

2026 WA Fine Wine Mission to China

07-08 November 2026



TradeStart through the [SWDC](#) and [GSDC](#), in collaboration with [MRWA](#), [GSWPA](#), and our tourism partners [TWA](#) and [ASW](#), invites wineries from the Margaret River and Great Southern, with established distribution in China, to register their interest in participating in the 'Discover WA Festival' to be held in Shanghai, China from 07–08 November 2026.

This premium consumer and trade promotion will showcase the best of Western Australia's wine, food, tourism and lifestyle, positioning our wine regions as world-class destinations to visit, experience and explore.

The Discover WA Festival is the centrepiece of a broader market activation program being developed with experienced in-market partner VinoJoy which aims to strengthen the profile of Western Australian wine while increasing awareness of the unique tourism experiences, landscapes and regional stories that make Margaret River and the Great Southern internationally recognised destinations.

This program is supported by the Western Australian Wine Industry Partnership, an industry-led initiative supported by the WA Government.



Discover WA Festival Bridge 8 Art Space Shanghai 07-08 November 2026

The Discover WA Festival provides an opportunity for wineries to strengthen their presence in China through a coordinated, high-profile market activation designed to connect producers with consumers, trade and key industry influencers.

This premier event will welcome approximately 300–400 consumers across two days, featuring guided tastings, food pairings, live entertainment and regional storytelling that highlights Western Australia as a premium wine destination.

Participating wineries will engage directly with consumers to build brand awareness, encourage wine sampling and strengthen relationships within the market.



Why participate?

- Showcase your wines to a targeted Chinese audience through a premium consumer and trade event celebrating Western Australian wine, food, tourism and lifestyle.
- Build brand awareness and consumer engagement through direct interaction with wine enthusiasts, trade professionals and industry influencers.
- Strengthen relationships with existing importers and distributors by providing a platform to support ongoing market development.
- Leverage a coordinated regional promotion that highlights the provenance, quality and diversity of Margaret River and Great Southern wines.
- Be part of a broader China market development initiative with potential opportunities across consumer promotions, wine education, hospitality and digital channels.



Eligibility & Cost

To participate, wineries must:

- Have an established presence in the Chinese market, including an existing Chinese importer, distributor or sales channel.
- Attend the Discover WA Wine Festival 07-08 November 2026 either in person or be represented by their appointed Chinese importer or distributor.
- Meet any additional program requirements advised during the EOI process.

Participation Fee: \$750+gst, plus an in-kind contribution of wine samples to support consumer tastings, trade engagement and promotional activities associated with the Discover WA Festival.

Participation Includes: Representation of up to 8 SKUs at the Discover WA Festival, event venue and logistics, event collateral development, marketing and promotional activities, and campaign coordination.

This Fee Excludes: Travel, accommodation, freight, customs, taxes, insurance, and other incidental costs incurred by participating wineries.

Participating wineries are responsible for ensuring wines are available in-market through their appointed importer or distributor.



Register Your Interest

Eligible wineries are encouraged to submit an Expression of Interest. Places are limited and participation will be determined based on market suitability, activation capacity and alignment with the objectives of the program.

Please register your interest by emailing Joshua Jones at tradestart@swdc.wa.gov.au

Registrations now open until **COB 07 August 2026**.

Producer Briefing & China Market Update:

03 August 2026

Join us for an online briefing covering the latest China market insights, the Discover WA Festival, the broader 2026 China Fine Wine Program, and a live Q&A session.

*Registrations will be accepted from wineries in other regions however preference may be given to wines from the Margaret River and Great Southern wine regions and promotional branding will not include other regions.



Beyond the Festival

2026 China Market Activation Roadmap

01 - Digital



E-Commerce Program

Gain exposure through one of China's leading wine Key Opinion Leaders (KOLs) with opportunities to send wine samples and potential selections for promotion via established JD.com and Tmall e-commerce platforms.

02 - Consumer - **This EOI**



Discover Western Australia Festival at Bridge 8 Shanghai 07-08 Nov'26

Your wine poured directly to 300-400 engaged and paying consumers at Shanghai's flagship Western Australia lifestyle event that combines wine, food, music and travel.

03 - Trade



Restaurant & Retail Activation

Place across 6-10 popular Shanghai restaurants and retailers, with merchandising support.

04 - Education



Wine Education

Masterclasses that train trade, media and consumers to speak credibly about your wine.

**Participation in the Discover WA Festival provides wineries with priority access to additional China market activation opportunities planned for 2026 as they are confirmed and released.*



THANK YOU

Join us in showcasing Western Australian wine to Chinese consumers and trade.

To register your EOI, please contact
tradestart@swdc.wa.gov.au

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