

# Experience Chinese Business and Local Culture in One Trip!



# Expand your wine business into the thriving Chinese market with our expertly curated experience.

Selling your wine in China presents incredible opportunities but also unique challenges. Without the right strategy and connections, breaking into the market can be costly and complex.

We're here to help you succeed while keeping costs low and sales high.

Our exclusive package leverages our strong relationships with the **local Chinese government and the CEO of the International Wine and Beverage Expo** to give you a competitive advantage.



Silk Road Trade Route Business Conference



New Zealand Spokesperson at the International Wine and Beverage Expo Opening Ceremony



New Zealand Representatives being interviewed by local media



A crowd captivated by the New Zealand Kapa Haka performance at the New Zealand Wine stand



New Zealand Representatives networking with local Chinese Businesses to promote New Zealand Wine,



# China's Deep History with Wine

China's relationship with wine dates back thousands of years, with evidence of grape fermentation discovered as early as 7000 BC in Henan Province. Over time, wine has played a significant role in Chinese culture, from ceremonial offerings in ancient dynasties to a growing preference for fine wines in modern society.

Today, **China is one of the world's largest wine markets**, with a rising demand for premium imported wines.

Beyond tradition, wine is deeply embedded in how Chinese people build both personal and business relationships. It is often shared at important dinners, business meetings, and celebrations as a symbol of trust, respect, and partnership. The deep respect for wine in Chinese tradition makes it an ideal market for global brands looking to establish a presence.

The New Zealand Trade stand from 2023/24.



# China and New Zealand: A Strong Relationship

The relationship between China and New Zealand has been built on mutual respect, trade, and cultural exchange. In 2008, New Zealand became the first developed country to sign a Free Trade Agreement with China, significantly strengthening economic ties. This partnership has led to an increase in trade across various industries, including agriculture, dairy, and of course, wine. **Chinese consumers appreciate the quality and purity of New Zealand products, making this an opportune moment for New Zealand wine brands to enter and thrive in the Chinese market.**

The success of popular brands like Cloudy Bay, Te Mata Estate, and Brancott Estate highlights the growing appreciation for New Zealand wines in China.



New Zealand representatives:  
Glen and Alex Donaghy,  
and Berkley Sang



New Zealand Kapa Haka  
performance on the main  
stage at the International  
Wine and Beverage Expo



# New Zealand Wineries we have worked with:



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# 贵州国际酒类博览会股份有限公司

Guizhou International Alcohol & Beverages Expo Co., Ltd

The 13<sup>th</sup> China (Guizhou) International Alcohol & Beverages Expo  
(2024)

## Guest of Honor Series (New Zealand) Authorization for Inviting Businesses and Exhibitors

The 13<sup>th</sup> China (Guizhou) International Alcohol & Beverages Expo (hereinafter referred to as "the 13th alcoholic beverage expo") will be held in Guiyang International Convention and Exhibition Center from September 9<sup>th</sup> to 13<sup>th</sup> 2024, which is cosponsored by the Ministry of Commerce of the People's Republic of China and people's government of Guizhou Province. To do a good job of the invitation of business and exhibitors for guest of honor series (New Zealand), Guizhou International Alcohol & Beverages Expo Co., Ltd has authorized Mater Selection International Winery Alliance (New Zealand) Limited, trustee: Tao Sang (Berkeley) as the only designated partner for inviting businesses and exhibitors of the 13<sup>th</sup> alcohol expo's series (New Zealand).

Authorized Time: From 21 July, 2024 to September 15, 2024

Authorized Entity: Master Selection International Winery Alliance (New Zealand) Limited, trustee: Tao Sang (Berkeley Sang) should carry out work for inviting businesses, exhibitors and overseas buyers for guest of honor series (New Zealand), set by overseas wine house of the 13th alcohol expo, according to the requirements of the EXECUTIVE COMMITTEE OF 12TH CHINA (GUIZHOU) INTERNATIONAL ALCOHOL & BEVERAGES EXPO and GUIZHOU INTERNATIONAL ALCOHOL & BEVERAGES EXPO CO., LTD (The trustee cannot sign any legal documents in the name of authorization company or executive committee.).

Berkeley Sang has been authorized to assess the New Zealand Exhibitors and Vineyards for their qualification to participate the expo.

Authorization company: Guizhou International Alcohol & Beverages Expo Co., Ltd.(Seal)

代表人:

Representative:

受托单位: (盖章)

Trustee: (Seal)

代表人:

Representative:

签发日期: 2024年7月21日

Date of issue: 21 July, 2024



## Memorandum of Understanding:

This agreement is a partnership between the New Zealand Master Wine Alliance and Guizhou International Alcoholic Beverage Expo to boost trade, investment, and cooperation in the wine industry.

### Key Points:

- **Who's involved?**
  - Master Wine Alliance: A group of 128+ premium wineries from New Zealand and Australia, focused on global wine trade.
  - Guizhou Expo: China's top government-backed wine trade fair, organized by major state-owned enterprises, including Moutai Group.
- **What's the goal?**
  - Strengthen wine trade and investment between New Zealand, Australia, and China.
  - Help NZ & Australian wineries enter the Chinese market via Guizhou Expo.
  - Enhance global exposure for Guizhou Expo through international partnerships.
- **How will they cooperate?**
  - a. Joint Business Platform – Share knowledge, hold trade fairs, and expand market access.
  - b. International Wine Promotion – Organize exhibitions, tastings, and VIP networking events.
  - c. Government & Policy Support – Secure trade-friendly policies and incentives.
  - d. E-commerce & Digital Expansion – Use [www.masterwine.org](http://www.masterwine.org) as a global online sales platform.
  - e. Educational & Cultural Exchange – Training programs, business tours, and skill development.
- **Why does it matter?**
  - NZ & Australian wineries get direct access to China's booming wine market.
  - China benefits from high-quality foreign wines and investment.
  - Long-term partnership helps build a stronger global wine trade network.

This agreement officially started on March 1, 2024 and aims to create a global wine industry hub connecting China with the world.

### Key Takeaways

1. **Strategic Trade Partnership:**
  - This agreement enhances wine trade and investment between New Zealand, Australia, and China.
2. **Official Recognition & Government Support:**
  - The Chinese government recognizes Guizhou Expo as a high-level national event.
  - Government backing ensures policy and financial support for industry stakeholders.
3. **Market Expansion for Wineries:**
  - NZ/Australian wineries will gain direct access to the Chinese market.
  - Guizhou Expo gets premium foreign exhibitors and expands its global reach.
4. **Long-Term Vision:**
  - Establishing a permanent international trade hub for the wine industry.
  - Utilizing digital platforms (e-commerce, databases, training programs) for continuous growth.
  - This agreement creates a mutually beneficial ecosystem for the wine industry in New Zealand, Australia, and China. It leverages Guizhou Expo's government-backed network and Master Wine Alliance's international winery base to create business growth opportunities, policy support, and long-term trade collaboration.



2024年3月1日

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# Our team includes:

**Berkeley Sang** (Sang Tao) is a trade and government relations expert with over 25 years of experience connecting New Zealand businesses with the Chinese market. A native of Guiyang, Guizhou, China, he has strong ties with local government officials and a proven track record in export, negotiation, and market expansion.

## China Market Expertise & Government Influence

- Committee Member, International Winery Alliance – Facilitates New Zealand winery participation in the Guizhou International Alcoholic and Beverage Expo.
- Extensive government connections – Hosted 52+ Chinese delegations in New Zealand and Australia.
- Led trade initiatives – Negotiated government-backed projects in agriculture, dairy, healthcare, and tourism.

## Proven Success in Export & Market Entry

- Founder & CEO, GMP Pharmaceutical – Successfully exported New Zealand dairy and health products to China.
- Negotiated and facilitated multimillion-dollar trade agreements, including the export of 150 tons of NZ grass seed.

With deep government relationships and market expertise, Berkeley Sang is an essential asset for New Zealand wine exporters, ensuring seamless entry and success in China's competitive market.

**Alexandra Donaghy** brings over 30 years of expertise in sales, marketing, brand growth and leadership development, with a strong foundation in the wine industry. Formerly the Business Development Manager at Labels For Wine NZ and Director & Co-Owner of Attain Revenue Growth Agency, she now leads David, I Am Agency.

As the founder of the Reputation + Marketing model, Alexandra has played a pivotal role in driving business success across SMEs, nonprofits, and large enterprises in both B2B and B2C markets. Her expertise spans strategic planning, content creation, and digital activations, with a sales-driven approach that delivers measurable results. Recognised as a 'Master Architect' of marketing campaigns, she is dedicated to helping brands maximise their growth potential.

**Thomas Wong** has extensive experience in the hospitality industry across both China and New Zealand, providing him with deep expertise in the wine sector.

**Glen Donaghy** has represented New Zealand on the world stage at multiple Chinese Wine and Beverage Expos, where he has been invited to speak. His background in social work and corporate sales allows him to connect with people from all walks of life—an invaluable skill in the expo environment.

A New Zealand-born member of the Tainui Tribe, Glen has over 30 years of experience in the public social sector and has held leadership roles in nonprofit organisations. His empathetic coaching approach helps leaders develop both business and life skills, empowering them to build stronger, more effective teams.



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# Our Package Includes:



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## 1 x Expo Business Package

- Premium placement at New Zealand's Expo Stand – ideal for showcasing affordable wines for bulk purchases.
- VIP placement at the Expo Business Evening Showcase – the perfect setting to present your high-end, award-winning wines to business professionals seeking luxury corporate gifts. Your brand will be featured on large event screens, and the MC will introduce your wines to an exclusive audience.
- Access to voluntary team interpreter ensuring smooth communication.
- Post-expo marketing email sent to approximately 1,800 businesses connected to the local government's business network.
- Feature placement on the Master Wine Alliance eCommerce website.
- Feature placement on the Master Wine Alliance WeChat platform.
- 1 x printed pull-up banner for expo display.
- iPad station for email collection and business inquiries (Shared)

## PLUS

- Food and beverages throughout the trip.
- Two days of local culture experience activities (varied by location).

## Marketing & Promotional Materials:

- QR code linking to your wine listing on the Master Wine Alliance website.
- Custom email banner to promote your wine to local businesses.
- Stage screen graphics for the Business Evening Showcase (including QR code integration).
- Custom-designed banners for the expo, featuring QR codes.
- Professionally printed business cards with QR codes linking to your wine and WeChat profile.
- Comprehensive pricing chart displaying your wine selections.

## Special Cultural & Entertainment Features:

- Live performances by an authentic NZ Kapa Haka team at both the Expo and the evening Business Showcase.
- Exclusive entertainment by Mr&MrsD acoustic duo, adding a unique ambiance to the event.

## All this for only \$5995 +gst/annum

*Flights, accomodation, shipping and fees not included. Second booked expo only \$2995 + gst/annum. Master Wine Alliance receives 18% of all wine sales. Accomodation bookings available as a group at reduced rates. We operate the NZ stand on a 'first-in-first-served basis'. Premium spots available at additional cost.*





# Seize the Opportunity – Grow Your Wine Business in China!

Join us for an unforgettable business and cultural experience that ensures your wine gains maximum exposure in the Chinese market. Let's make your brand a success! CONTACT US TODAY TO BOOK: [alex@davidiam.co](mailto:alex@davidiam.co)



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