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## **MEDIA RELEASE**

15 December, 2008

### **WineTech 2010: the definitive exhibition for the Australian wine industry returns to Adelaide**

Following the very successful 2007 WineTech in Adelaide, the organisers have announced that Australia's definitive wine industry exhibition will once again be held in South Australia's capital in 2010.

WineTech 2010 - The Australian Wine Industry Trade Exhibition will take place from 4 – 7 July 2010 at the Adelaide Convention Centre. WineTech will once again run alongside the prestigious Australian Wine Industry Technical Conference (AWITC), which will be held for the 14<sup>th</sup> time in 2010. This marks a change to the previously announced plans that the 2010 edition of WineTech and AWITC would be staged in Melbourne.

"Melbourne would have been an excellent venue for WineTech and AWITC 2010, however, factors such as venue availability in our required time slot, plus the very positive results from our 2007 event in Adelaide, have led to the organising team's decision to remain in South Australia in 2010." AWITC chairman Professor Sakkie Pretorius said.

Held every three years, WineTech is managed and promoted by leading international exhibition organiser Reed Exhibitions on behalf of the Australian Wine Industry Technical Conference Inc. (AWITC) and Wine Industry Suppliers Australia Inc. (WISA) as co-presenters of the event.

"Reed Exhibitions Australia is proud to be working alongside the AWITC Committee and WISA in the organisation of WineTech. The Reed team is in the process of finalising the floor plan and participation rates - these will be published in December 2008," Reed Exhibitions Australia group exhibition director John Gorton said.

"First priority for choice of stands will be given to WineTech 2007 exhibitors above all those who had provisionally reserved space on our draft Melbourne floor plan. Initial feedback suggests that WineTech 2010 will exceed capacity at the ACC and early booking is essential to ensure stand availability."

A significant proportion of WineTech exhibitors are members of WISA, the national body that represents the Australian wine industry supply sector. WISA members will be out in force again in 2010, exhibiting a wide range of the latest equipment, technology and services available to the wine industry. WISA representatives will participate in the exhibition's management committee, ensuring exhibitors' needs are understood and addressed.

Some 220 exhibitors are expected to host an audience of well over 3500 wine industry professionals from across Australia and overseas. WineTech is open to trade visitors and

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AWITC conference delegates, whose programme includes significant time allotted to visiting the exhibition.

More than 2100 individual trade visitors attended WineTech 2007, in addition to more than 1600 AWITC conference delegates who visited the exhibition on multiple occasions.

According to Professor Pretorius, planning for the program is well underway for the 14th conference – auguring well for a successful conference and exhibition.

“The Planning Committee and the Program Sub-committee include representatives from all states of Australia, covering all aspects of the wine industry – thus ensuring that a dynamic and relevant programme will be developed,” he said.

“These committees work very hard and contribute a lot of their time to put together a stimulating program.

“The industry ownership of this conference and WineTech has been very positively embraced, which will ensure the event will deliver on all fronts.”

WISA chairman Dr Darren Oemcke, welcomed the decision to remain in Adelaide and looks forward to proactive supplier involvement in driving the exhibition content and direction.

“The unification of the AWITC with the WineTech exhibition in 2007 delivered a great outcome for suppliers,” he said.

“The WISA committee, on behalf of its members, is excited at the prospect of another successful edition of WineTech in 2010.”

“Significant resources are required to achieve a professional and effective presence at such events, and having such an excellent visitor attendance is expected to drive another successful trade exhibition.”

For more information on WineTech 2010, please contact Paul Baker, exhibition manager, Reed Exhibitions Australia, ph (02) 9422 8822, email [paul.baker@reedexhibitions.com.au](mailto:paul.baker@reedexhibitions.com.au) or please visit website [www.winetechexpo.com.au](http://www.winetechexpo.com.au).

For more information on the 14th AWITC, please contact Kate Beames, AWITC conference manager, ph (08) 8303 6821, email [info@awitc.com.au](mailto:info@awitc.com.au) or please visit website [www.awitc.com.au](http://www.awitc.com.au).

For more information on WISA, please contact Sylvie Clarke, executive officer, ph (08) 8231 2091, email [wisainc@bigpond.com](mailto:wisainc@bigpond.com) or please visit website [www.wisa.org.au](http://www.wisa.org.au).