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**Media Release****NSW welcomes lifting of China's wine tariffs**

Friday, 29 March 2024

The NSW Government welcomes the news from the Chinese Ministry of Commerce that all import tariffs on Australian bottled wine products have been removed from today.

China is NSW's largest two-way goods trading partner, valued at \$56.9 billion in 2022-23, and growing.

NSW is also the second-largest wine-producing state in the country and employs around 50,000 people across the state.

To capitalise on the tariff removal the NSW Government will swiftly roll out events, initiatives and in-market activations in partnership with industry to assist companies to re-enter the market, including:

- A NSW Wine Destination e-commerce training program;
- A *New and Hidden Gems* Chinese Buyers Mission to NSW;
- Bespoke business matching;
- A NSW Going Global Export Program focused on beverages to Greater China;
- And a roadshow reintroducing the NSW wine industry to Chinese importers and distributors.

Last year NSW ran four NSW wine campaigns in Greater China to reconnect producers with importers and distributors to drive sales.

These campaigns through the *Our NSW New and Hidden Gems* Chinese Buyers' Mission resulted in the signing of several commercial agreements.

**Quotes attributable to Minister Chanthivong:**

"China is NSW's largest two way trading partner and second largest economy in the world, however since this tariff was introduced, Australia has seen a 99 per cent reduction in wine exports as of 2023.

"Representatives from NSW's international network across China have been working hard to promote our state's incredible products during challenging trading conditions.

"The lifting of import duties is welcomed and we're ready to roll out proven programs to help exporters capitalise on this positive news and get back into the market. I'd like to pass on my

appreciation to Minister Farrell and Australian Government officials for all their work towards achieving this outcome.

“We understand that the market has changed, and conditions will be different this time around. Our focus will be to support NSW wineries to understand the new environment, re-enter the market and re-establish export pipelines.”

**Quotes attributable to Minister Moriarty:**

“The NSW Government recognises the contribution of the state’s wine makers and grape growers to our regions and acknowledges the news of the tariff removal for the Chinese market is very welcome.

“The industry in NSW is world leading with top class viticulturalists and the consumers in China will engage with the wines on offer and the resulting benefits will flow back to regional labels, vineyards and towns.

“Some sectors of the wine industry have been doing it tough and this is good news.

“In early March our Government at the Commonwealth, State and Territory Agriculture Ministers' Meeting worked closely with the South Australian government to propose and support the formation of a viticulture and wine sector working group to provide recommendations to Agriculture Ministers to address the challenges facing growers.”

**Quotes attributable to President of the NSW Wine Industry Association Mark Bourne:**

“China has historically been a valuable export market for NSW wine producers, with strong relationships formed over the years. The opportunity to do business again on a level playing field and re-engage with Chinese wine lovers new and old, is definitely the good news producers were hoping for from this review.”

**Quotes attributable to Bruce Tyrell from Tyrell Wines:**

“This is the best news the Australian wine industry has had in a long time. The Chinese people love Australian wines so I think we could have a pretty big start to the re-entry into the market. Our industry badly needs that to happen.”

To find out more about exporting from NSW and the support available visit [Investment NSW](#).

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