

SOMETIMES...

IT'S JUST ABOUT BEING THERE

DISCOVERY IS LIKE THAT

JOIN US AND DISCOVER FOR YOURSELF...

International Wine Research and Business Symposia

As part of Wine Discovery New Zealand 2010 there will be two symposia on the business challenges and research developments at the forefront of the New Zealand wine industry.

>> **Wednesday 3 November, 2010 – Lincoln University**
INTERNATIONAL WINE RESEARCH SYMPOSIUM

Hosted by Sustainability New Zealand

Steve Wratten, Professor of Ecology and Caroline Saunders, Director Agricultural Economics Research Unit at Lincoln University, plus several others, will provide engaging insights into sustainable grape growing and wine making practices.

The symposium will be followed by an exclusive International Wine Tasting Evening at the Christchurch Town Hall. Join visiting GWC members as they show some of their finest wines alongside a selection of New Zealand's best.

>> **Thursday 4 November, 2010 – Lincoln University**
INTERNATIONAL WINE BUSINESS SYMPOSIUM

'Premium Positioning – Conventional Wisdom vs a Fresh Perspective'

Gain valuable insight into the emerging Chinese wine market and join Simon Zhou owner of Ruby Red wine distributors and retailers in Shanghai for practical strategies on how to tap into this region.

You will also hear insights from Mark Majzner, founder of Antipodes Premium Wines in Sweden, which introduced the wine club concept to Swedish consumers, and Mimi Avery the buyer for UK based Averys Wine Merchants.

That evening, join other conference delegates and visiting GWC members at the Gala Dinner and International 'Best Of' Wine Tourism Awards at the AMI Stadium Deloitte Lounge.



THE NEWEST MEMBER OF THE PRESTIGIOUS GREAT WINE CAPITALS (GWC) GLOBAL NETWORK – CHRISTCHURCH | SOUTH ISLAND – IS THRILLED TO HOST THE NETWORK'S AGM AND INTERNATIONAL WINE CONFERENCE.

The event will be a celebration of New Zealand's premium wines, where international delegates will be taken through the five South Island wine regions to discover the secrets behind our premium wines.

Christchurch | South Island is proud to join, Bilbao | Rioja, Bordeaux, Cape Town, Firenze, Mainz | Rheinhessen, Mendoza, Porto, and San Francisco | Napa Valley, in this prominent wine network.



Places for this offer are strictly limited so register now at www.winediscoverynz.com

Total cost to attend both Symposia (including a ticket to the International Wine Tasting Evening and Gala Dinner) – \$700 plus GST.
Day registration options are available (excluding Gala Dinner and International Wine Tasting) – \$300 plus GST.

For more information and to register
www.winediscoverynz.com