合作伙伴，与中国日益增长充满活力的葡萄酒市场共同发展

APW International has two key personnel who will guide, monitor and support our association with a new agent and distributor in Southern China.

APW国际有两名主要人员为南中国区的代理提供市场支持服务：

Russell Badham is C.E.O. of APW International and has nearly 20 years hands on experience exporting wine to the region. In this and former positions he has overseen the sales and marketing efforts in Hong Kong, Malaysia, Singapore, Thailand and Taiwan as well as being active in Canada, Ireland , Germany and the United Kingdom.

Russell Badham – APW国际CEO，有近20年出口葡萄酒至亚洲市场的经历。所经营的葡萄酒出口至亚洲地区 - 香港、马来西亚、新加坡、泰国和台湾，及欧美市场 – 加拿大、爱尔兰、德国和英国。

Alison Jongebloed is the Export Manager for APW International and has been involved in all facets of wine export from Australia for more than 10 years. Before this Alison spent more than a decade in administration, sales and marketing with the Penfold’s Wine Company.

Alison Jongebloed – APW国际出口经理，从事澳洲葡萄酒出口十余年，曾在著名的Penfold公司从事管理，销售和市场营销。



Roles & Functions of APW International

APW国际承担的职责

* Consolidation & Dispatch

- APWI will attend to all Australian Compliance Issues
负责所有事关澳大利亚葡萄酒出口资质事宜
- APWI will provide export permits for individual wines
负责申请办理葡萄酒的出口许可证
- APWI will provide a Certificate of Analysis for all wines
为所有出口的葡萄酒提供化验报告
- APWI will provide Shipping Application's approved by the Australian Wine & Brandy Corporation
负责申请办理澳大利亚葡萄酒和白兰地协会签发的出口运输申请批文
- APWI will provide advice and support re label compliance
就标签的要求提供建议和支持
- APWI will provide consolidation and specialist packing of shipments
提供集货和专业的运输包装服务
- APWI will provide Freight and Marine Insurance if required
依需要提供货物和海上保险



* Market Support 市场支持

APW International believes that market support is absolutely vital to building long term and sustainable business. As such a "sale" or shipment of wine is only the beginning of a successful partnership.

Market support is the next important step:

APW国际深知有效的市场支持对于建立发展长期可持续的生意至关重要，生意的成交仅仅是成功合作的开端，而接下来最重要的一步就是提供强有力的市场支持：

- APWI will monitor/ supply and update Show results, press articles and other third party testimonials for all products
APW国际将及时提供一切与产品有关的信息资料 – 参展的动态、新闻报道、及来自第三方的报告
- APWI will provide professional tasting notes, background material and website access for products
提供一切相关的产品资料 – 特点说明、背景资料及相关网站
- APWI will participate in Wine Shows and Promotions by agreement with the Agent 根据与代理商签订的协议参加相关的葡萄酒展和推广活动
- APWI will provide samples and point of sale material as agreed
按与代理商双方协商的要求提供酒样和促销资料



*Training Service 培训服务

- APW believes a critical part of the market support side of our role is staff and customer training and education.

APW国际深信对代理商员工和客户的培训是市场支持的重要部分

- APWI will make regular “in market” visits by Senior personnel for purposes of staff training and product awareness

APW国际的资深人员将定期走访市场，对员工进行培训，促进提高产品在市场的知名度

- APWI will conduct trade and media tastings and seminars by agreement with the Agent /Distributor

根据与代理商的协定，协助举行针对贸易及媒体宣传的推广活动和品酒会

- APWI will schedule market visits by key winemakers from within the portfolio for staff training and industry support services

组织相关品牌的酿酒师前往市场进行员工的培训，参与行业的推广活动



Product Selection / Portfolio Development

产品的选择和组合

- APW International has already advised potential clients of the availability of products from within our portfolio.

向潜在客户介绍APW国际的产品系列和组合

- We have indicated that Australian Legend, Hoggies, Hopwood and the Bidgeebong labels could form core brands in the range. To these we can add Laughing Kangaroo, Sidlow Estate, Gregory Lyn and many other labels in our “affordable” class of wines.

APW国际产品组合中的主打品牌为Legend, Hoggies, Hopwood 和Bidgeebong。此外, 还有“笑袋鼠”, Sidlow Estate, Gregory Lyn, 及许多其他“经济型”系列的葡萄酒品牌。

- We have many other wines in the medium to premium price points which will be made available on request and which would add further diversity and quality to a prospective distributors Australian portfolio.

我们可以根据需求提供许多中等价位到高端价位的葡萄酒, 丰富我们的经销代理商的产品组合。

- We stand ready to work with potential agents/ distributors to develop a balanced Australian selection of wines: Balanced in price, style and regional characteristics.

我们愿与潜在的代理/经销商共同努力, 使所经销代理的澳洲葡萄酒组合更趋完善合理, 达到价格、风格和地区性的充分平衡。

Summary 总结

APW International is a “One Stop Shop” for Australian Wines

APW国际是澳大利亚葡萄酒的“一站式供应商”

- We supply wines from almost every major region, with every grape varietal and price point represented within our portfolio 我们可以提供涵盖各葡萄酒产区、不同葡萄酒品种和不同价位的葡萄酒。
- We organise all compliance issues, consolidation and shipping from Australia 我们负责办理一切与葡萄酒出口相关的手续，组织葡萄酒的集货和运输。
- We undertake training, education and in market support for our International Agents 我们将负责为我们的代理商提供培训和市场支持。

APW International is committed to partnerships for the long term

APW国际致力于建立发展长期的合作伙伴关系

- We work with our Suppliers to bring the best quality at the best prices to the export market place. We are partners to our Suppliers. 我们与我们的供应商共同为出口市场提供优良性价比的葡萄酒产品。我们是我们的供应商的合作伙伴。
- We work with our Agents to maximise their sales and market place acceptance. They too are our partners. 我们与我们的代理商共同开拓出口市场，提高品牌在市场的知名度。我们的代理商也是我们的合作伙伴。
- We are brand builders, (rather than wine merchants), working at all stages of the supply / distribution chain to effect long term partnerships in market development. 我们致力于品牌的建设（而不是单纯的葡萄酒贸易商），与从供应到经销链上的生意伙伴建立长期的合作关系。



CONTACT 联系方式

Office & Sales Centre:
40 View St,
Alphington, Victoria, 3078
Australia

Correspondence:
P.O. Box 325
Northcote, Victoria, 3070
Australia

Tel: 61 3 9380 8699

Fax: 61 3 9380 8101

Email: info@apw.com.au

Australian Office ABN 37 105 603 665
Management

Chief Executive: Mr. Russell Badham rbadham@apw.com.au

Executive Officer: Mrs. Alison Jongebloed alison@apw.com.au

Europe Office: Mr. Martin Moran M.W. apw@winerepublic.com

Bankers: Bendigo Bank Limited, Fountain Gate, Bendigo, Victoria 3550



APW国际有限公司

澳大利亚精品葡萄酒出口公司

罗素·拜登
首席执行官

Unit 12/306 Albert Street, Brunswick, Victoria 3056 澳大利亚
地址: P. O. Box 325, Northcote, Victoria 3070 澳大利亚
电话: 61 3 9380 8699 传真: 61 3 9380 8101 手机: 0411 497 871
电邮: info@apw.com.au

