

YOUR INVITATION

You are invited to join a select group of international wine buyers for the Margaret River & Great Southern Fine Wine Mission, Western Australia.
16–22 November 2026



Australian Government

Australian Trade and Investment Commission

TRADESTART



GOVERNMENT OF
WESTERN AUSTRALIA

SOUTH WEST
DEVELOPMENT COMMISSION



On behalf of TradeStart and the Wine Associations of the Margaret River and Great Southern regions of Western Australia, we are pleased to welcome you to join a select group of international wine buyers for a curated trade mission showcasing the premium wines, producers and provenance behind two of Australia's most acclaimed wine regions.

We hope you can join us to meet the makers, explore vineyards and wineries, and build new commercial relationships through a program designed to connect you directly with export-ready wineries.



Running from 16–22 November 2026, this curated program offers international fine wine buyers the opportunity to discover new-to-market wines from boutique Western Australian producers. Highlights include:

- Winery visits to explore vineyards, meet winemakers and owners, and taste premium wines.
- B2B trade tastings, networking events and one-on-one business meetings.
- Exclusive experiences as part of the 2026 Pair'd Margaret River wine and food festival.
- Insights into the unique terroir and winemaking excellence of the Margaret River and Great Southern wine regions.
- A fully hosted itinerary, including accommodation, meals and ground transport throughout the mission (excludes international flights).



Program Inclusions

- Comprehensive and immersive tour of the Margaret River and Great Southern wine regions including curated visits, tastings, and experiences with key decision makers and business owners.
- Attend special events at the sensational 2026 Pair'd Margaret River wine and food festival.
- 6 nights accommodation from Monday 16 Nov (arrival) to Sunday 22 Nov, 2026 (departure).
- All transfers and all meals.

*Please Note: International flights are not included



Proposed Itinerary

Monday 16 Nov'26	Arrive in Perth by today prior to 5pm. Transfer to Great Southern region.
Tuesday 17 Nov'26	Great Southern region - Exclusive site visits and tastings at some of the regions leading wineries.
Wednesday 18 Nov'26	Great Southern region - Site visits and industry VIP networking function.
Thursday 19 Nov'26	Transfer Great Southern region to Margaret River region - Winery dining experience followed by tour and tastings.
Friday 20 Nov'26	Margaret River region - Site visits, tours and tasting with leading wineries. Pair'd Festival evening event.
Saturday 21 Nov'26	Margaret River region - Winery site visits and tasting. Pair'd Festival Grand Tasting Event.
Sunday 22 Nov'26	Transport back to Perth for departure after 2pm - End of program.

Western Australian wines occupy the premium segment of the market, with export pricing typically commencing from approximately AUD \$7.00 per 750ml bottle (FOB). This mission is best suited to buyers seeking high-quality, provenance-driven wines rather than bulk or entry-level offerings.

We are inviting a select group of wine buyers with a genuine interest in fine wines and who are looking to expand their premium wine portfolio.

If you feel the opportunity aligns with your business objectives and portfolio and you would like to join this mission, please RSVP by close of business Friday 14 August 2026 to tradestart@swdc.wa.gov.au.



THANK YOU

We would be delighted to welcome you to Western Australia and share the outstanding wines, people and places of our wine regions.

To RSVP, please contact tradestart@swdc.wa.gov.au by Friday 14 August 2026.



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**MARGARET
RIVER
WINE**



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