

## MEDIA RELEASE

### **MDC welcomes China Opportunities**

15 September 2010

Mildura Development Corporation Chairman Dane Huxley and CEO Anne Mansell have been encouraged by a recent business mission to Shanghai and Nanjing organised and facilitated by the Victorian Employers Chamber of Commerce and Industry (VECCI).

“Mildura Development Corporation’s intent was to seek out marketing opportunities for our local wine as well as meet with solar energy developers. VECCI facilitated several meetings for us with wine centres as well as meetings with energy businesses including one of the largest solar photovoltaic producers in the world, Suntech,” Mrs Mansell said.

Representatives visited Nanjing, capital of Jiangsu Province which is a sister state to Victoria.

“Jiangsu Province is one of the wealthiest provinces in China with a population of 77 million and with a GDP of 3406 billion yuan (AU\$540 billion) based largely on the manufacturing and technology sectors. There is strong demand for wine products, particularly low alcohol wines, and we visited a wine centre in Nanjing that stocks a range of regional Australian wines that are proving very popular. Developing a strong relationship with this importer is very beneficial.” Mrs Mansell said.

Mrs Mansell also visited a Chinese spirit distillery with a number of supply chains across many of the Chinese provinces. They are also interested in assisting with the importation and distribution of regional Victorian wines.

“We had a number of business matching sessions in both Nanjing and Shanghai which provided some great insights into business growth in China as well as the demand for quality food and wine products. There was a distinct demand for clean and green food and wine production which we know our region can meet. I will be continuing to work with Mildura Wines and the local commodity sectors in maximising all of these contacts and opportunities.” Mrs Mansell said.

Shanghai, a sophisticated city with a growing demand curve, provides significant opportunities for local Mildura producers as businesses in Shanghai expands.

“MDC met with a local wine centre that is growing rapidly. Whilst only small at this stage with 6 shops across the city, they will have 10 shops by the end of the year and have plans to continue to expand as wine becomes more popular within the middle class. There is a distinct premium market and a distinct middle-class market for wine and both are developing with great speed. After investigating several wine retailers it became apparent that while there is a range of competition from France and South America, there is also considerable scope for many of our wine ranges in a city like Shanghai.” Mrs Mansell said.

A highlight of the business mission was a tour of the Suntech facility in Wuxi and meeting with Suntech executives to discuss solar opportunities in Mildura.

“Suntech have been shortlisted under Solar Flagships and have been investigating Mildura as part of that development. To meet with their senior executives was a tremendous opportunity. “ Chairman of MDC, Mr Huxley said.

The Suntech facility at Wuxi employs 8,000 people and has a solar photovoltaic (PV) production capacity of 1.4GW. Suntech have already installed 2.2GW of solar PV panels across the globe since commencing the business in 2001.

“Suntech is a major contributor to the solar industry and they have developed their business in the space of 9 years. This demonstrates the continual growth of the solar sector and why MDC believes it is important that we continue to push for solar development in our region.” Mr Huxley said.

Other highlights included visiting the recently constructed port facility which can handle over 9 million containers per year and unload and reload up to 30 ships per day; visiting the Centre for Urban Planning in Shanghai which mapped out a range of developments a decade ago which are now complete, including the redevelopment of marshland into a major business and finance hub; and visiting a Hi-Tech Park which houses 1500 businesses and employs over 120,000 people in new and innovative business development, including renewable energy.

“Mildura Development Corporation will continue to strategically pursue the contacts made in relation to wine and solar energy. By accompanying VECCI we were provided with a range of excellent business meetings and we will continue to work with VECCI as we develop these relationships into real export growth.” Mr Huxley said.

## **END OF MEDIA RELEASE**

For further information please contact the Mildura Development Corporation office.

Anne Mansell  
Chief Executive Officer  
Phone: 03 50220722  
Mobile: 0418 300 943  
Email: [anne@milduraregion.com.au](mailto:anne@milduraregion.com.au)  
Web: [www.milduraregion.com.au](http://www.milduraregion.com.au)