Wine Australia



Australian Wine Roadshow Southeast Asia 2026

Exhibitors Prospectus

October 2026
Thailand, Vietnam, Philippines,
Malaysia, Indonesia



Overview

Wine Australia is proud to host the Australian Wine Roadshow Southeast Asia in October 2026, in collaboration with the Australian Trade and Investment Commission (Austrade).

With strong momentum in this part of the region for Australian wine, the Roadshow aims to further drive awareness and increase export sales of Australian wine in the key markets of Thailand, Vietnam, Philippines, Malaysia, Indonesia.

Providing a powerful platform to link Australian wine brands with influential importers, distributors, retailers and on-premise trade in the various markets, we are excited to host this showcase and networking program, and to assist participants in building capability to succeed in doing business in this important region.

The Australian Wine Roadshow Southeast Asia will provide exhibitors the opportunity to:

- network with important local trade, generating genuine and valuable business leads for you to explore independently and with the ongoing support of Wine Australia and Austrade (by request)
- tell your wine story, whilst extending your own marketing investment by aligning to a greater category-building program
- showcase your premium Australian wines, whether these be existing in-market or new-to-market, and
- cultivate a deeper understanding of the market's retail landscape and business culture.

Program

The program of activity is currently being curated and includes:

- tasting showcase, allowing brands to engage one-on-one with importers, distributors, retailers and on premise trade
- educational component
- capability building program to help exhibitors prepare for the Roadshow
- pre-departure briefing, information pack, and
- market familiarisation activities including on-premise and retail visits.

This Roadshow will be supported by PR outreach, social media, and additional promotional activity to ensure we are reaching as far as possible into these markets.

Event dates	Morning	Afternoon	Evening
Sunday 4 October Thailand	Travel to Bangkok		Welcome Event
Monday 5 October Thailand	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Networking (optional)
Tuesday 6 October Vietnam – Ho Chi Minh City	Travel to HCMC		Welcome Event
Wednesday 7 October Vietnam – Ho Chi Minh City	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Networking (optional)
Thursday 8 October Vietnam – Hanoi	Travel to Hanoi		Welcome Event
Friday 9 October Vietnam – Hanoi	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Networking (optional)
Saturday 10 October Vietnam/Philippines	Own Arrangements Travel to Manila		
Sunday 11 October Vietnam/Philippines	Own Arrangements Travel to Manila		Welcome Event
Monday 12 October Philippines	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Networking (optional)
Tuesday 13 October Malaysia	Travel to Kuala Lumpur		Welcome Event
Wednesday 14 October Malaysia	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Networking (optional)
Thursday 15 October Indonesia	Travel to Jakarta		Welcome Event
Friday 16 October Indonesia	Exhibitor Briefing, Market Familiarisation, Masterclass	Tasting Showcase, Masterclass	Closing Party

RETURN HOME

Pricing and inclusions

Winery/company participation costs:
AUD $2,000 + GST per city.

- A maximum of 45 exhibitors can be accommodated for this event. Participation is at the discretion of Wine Australia. Please see 'special conditions' section for more information.
- Exhibitors must participate in a minimum of 3 markets (for Vietnam participation, both Ho Chi Minh and Hanoi are compulsory).
- Maximum one table per company per city.
- Wine quantity: up to 10 SKUs per table. Recommended quantity is 2 bottles per SKU per city for the Showcase. The amount of wine sent to each market is at the discretion of the exhibitor.
- Additional in-market opportunities to showcase your wines are currently being planned, to be confirmed prior to wine consolidation deadlines.
- No shared tables, unless you have several brands under one company e.g. wine group, conglomerate.
- Exhibitors will be grouped by state or region, as indicated on your registration form.

Special notes:

For Indonesia: Due to limitations on the number of wine samples that can be sent from Australia, the number of SKUs that are showcased by exhibitors sending samples from Australia will be less than 10 SKUs. This will be confirmed once registration closes.

For Vietnam: Due to import complexities, wine logistics charges for Vietnam ex. Australia will be approx. A$50/bottle (includes: consolidation/freight/clearance and local storage/venue delivery). Exhibitors who send wine from Australia may wish to send fewer SKUs per city due to these charges.

Additional costs

- Participants are responsible for all travel, accommodation, wine consolidation/freight and any incidental costs.
- Wine Australia will work with a reputable partner to ensure your wines reach the markets safely. Wine Australia will organise consolidation of wine stock in Australia and will arrange for airfreight of wines to each city (unless being sent from within market).
- Exhibitors will be responsible for all domestic transportation costs, as well as airfreight and customs clearance costs.
- Exhibitors will be invoiced for international freight costs upon completion of the Australian Wine Roadshow Southeast Asia.
- Dedicated on-site translators can be recommended by Wine Australia, on request.



What do you get for your investment?

Exhibition venue, set up and collateral

Venues in each city are currently being scouted and will be announced in mid-2026.

Exhibitor tables within the Australian wine showcase will be of a consistent appearance and signage will include winery name and logo. Tasting equipment will be provided, including spittoons, glassware and ice buckets. If decanters are required, they must be provided by the exhibitor.

Small format promotional material such as brochures, tablet or iPad stands can be placed on tabletops. We recommend that any tablet or iPad is secured in some way. No additional branding is permitted, such as posters, pull-up banners, or LCD screens.

Further information on these elements will be provided in future exhibitor updates, including a floor plan and venue details.

Education

An educational component will be organised in each city to share the stories of Australian wine, winemakers and wine regions to the trade audience.

Capability Building

Wine Australia and Austrade will run a program of capability building activities for participating exporters in the lead-up to, and during the Roadshow. This will include:

- Market Briefing webinars in the months prior to the Roadshow, to assist exhibitors in understanding the state of each market, opportunities, challenges and things to consider when doing business there
- business culture training and export support materials for exhibitors to help them understand business expectations in each market and make preparations for the Roadshow so they're best placed to succeed, and
- market familiarisation activities in each city, to assist exhibitors in understanding the retail and on-premise landscape, how consumers purchase wine, and how wine is displayed and sold to consumers.

Business matching

At the showcase events, Austrade will provide support with trade introductions and can assist with ongoing support services upon request.

In the months prior to the Roadshow, Wine Australia and Austrade will promote the Roadshow and exhibitors to trade in each market using Wine Australia's digital platform Australian Wine Connect. This will provide great exposure for wineries and will encourage trade to seek out their wines, making it easy to link up and start a conversation.

Special conditions

A maximum of 45 exhibitors can be accommodated for this event. Participation is at the discretion of Wine Australia. Participants must meet the participation criteria and terms and conditions.
Wine Australia retains the right to ensure an appropriate balance of regions, varietals, styles are exhibited, having regard to the strategic objectives of the activity and the market concerned. Acceptance will be communicated by Wine Australia.

Participant criteria

- All exhibitors are required to participate in a minimum of three markets.
- Exhibitors for Vietnam must participate in both Ho Chi Minh City and Hanoi.
- Participants agree to advising Austrade on sales generated as a result of their participation in the event, to help us meet Austrade's reporting requirements. Participants consent to that information being shared with Austrade and used for that purpose.
- Winery brand wines only. No private labels, bulk wines, export only label, or 'buyers own brands' products.
- Brands must be able to demonstrate reasonable, well-established existing sales in the Australian domestic market.
- Brands and SKUs must be available in the markets, or, if not available in market, new-to-market and "export-ready". In this respect, 'export ready' means that the Participant, brand, SKUs and labels are compliant with relevant applicable laws/ requirements of Australia and destination markets (including as regards relevant mandatory compositional, labelling or registration requirements) so as to enable the lawful export/import/sale of the relevant products in the relevant market.
- Brands should have premium wine focus – exhibitors should display the quality, and reputation for quality, of their wines. For example, whether they have received 'high ratings' (i.e. 90+ points) from reputable wine press (such as Wine Advocate, Decanter or James Halliday), and/or whether they have received any silver, gold (or higher) medals at a wine show of an Australian state.
- Wine Australia will endeavour to ensure an appropriate balance of regions, varietals, styles are exhibited.
- Actual cost per table is subject to change following confirmation of all costs involved with running the Australian Wine Roadshow Southeast Asia.
- Applicants must provide Wine Australia with evidence demonstrating their compliance with these terms and conditions upon Wine Australia's reasonable request.
- Participants must ensure the safety of their representatives and must arrange their own travel, accommodation and other logistics.
- Participants agree to comply with the **Activity's Terms & Conditions**
- Austrade will only work with those clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. See **Bribery of foreign public officials - Austrade** for further information.

At any time, and at Wine Australia and Austrade's sole discretion, any exhibitor may be removed or may be rejected from participating if:

- found (or suspected of) engaging in any activity that might adversely affect wine export trade or Wine Australia and Austrade's ability to successfully promote Australian wine overseas (e.g. as a result of 'copycat' activity)
- deemed ineligible for inclusion in the Australian Wine Roadshow Southeast Asia 2026 promotional activities
- unable to pay the full activity fee by the due date, or
- unable to provide written evidence confirming they have express permission to exclusively represent a wine, winery or brand of wine at the Australian Wine Roadshow Southeast Asia 2026.

What's Next?

Step 1	**Register your participation** All exhibitors must complete and submit their details via the **Exhibitor Registration Form** and agree to the participation **Terms and Conditions**	**10 April 2026**
Step 2	**Participation confirmation** A completed Exhibitor Registration does not constitute automatic acceptance into the Roadshow. Exhibitors will be notified if they have been accepted.	**24 April 2026**
Step 3	**Secure your table** Wine Australia will issue an invoice upon participation confirmation. Full payment is required to secure exhibition space.	**25 May 2026**

Further Information

For further information about
The Australian Wine Roadshow Southeast Asia 2026
please contact:

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