



Australian Government

Australian Wine and Brandy Corporation



# Australia-China FTA

## Wine

# 澳中自由贸易协定

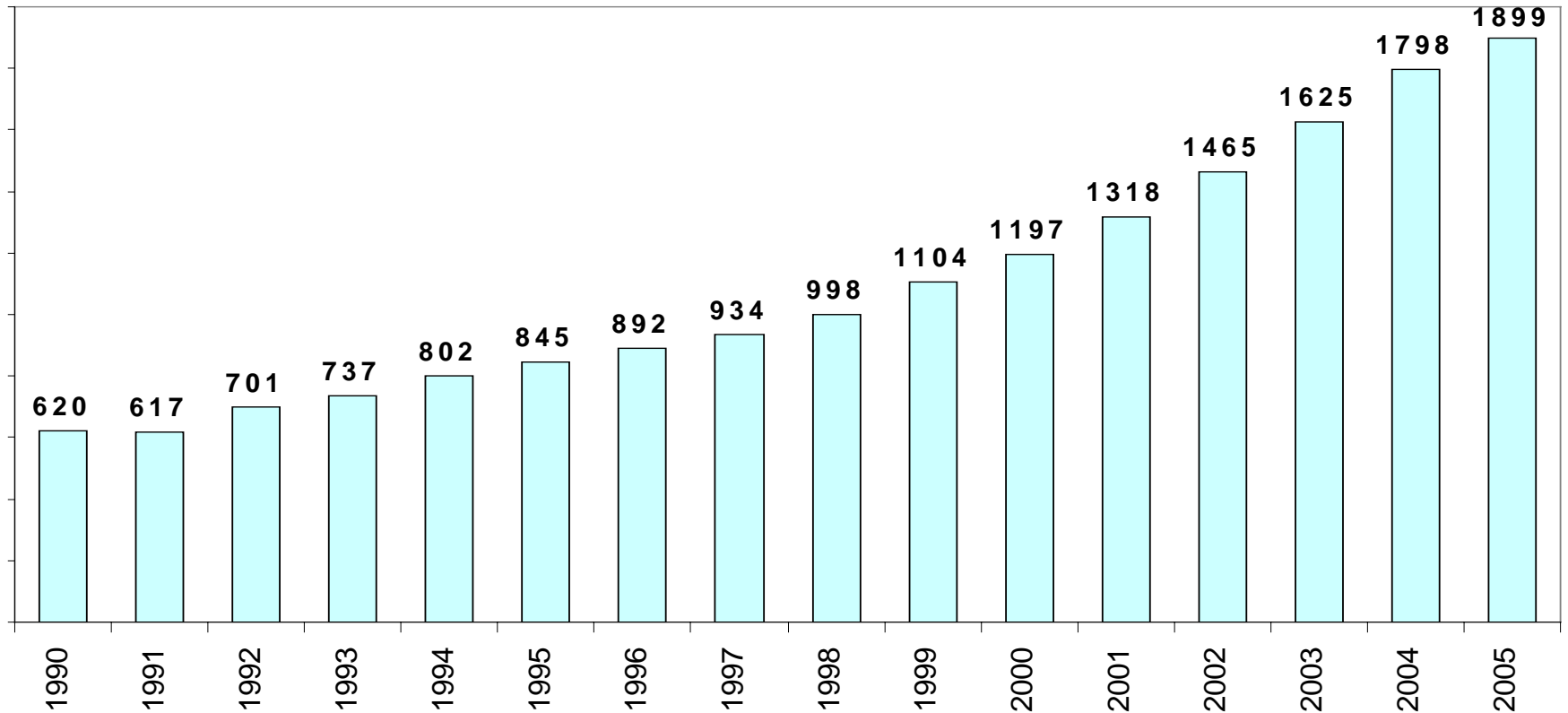
## 酒类

**Presentation by 演讲人**

**Andreas Clark**  
(安德烈亚斯·克拉克)

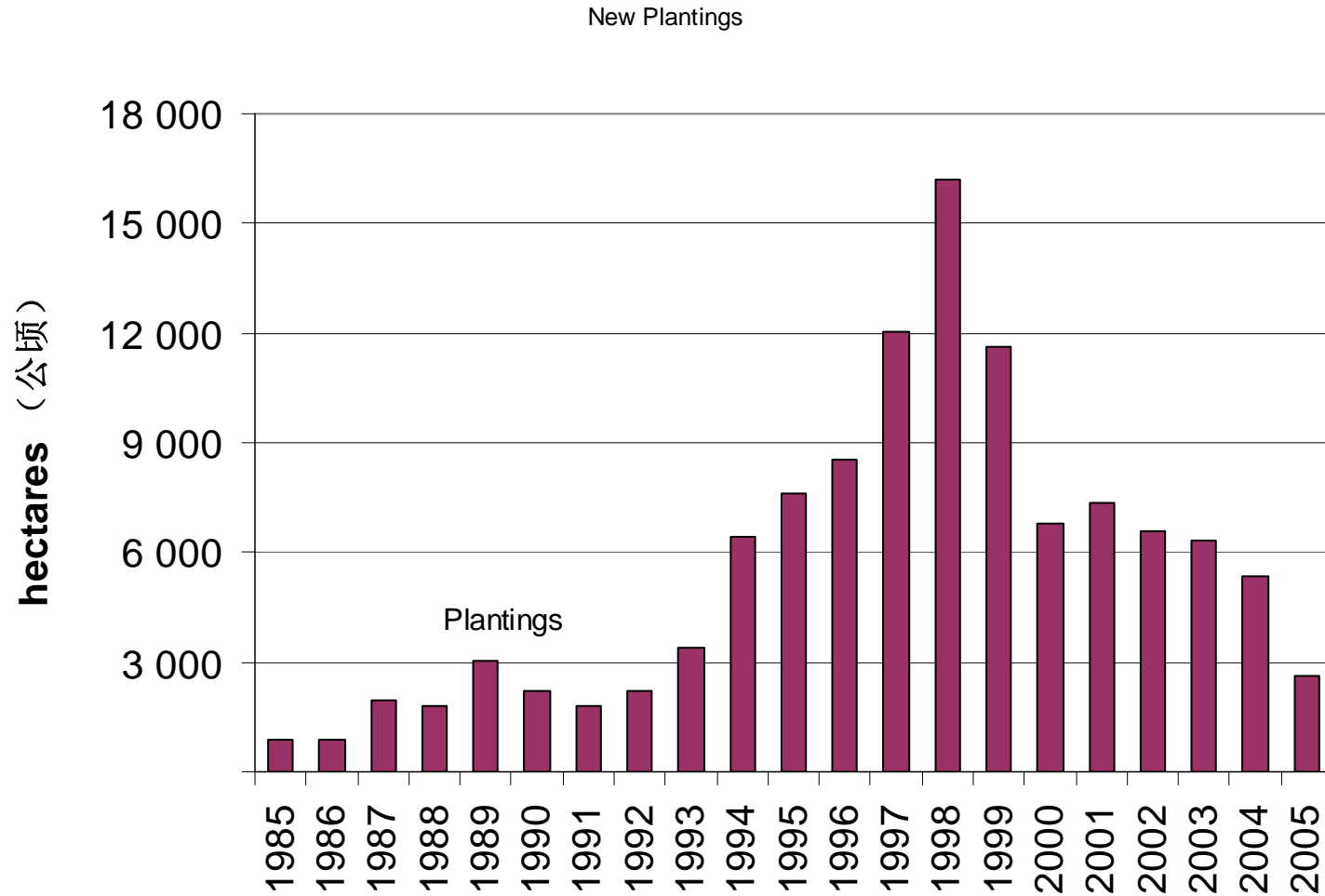
# Number of Australian Wineries

## 澳大利亚葡萄酒厂数量



# Winegrape Plantings in Aust: 1985-2005

澳大利亚酿酒用葡萄种植面积：1985-2005年



# General Australian Wine Sector Statistics

## 澳大利亚葡萄酒业概况

<b>Australian Wine and Grape Sector 2004/2005 澳大利亚葡萄酒及葡萄生产部门 2004-2005年</b>	
<b>Area of Bearing Vines (ha) 葡萄种植面积 (公顷)</b>	<b>153,204</b>
<b>Total Grape Production (t) 葡萄总产量 (吨)</b>	<b>2,026,500</b>
<b>Fresh Grapes Crushed (t) 鲜葡萄压榨量 (吨)</b>	<b>1,925,490</b>
<b>Beverage wine production (million L) 葡萄酒饮料产量 (百万升)</b>	<b>1,442.8</b>
<b>Beverage wine inventories (million L) 葡萄酒饮料库存 (百万升)</b>	<b>2,063.2</b>
<b>Domestic sales of Aust. wine (million L) 澳产葡萄酒国内销量 (百万升)</b>	<b>430.1</b>
<b>Domestic sales value of Aust. wine (\$A m) 澳产葡萄酒国内销售额 (百万澳元)</b>	<b>2,097.4</b>
<b>Exports of Aust. wine (million L) 澳产葡萄酒出口量 (百万升)</b>	<b>669.7</b>
<b>Exports value of Aust. wine (\$A m) 澳产葡萄酒出口额 (百万澳元)</b>	<b>2,715.3</b>
<b>Imports of wine (million L) 进口葡萄酒量 (百万升)</b>	<b>22.1</b>
<b>Imports of wine (\$ m) 进口葡萄酒额 (百万美元)</b>	<b>188.2</b>

# Australia in the Global Context

## Total Grapevine Area (000 hectares)

全球葡萄种植面积中澳大利亚所占份额（单位：千顷）

	1996	2000	2004	%	Rank (排名)
Spain 西班牙	1,162.0	1,167.7	1,200.0	16.0	1
France 法国	919.0	861.0	853.6	11.4	2
Italy 意大利	917.0	872.7	840.0	11.2	3
Turkey 土耳其	602.0	535.0	530.0	7.1	4
<b>China 中国</b>	<b>165.0</b>	<b>286.1</b>	<b>438.1</b>	<b>5.9</b>	<b>5</b>
Middle East 中东	500.0	396.3	380.7	5.1	6
United States of America 美国	344.0	383.0	380.0	5.1	7
Other Central / East European 中/东欧国家	306.0	236.3	233.2	3.1	8
<b>Australia 澳大利亚</b>	<b>81.0</b>	<b>139.8</b>	<b>164.2</b>	<b>2.2</b>	<b>12</b>
World 全球	7,792.0	7,305.6	7,485.5	100	-

# Australia in the Global Context

## Volume of Total Wine Exports (Million L)

全球葡萄酒出口总量中澳大利亚所占份额（单位：百万升）

	1996	2000	2004	%	Rank (排名)
France 法国	1,383.2	1,662.0	1,472.4	18.5	1
Spain 西班牙	740.3	998.6	1,428.4	18.0	2
Italy 意大利	1,595.6	1,937.8	1,414.8	17.8	3
<b>Australia 澳大利亚</b>	<b>148.1</b>	<b>310.7</b>	<b>646.6</b>	<b>8.1</b>	<b>4</b>
Chile 智利	180.2	277.0	474.6	6.0	5
United States of America 美国	162.8	279.3	393.1	5.0	6
South Africa 南非	88.9	139.9	295.4	3.7	7
Moldova 摩尔多瓦	180.7	195.8	294.4	3.7	8
<b>China 中国</b>	<b>2.9</b>	<b>4.4</b>	<b>2.5</b>	<b>n/a</b>	<b>37</b>
World 全球	5,906.2	6,873.0	7,939.2	100	-

# Australia in the Global Context

## Value of Bottled Wine Exports (\$US million)

全球瓶装葡萄酒出口总额中澳大利亚所占份额（单位：百万美元）

	1996	2000	2004	%	Rank (排名)
France 法国	2,979.5	3,295.7	4,201.7	29.4	1
Italy 意大利	1,580.4	1,803.1	2,920.1	20.4	2
<b>Australia 澳大利亚</b>	<b>373.2</b>	<b>788.1</b>	<b>1,834.5</b>	<b>12.8</b>	<b>3</b>
Spain 西班牙	751.0	798.4	939.9	6.6	4
Chile 智利	236.4	501.1	755.9	5.3	5
United States of America 美国	242.0	469.1	642.2	4.5	6
Germany 德国	441.0	299.1	489.9	3.4	7
South Africa 南非	157.9	209.9	432.9	3.0	8
<b>China 中国</b>	<b>4.9</b>	<b>5.9</b>	<b>3.2</b>	<b>n/a</b>	<b>36</b>
World 全球	8,119.6	9,485.7	14,307.6	100	-

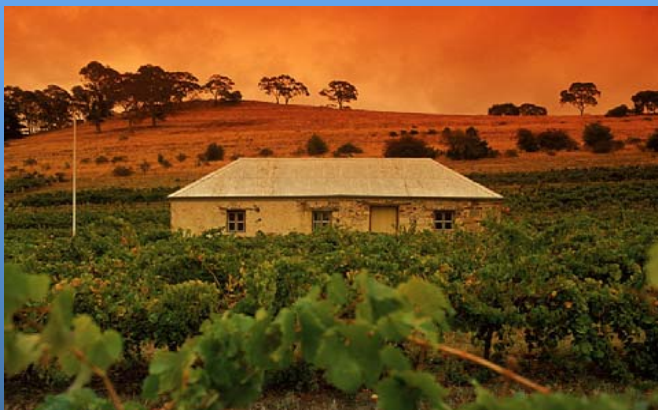
# Australia: small nation, solid performance

## 澳大利亚：国家虽小但实力雄厚

- Worked with available land  
有效利用现有土地
- World class research and development  
世界级的研发水平
- Focus on consumer preferences  
注重消费者喜好
- Strong regulatory framework  
强有力的监督框架

# Typical Wine Label

# 葡萄酒标签式样



2002 SHIRAZ

750ml

**Nominal volume – front label**

净含量 - 前标



13.5% ALC/VOL.

CONTAINS SULFITES

PRODUCED WITH AID OF MILK PRODUCTS

APPROX 7.9 STANDARD DRINKS

WINE OF AUSTRALIA

PRODUCED BY THE GRAIL WINES, 23 WAITE ROAD, SEVENHILL, SA

**Alcohol Statement** 酒精含量

**Allergens** 过敏原

**Number of Standard drinks** 标准饮品号

**Country of Origin** 原产国

**Producer Name & Address**

制造商名和地址

AUSTRALIAN WINE AND BRANDY CORPORATION

# Wine Fraud 欺诈行为

- Greg Norman still calls Coonawarra “home”
- 格雷格·诺曼酒厂仍把库纳瓦拉称作自己葡萄酒的原产地



# Food Standards Code 食品标准法典

- Definitions of wine, sparkling wine, fortified wine etc  
定义葡萄酒、泡沫葡萄酒、加度葡萄酒等
- List of legal additives  
合法的添加剂列表
- Limits on chemical composition  
化学成分构成的限制

# Contrast with Europe 对比欧洲

- Australians are free to choose grape varieties to plant in any particular place

澳大利亚人可自由选择种植的葡萄品种及种植地点

- Australians are free to blend wines from many varieties and regions

澳大利亚人可自由混合调制不同品种和来自不同地区的葡萄酒

- Australians are free to choose vineyard management techniques and wine production methods

澳大利亚人可自由选择葡萄种植园的管理技巧和葡萄酒生产方法

# Wine Blending Rules 葡萄酒调和规定

	<b>Vintage</b> 酿造年份	<b>Variety</b> 不同品种酒混合	<b>Region</b> 不同地区酒混合
<b>Single</b> 单一品种	85% 纯度85%	85% 纯度85%	85% 纯度85%
<b>Up to 3</b> 3种混合酒		85% total with at least 20% each variety 纯度85%，其中每种酒最低含量20%	95% total with at least 5% of each region 纯度95%，其中各地区酒最低含量5%
<b>Up to 5</b> 5种混合酒		95% total with at least 5% of each variety 纯度95%，其中各品种酒最低含量5%	

**Winemaker who breaks the law - 2 years**

**违反规定的造酒商将被判处2年监禁**



# Export Process 出口程序

1 Licence to Export  
出口许可执照

Exporter sends application  
出口商提出申请

AWBC issues licence  
颁发执照

Renewal required every year  
执照每年更新

2 Wine Approval  
葡萄酒许可

Exporter sends wine, analysis, labels to AWBC  
出口商向AWBC提交样酒、分析报告和瓶标

AWBC tastes the wine, checks the chemical analysis and ensures label description matches wine composition  
AWBC品尝洋酒、检验化学成分并核对标签描述与酒液成分

AWBC provides approval for wine  
AWBC颁发葡萄酒许可

3 Shipment Approval  
运输许可

Exporter submits application  
出口商提交申请

AWBC checks & issues permit number  
AWBC检验和办法许可号码

Exporter submits permit to Customs.  
出口商向海关递交许可

Wine can clear customs  
葡萄酒通关

For shipments to Europe extra details are required  
运往欧洲需有额外要求

# Extra Controls on Bulk Wine 对散装酒的附加要求

- AWBC specification for loading and transport

澳大利亚葡萄酒和白兰地协会有关于葡萄酒装运的具体说明和要求

- The Bottler must be approved by the AWBC

灌装厂家必须经过澳大利亚葡萄酒和白兰地协会的批准和许可

# Conclusion 结语

- Australia is a relatively small producer  
澳大利亚是相对较小的葡萄酒产地
- Australia has enjoyed strong export growth  
澳大利亚葡萄酒出口量增加
- Emphasis on quality research and development and strong regulatory regime  
注重质量研发和行业监督规范
- Australian China FTA provides an opportunity to enhance cooperation between our respective wine industries  
澳中自由贸易协定为两国葡萄酒业加强合作创造机会

**More Information** 详情请登陆以下网址

[www.awbc.com.au](http://www.awbc.com.au)