

MEDIA RELEASE

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Opportunity knocks for wine in Latin America

On Saturday 1 July 2017 The Minister for Trade, Tourism and Investment, Steven Ciobo, announced that Australia has launched free trade agreement (FTA) negotiations with the Pacific Alliance – a Latin American contingent including Mexico, Colombia, Chile and Peru.

Australia is one of the first countries in the world to launch FTA negotiations with the Pacific Alliance, which are expected to have benefits for a range of agricultural products, as well as mining equipment and pharmaceuticals.

In the past, tariff and other trade barriers have meant that there has been minimal trade of Australian wine in Latin America. Importantly for wine, this negotiation provides the opportunity to lower tariff and trade barriers with Mexico - an emerging market with considerable potential for Australian wine exports.

“Diversification of our wine exports remain an important priority for Australian exporters. The Pacific Alliance partners will provide niche opportunities for exporters and WFA is delighted to get behind the Australian Governments’ trade negotiation agenda” said Tony Battaglione Chief Executive of the Winemakers’ Federation of Australia (WFA).

“Mexico is a market that has big future potential for Australian wine exports and this negotiation is yet another positive step towards opening up the Latin American markets. WFA continues to invest resources into trade and market access work on behalf of the industry and has a very good working relationship with the Government” said Mr Battaglione.

The Minister for Trade, Tourism and Investment, Steven Ciobo [Media Release](#).

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