



SITEVI Mercosur 2008

Attend the 6th International Exhibition of Technology for Vineyards in Mendoza, Argentina

About this tradeshow

Austrade Buenos Aires invites you to participate in the Australian National Pavilion at **SITEVI Mercosur 2008**, the largest international exhibition of equipment, products, services and technologies for the viticulture and wine industries. It offers an excellent opportunity to introduce your products to South American buyers and distributors. SITEVI is a biennial event and in 2006 it attracted 15,700 visitors from 18 different countries.

Why should you participate?

- Network with Argentine and South American producers, buyers, importers, distributors, and potential business partners.
- Learn about new products and market conditions, and assess the competition.
- Network with international buyers, growers and producers, and potential distributors throughout the wine and viticultural sectors in South America.
- Stand out as part of the Australian National Pavilion and Austrade's media campaign and benefit from on-the-ground support from Austrade on how to operate successfully in the market.
- Take advantage of your business visit in the region and continue your trip to Santiago, Chile, where the majority of Chile's wine exporters maintain their management offices. Austrade Santiago can prepare a tailored visit program to assist you to develop more opportunities in the local market.

Market insights

- Argentina is a major producer and exporter of wine, fresh fruit and juices, with these industries requiring regular upgrades of the newest technology.
- A labour shortage in the wine and fruit growing industries has hastened the need for new technology to reduce business costs.
- Argentina is a founding member of Mercosur, the Southern Cone Common Market, comprising Argentina, Brazil, Paraguay and Uruguay, with Chile and Bolivia as associate members.
- Mendoza produces 70 per cent of Argentina's wine.
- In 2006, total Argentinean wine production was 15,400,350 hectolitres, with wine exports realising US\$500 million.
- Argentina has 877 wineries, of which 270 are actively exporting.

Important information

Date: 13-15 May 2008

Location: UCIM Fairgrounds and Exhibition Center, Mendoza, Argentina

Application

Deadline: 21 December 2007

Who should attend?

Australian providers of:

- Machinery and products for grape growers, wine and fruit tree producers
- Irrigation technology
- Services to vineyards
- Wine industry education courses

Participating companies must either be an existing exporter or a new exporter who is approved under Austrade's New Exporter Development Program (NEDP).

Don't miss out

Austrade's support of tradeshow participants and its in-depth knowledge of local conditions make SITEVI Mercosur 2008 an ideal forum for the effective marketing of Australian products.



Exhibitor's Package

Total cost	Direct costs	Austrade service fee
A\$3,900	Direct stand cost of A\$2,950 includes: <ul style="list-style-type: none"> A dressed booth in a well-designed and high-profile 95 square metre Australian National Pavilion with adequate space for ten Australian companies (with power access) Listing in the official event catalogue Five invitations for the opening cocktail for customer and VIP guests Copy of Argentina Wine Industry Report. 	A\$950 (5 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> Coordination of logistics at the booth and on-the-ground support with expo organisers during the event Assistance with business matching at the booth and at networking functions Participation in official Australian networking events Briefings by Austrade's Latin America wine tech team Assistance with press coverage.
<ul style="list-style-type: none"> This event requires the presence of Australian company representatives or their local representatives. All travel and accommodation costs are to be met by exhibitors. Austrade will negotiate special accommodation rates at local hotels and provide this information to successful applicants in the Event Participation Kit. The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other. If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours. You may also be eligible to claim some of your marketing and promotion costs associated with this tradeshow through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78. Participating companies must be ready to export. Companies must be able to meet the cost of freight for all samples (Delivered Duty Paid basis). 		

Apply before 21 December 2007

The Australian Pavilion has space for a maximum of ten Australian companies, so secure your spot by completing an online application form at www.austrade.gov.au/sitevi08 before **21 December 2007**. If your application is successful we will send you an **Event Participation Kit** to give you all the information you need to prepare.

For further information about the tradeshow please visit <http://www.sitevimercosur.com>

Key contacts

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If you plan to undertake a market visit to Chile and require information about that market, please contact:

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