



FOR IMMEDIATE RELEASE 25 October 2017

NEWS RELEASE

Collaborative partnership for wine industry trade exhibition

The Australian Wine Industry Technical Conference Inc. (AWITC), Fair Events and the Wine Industry Suppliers Australia Inc. (WISA) announced today a new collaboration to deliver the Australian Wine Industry Trade Exhibition.

The three organisations will work closely together on the coordination and running of the exhibition, with this new agreement delivering certainty for exhibitors and visitors about the timing and scale of future wine industry trade exhibitions.

AWITC Chair Dr Dan Johnson welcomed the partnership, saying "This collaboration is a very positive step and ensures that the Australian Wine Industry Trade Exhibition will continue as the industry's pre-eminent trade show, held in conjunction with the wine industry's premier technical event. It is one in a series of partnerships that extend the impact of the conference, including agreements with the WFA Outlook Conference and the McWilliam's Maurice O'Shea Award Dinner. These alliances are transforming the AWITC into an 'Australian wine week' that no-one from the grape and wine community will want to miss."

WISA Executive Officer Matthew Moate said the agreement to collaborate on future exhibitions was a significant one for both suppliers and conference delegates.

"In 2016 WISA undertook research to better understand the needs of industry in relation to trade exhibitions. This agreement aligns with the desired outcomes expressed by industry during that study. It is an exciting opportunity to build a bigger event and deliver greater value for all sides of our industry".

Fair Events CEO, Gary Fitz-Roy commented, "The Australian Wine Industry Trade Exhibition is an exceptional event that can only be enhanced by this new collaboration. Drawing on the strengths of all three organisations will allow delivery of future exhibitions that continue to be highly valued by the Australian wine industry, across the value chain."

The agreement covers the next three conference cycles, with opportunity to extend. The next conference and trade exhibition will be held at the Adelaide Convention Centre in July 2019. Conference registrations will open in February 2019 and sales of exhibition space will commence in 2018.

The Australian Wine Industry Technical Conference and Trade Exhibition is the premier technical event for the Australian wine industry. Held every three years since 1970, it combines an extensive program of plenary sessions, workshops, posters and social events with the industry's most respected and extensive trade exhibition.

WISA is a professional membership association representing organisations which supply goods and services to the wine industry. WISA organises various events and many of its members exhibit at industry trade shows.

Fair Events is an event and exhibition management company with extensive experience in organising and carrying out events and trade shows in a range of sectors.

MEDIA CONTACT: Ella Robinson (AWITC) 0402 402 121 or ella.robinson@awitc.com.au.

AWITC EVENT PARTNERS:

