

**VISION:** As part of the South Australian Government's Growth State initiative, contribute towards Gross State Product (GSP) increase of three percent through support of South Australian wine exports.

PRIORITY MARKETS	KEY OBJECTIVES	STRATEGIC PILLARS	INITIATIVES
<p><b>Established:</b> USA/UK/Canada</p>	<p>1) Commercial outcomes for existing brands in Established international markets</p> <p>2) Expand exporter access to new markets and channels with a focus in all priority markets</p> <p>3) Create positive sentiment across all markets for premium South Australian wine</p>	<p>E-commerce and retail</p>	<p>Drive category growth in established markets through retail campaigns</p>
<p><b>Developing:</b> Japan/Korea/Hong Kong/Singapore/Malaysia/NZ</p>		<p>Business to Business and New to Market</p>	<p>Support established markets to grow e-commerce channels</p>
<p><b>Emerging:</b> UAE/Thailand/Vietnam/Scandinavia /Western EU/India</p>		<p>Brand and education</p>	<p>Introduce new brands to US market via Market Entry Program</p> <p>Continue Market Entry strategy in developing markets via B2B events</p> <p>SA Wine Ambassador education Program across developing markets</p> <p>SA Wine Specialists Program across emerging markets</p> <p>Co-invest with sector: - US Market Entry Program</p>