



Australian Wine Industry
Technical Conference



Media Release

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Vinpac International signs on as major sponsor

As a sign of support of the Australian wine industry, Vinpac International has become the principal sponsor of the 14th Australian Wine Industry Technical Conference to be held in Adelaide next July. This sponsorship supports Australian grape and wine producers to access the latest information on technical developments.

The Conference is held every three years and is a "must attend" event for winemakers, grape growers and other wine industry professionals.

Known for the quality of speakers and issues covered, the next Conference will be held at the Adelaide Convention Centre from 3 to 8 July 2010.

Major topics for the 14th AWITC will include "*Adapting to climate change and reduced water availability*", "*What is needed to take innovation to the next level?*" and "*Wine - harmful or healthy?*".

Vinpac International's major investment in the Australian Wine Industry's Technical Conference further supports its growing reputation as a centre for excellence in wine manufacturing.

David Hutton, Vinpac International General Manager said, "Vinpac is a technically driven business with a strong commitment to improving the quality of Australian wine.

"We are really pleased to support the industry's drive towards technical excellence. Vinpac is well placed to respond to the technical demands placed on the wine industry in this increasingly competitive global environment. We look forward to working with the AWITC to ensure next year's conference enables our industry to overcome issues at hand and continue to make world class wines."

The Chairman of the AWITC Inc., Professor Sakkie Pretorius, commended Vinpac International's contribution to the Australian wine industry and welcomed their participation as the major conference sponsor.

"As the industry continues to go through challenging times it is critical that members closely scrutinise their production practices and market themselves in order to make the best use of every opportunity available," he said.

"Through Vinpac's support we can present the best program possible and continue to subsidise the attendance of students at this event as they represent the future of this industry."

Released by Australian Wine Industry Technical Conference Inc.

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