

## **South Australian Wine Ambassadors Club Business Matching Opportunity**

### **FAQs**

#### **Is there a cost to participate in the Importer Business Matching Expression of Interest?**

There is no cost to express your interest in this opportunity. If an opportunity arises with an importer all costs are to be covered by the winery, ie samples, travel costs etc. DTI's responsibility is to facilitate the business matching process only.

#### **I received an Expressions of Interest survey from my Regional Association also, are the surveys the same?**

Yes. We are working closely with the Regional Associations, and they have distributed the survey to their databases in order to capture greater reach.

#### **What is the selection process?**

New Ambassadors will be on board from 1<sup>st</sup> September 2023, so please aim to submit your EOI before then to be business matched to the new group. A formal panel review by local and international DTI personnel will be conducted of all winery submissions received. Submissions will be evaluated against the information provided in the survey and the level of export readiness demonstrated, followed by a comprehensive business matching process. Please note a completed Expression of Interest does not constitute acceptance into the program. It is a Business Matching tool and you will be contacted by TradeStart or your Regional Association to confirm if you have been successfully shortlisted. The EOI will remain open throughout the year for general business matching needs should your details or opportunities change.

#### **When will I hear from the importer?**

A short-list of potential brands will be sent to each of the importers. It is at the discretion of the importer to confirm their interest in the brand and to make a connection. This may occur over a matter of weeks or months. There is the chance that there is no opportunity at this stage with the importer and you may not hear from them at all.

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**How many importers are currently part of the South Australian Wine Ambassadors Club in each of the markets?**

- Japan- 6 importers
- Hong Kong- 8 importers
- Singapore- 3 importers
- South Korea- 8 importers
- New Zealand- 2 importers

**I'm interested in exporting to markets not listed in the Expression of Interest.**

The South Australian Wine Ambassadors Club is currently active in New Zealand, Singapore, Hong Kong, Japan, and South Korea. We are seeking new opportunities in emerging markets of Vietnam and India. Any other opportunities in markets outside of this will be reviewed on an annual basis and communicated to you by TradeStart.

**What kind of business models do the importers adopt?**

The importers cover a range of business models across the markets. There are a number of renowned importers with traditional supply chains, importers focused on e-commerce, importers looking to diversity by adding wine to their portfolio, new importers in the early stages of business development and importers embracing alternative and unique distribution channels in order to capture new opportunities.

**How many brands will the importers commit to?**

This is completely at the discretion of each importer. As part of the South Australian Wine Ambassadors Club program, the importers have a requirement to onboard at least one new to market brand in the first year of the program and at least two brands in the second year. Markets and importers will be reviewed on an annual basis and potentially winery information also, to ensure details are relevant and current to maximize export opportunities.

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#### **If I am contacted by an importer, what should I do?**

Commence discussions with the importer to gauge suitability for your business model. If you deem the importer to be the right fit, share your export strategy with them, send wine samples, communicate regularly, visit the market if possible and host them as part of the formal SAWAC famil program in 2023.

#### **Who should I contact if I require further assistance?**

The onus is on you to engage directly with the importer, however if you require further assistance contact the local TradeStart Export Adviser for your area.

[Our export advisers | Department for Trade and Investment](#)

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#### **I have disclosed personal business information, will it remain private?**

All information provided through this process will remain strictly confidential. DTI will only disclose personal information if the disclosure is for the purpose that the personal information was provided, which will include the disclosure of information to the wine importers and international markets team.