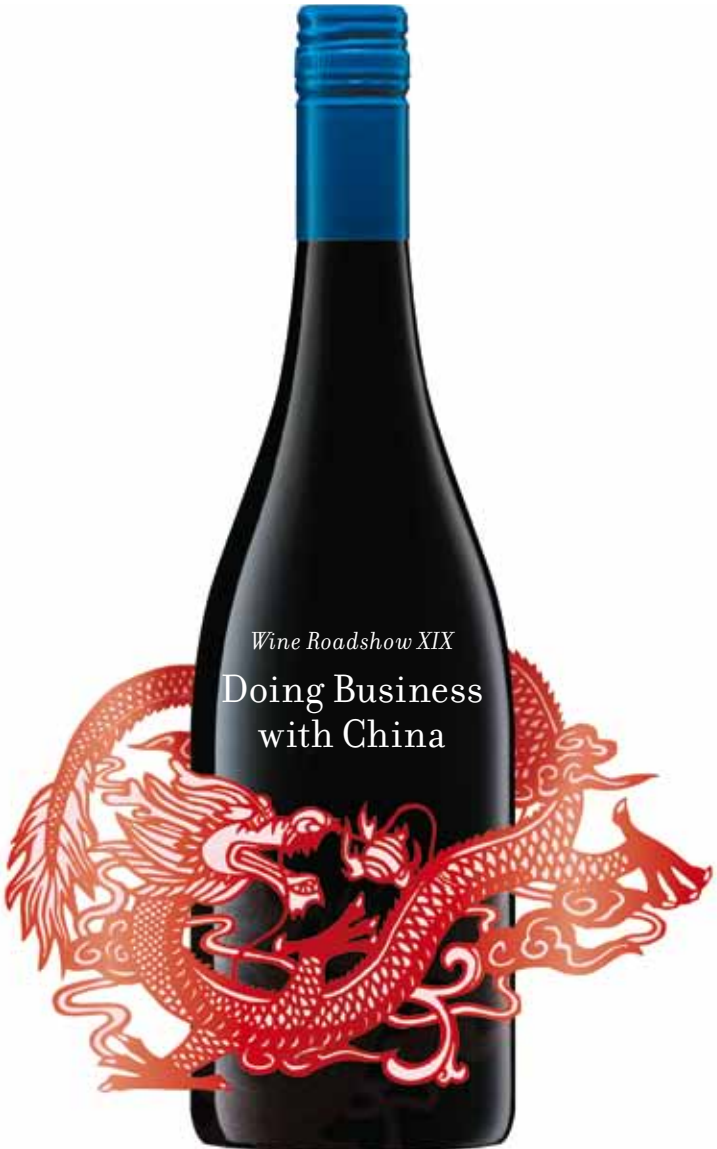


*a seminar hosted by*

# FINLAYSONS

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*Australian wine lawyers*



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*A carbon managed event*

# Wine Roadshow XIX

Many in the Australian wine sector see China as providing the great opportunity for industry growth. That may well be true, but how do individual wineries take advantage of that opportunity? *Doing Business with China* presents some difficult practical challenges. Finlaysons' Wine Roadshow XIX is designed to assist small and medium sized Australian wineries to meet those challenges.

Each year, Finlaysons organises and hosts a series of seminars in major wine districts of Australia, to assist SME wine businesses with critical business issues facing them. In this, the 19th year, the primary focus will be presentations by an Australian lawyer, a Chinese lawyer and a business consultant, who specialises in coaching Australians to do business with Chinese people, on how you actually go about developing a relationship and negotiating a distribution agreement with a Chinese person or otherwise building your brand in China (i.e. the practical 'nitty gritty').

There will also be a paper on protecting your brand from being 'ripped off' in China and the Winemakers' Federation of Australia will give an overview of the Australian wine industry's current position in China and where we are heading in that market.

So attend Wine Roadshow XIX to take some practical advice on *Doing Business with China*.



**Partner**

Wine Industry Partner of



**SOUTH AUSTRALIAN WINE INDUSTRY  
ASSOCIATION INCORPORATED**

Affiliate Member of



Affiliate Member of



Associate Member of



# Details

Half-day seminars will be held in nine wine districts across Australia, to allow as many winemakers, grapegrowers and other interested persons as possible to attend. Local industry associations are assisting with running the sessions.

## Coonawarra

Monday 25 July 2011

Chardonnay Lodge

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Hunter Valley

Monday 29 August 2011

McWilliam's Mount Pleasant

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Canberra

Tuesday 30 August 2011

Kamberra Wine Company

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Rutherglen

Wednesday 31 August 2011

The Tuileries

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Yarra Valley

Thursday 1 September 2011

Rochford Winery

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Launceston

Friday 2 September 2011

The Sebel Launceston

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Barossa Valley

Tuesday 6 September 2011

Murray Street Vineyards

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## McLaren Vale

Wednesday 7 September

2011

Penny's Hill Winery

2.30pm – 6.00pm seminar

6.00pm – 7.00pm drinks

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## Margaret River

Friday 9 September 2011

Australis Margaret River

3.00pm – 6.30pm seminar

6.30pm – 7.30pm drinks

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Refreshments will be served after the formal sessions, enabling participants to have more detailed discussions with the speakers.

The cost of the seminar is \$115.00 per head (plus GST), which covers registration, seminar papers and refreshments. WFA members receive a discounted rate of \$75.00 per head (plus GST).

For further information, please contact Jennifer Sothman at Finlaysons (phone (08) 8235 7769, fax (08) 8232 2944 or email [jennifer.sothman@finlaysons.com.au](mailto:jennifer.sothman@finlaysons.com.au)).

# Program

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\* 2.15pm Registration

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\* 2.30pm Opening remarks from the chair

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2.35pm Introduction

*Will Taylor, Wine Partner, Finlaysons*

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2.40pm Where Australia is at in the Chinese wine market  
and where it is going

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*Paul van der Lee, Manager, Economics & Policy, Winemakers'  
Federation of Australia*

Paul has been the Manager, Economics & Policy for WFA since 2008, although previously he had a similar role with WFA from 1994 to 1996. In the interim years, he has been Chief Executive of a medium sized Victorian winery, a board member of the Australian Wine and Brandy Corporation, Export Manager for the South Australian Wine Industry Association and a wine business consultant.

Paul will discuss Australia's current position in the Chinese wine market, its future outlook and what we need to do as an industry to take full advantage of the opportunity.

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\* Please note:

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The Margaret River seminar will be held between 3.00pm and 6.30pm, followed by refreshments until 7.30pm.

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### 3.10pm Building a business relationship with a Chinese distributor

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*Leonie McKeon, Managing Director/Principal Consultant,  
Chinese Language and Cultural Advice*

Leonie is the founder and Managing Director of Chinese Language and Cultural Advice, a business formed in 1998 to provide Chinese cultural and language services, translations and interpretations, assistance with delegations to Greater China and Chinese business coaching services. Having lived in the Greater China region for several years, her practical 'hands on' experience provides a unique platform to help Australian wineries understand Chinese language and culture.

Leonie will deal with practical aspects of developing a business relationship with a Chinese wine distributor, which should ultimately lead to a signed distribution agreement and a rewarding long-term partnership.

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### Finlaysons' Wine Roadshow online registration

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Please note you can register and pay via credit card online at [www.wineroadshow.com.au](http://www.wineroadshow.com.au). If you are unable to register online, please complete the attached registration form and pay via cheque.

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### 3.40pm Key issues for a contract between an Australian wine producer and their Chinese distributor

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*Will Taylor, Wine Partner, Finlaysons*

Will leads Finlaysons' Wine Group. His practice has, for nearly 20 years now, been focused virtually solely on the wine industry. He has extensive experience acting for large and small participants in the wine industry, in relation to joint ventures, mergers and acquisitions, business structures, capital raising, succession planning and their general commercial activities such as entering into supply, processing and distribution contracts. He has also had his own wine business for the last 14 years.

Will's paper will cover the desired content of distribution contracts between Australian wineries and Chinese distributors, taking account of cultural and practical challenges.

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### 4.10pm Afternoon Tea

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Continued over page

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#### **4.30pm Protecting your brand from being 'ripped off' in China**

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*John MacPhail, Intellectual Property Partner, Finlaysons*

John is the Head of Finlaysons' Intellectual Property, Technology and Commercialisation practice. He has over 26 years' experience in the IPT&C area, having worked in Sydney, Melbourne and London before joining Finlaysons.

John advises a range of clients in the wine industry on the IP aspects of production related technologies, sales, marketing, distribution, exports, joint ventures, labelling and geographical indications.

John will cover practical means of dealing with the prospect of copying and counterfeiting brands in China, including 'up front' prevention and 'after the event' cure.

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#### **5.00pm Some more innovative ways of building your wine business in China**

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*Richard Kimber, Managing Partner, RHK Legal*

Richard has worked in China for over 17 years, establishing RHK Legal in 2007 to give SMEs in the food and beverage, international trade, shipping and other areas access to prompt and cost effective advice. His practice includes compliance and regulatory advice, international trade issues, shipping, joint ventures, strategic alliances and insurance.

This paper will consider whether there are some ways of Australian wineries gaining a competitive edge in China, by doing things a little differently than just entering into a traditional distribution contract with a Chinese importer.

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#### **5.30pm Questions and discussion**

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#### **6.00pm Refreshments**

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#### **7.00pm Close**

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# Application Form

Please reserve \_\_\_ places @ \$126.50 (inc GST) each  
or (if WFA member) \$82.50 (inc GST) each for the  
*Doing Business with China* seminar.

I am/am not (*delete inapplicable words*) a WFA member  
Member code:

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Total \$

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Name:

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Position:

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Email:

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Name:

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Position:

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Name:

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Position:

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Email:

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Company name:

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Address:

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Telephone:

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Please tick venue:

Coonawarra

Launceston

Hunter Valley

Barossa Valley

Canberra

McLaren Vale

Rutherglen

Margaret River

Yarra Valley

Please make your cheque payable to 'Finlaysons'.

Please send the registration to:

Finlaysons' Wine Roadshow XIX

Finlaysons, GPO Box 1244, ADELAIDE SA 5001

This form will be a tax invoice for GST purposes when  
you make full payment. Please keep a copy.

Finlaysons' ABN 92 386 254 392

# Supported by

Winemakers' Federation of Australia Inc

Wine Australia Corporation

South Australian Wine Industry Association Inc

Adelaide Hills Wine Region Inc

Adelaide Plains Wine Region Inc

Alpine Valleys Vignerons

Ballarat & District Vignerons' Association

Bendigo Winegrowers' Association

Blackwood Valley Wine Industry Association Inc

Canberra District Vignerons' Association

Clare Region Winegrape Growers Association Inc

Clare Valley Winemakers Inc

Coonawarra Grapegrowers Association Inc

Coonawarra Vignerons Association Inc

Cowra Region Vineyard Association Inc

Currency Creek Wine Region Association

Goulburn Valley Wine Association Inc

Grampians Winemakers' Inc

Grape and Wine Research and Development Corporation

Great Southern Wine Producers' Association Inc

Heathcote Winegrowers Association Inc

Hunter Valley Wine Industry Association

King Valley Vignerons Inc

Langhorne Creek Grape and Wine Inc.

Limestone Coast Wine Industry Council Inc

Margaret River Wine Industry Association Inc

McLaren Vale Grape, Wine & Tourism Association

Mornington Peninsula Vignerons' Association Inc

Mount Benson Vignerons Association Inc

Mudgee Wine Grape Growers Association Inc

Murray Valley Winegrowers' Inc

New England Winegrowers Association

NSW Wine Industry Association

Orange Region Vignerons Association Inc

Pyrenees Grapegrowers & Winemakers Association

Queensland Wine Industry Association Inc

Riverina Wine Grapes Marketing Board

Riverina Winemakers' Association Inc

The Winemakers of Rutherglen

Upper Hunter Winemakers' Association Inc

Victorian Wine Industry Association

Wine Barossa

Wine Industry Association of Western Australia Inc

Wine Industry Tasmania Ltd

Wrattonbully Wine Industries Association

Yarra Valley Wine Growers' Association Inc

Finlaysons, a leading Australian law firm based in Adelaide, has many years of experience advising people involved in the wine industry. Our specialist Wine Group gives assistance to clients across Australia, from small family wineries through to the country's biggest producers. We also have international wine industry clients.

The partners and special counsel in the Wine Group include:

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*Will Taylor* – mergers and acquisitions, business structures, capital raising, joint ventures, supply, processing and distribution contracts, succession planning and general commercial advice

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*John Shortt-Smith* - commercial disputes and intellectual property

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*Steven Tarca* – real property (including vineyards and wineries)

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*Suzanne Dickey* – environmental, planning, climate change, 'green' marketing, waste management and water issues

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*Guy Biddle* – employment, industrial relations, OHS&W and insurance issues

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*John MacPhail* – intellectual property (i.e. brand protection) and information technology (including social media)

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*Michael Butler* – domestic and international tax (including WET)

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*Andrew Kedzior* – banking law and debt finance

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*Andrew Williams* – liquor licensing and commercial disputes

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What will it cost?

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At Finlaysons, we understand the pressure on business to increase productivity and contain costs. As an Adelaide-based firm, with a lower overhead structure compared to law firms in other States, we are able to provide legal services at a substantially lower cost. To add to this cost advantage, Finlaysons is a specialist wine industry law firm.

[wineroadshow.com.au](http://wineroadshow.com.au)