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Pearl River Delta American Wine Import Association Advisors Board Co

Report Categories:

Market Development Reports

Approved By:

Jorge Sanchez

Prepared By:

Jericho Li

Report Highlights:

[Pearl River Delta American Wine Import Association Advisors Board Concluded Productive Meeting,
Nov. 23](#)

On November 23, 2011, ATO/GZ chaired the second Pearl River Delta American Wine Import Association (PRDAWIA) Advisors' Board Meeting at Consul General Goldbeck's residence. PRDAWIA's grass-root efforts have been successful in building up U.S. wine awareness in South China and have contributed to a major increase in U.S. wine imports since the Association's establishment on October 25, 2010. PRDAWIA's efforts to promote U.S. wines have received significant support from the U.S. Consulate and the South China American Chamber of Commerce over the past year. Mr. Eugene So, Food and Beverage Director, Sheraton Guangzhou acceded to the Advisors' Board. Mr. So's experience and connections in the hospitality industry will rein in new synergies with the region's five-star hotels for U.S. wine promotions, and he is also offering Sheraton Guangzhou as a possible site for the PRDAWIA Wine Club and other activities focused on American wine.

AmCham continues to provide tremendous support for U.S. wine promotions. A one-page introduction of 12 American grape varieties will be featured in AmCham's monthly journal starting in January 2012, giving more than 1,500 AmCham members a richer understanding of popular U.S. grape varieties. With Post's assistance, PRDAWIA is offering U.S. wine gift packages to the AmCham members for the upcoming Chinese New Year holiday. Interested PRDAWIA members have submitted their gift package/group purchase special offers which include pricing information, photos, and tasting notes to ATO/GZ for the purpose of sharing these with AmCham members. We expect the well-healed AmCham members based in South China will be significantly influential in creating greater awareness for U.S. wines. This promotion (at zero cost) focuses on purchasing U.S. wine both to serve in local Chinese Lunar New Year dinner celebrations and as company gifts. This local tradition is a business obligation. Below is the official notice by AmCham about the special offer of U.S. wine gift package to their members.



THE AWARD-WINNING
AMERICAN CHAMBER OF COMMERCE IN SOUTH CHINA

[Visit our Homepage](#)

Dear Members,
Order Your U.S. Wine Holiday Gift Package
Up to 50% Exclusive AmCham Discount
Please note: All discounts are passed on to you and AmCham receives no fees from this transaction.

Contributed by:



**Pearl River Delta
American Wine Import
Association**

Exclusive Offer from Pearl River Delta American Wine Import Association

At UP TO 50% discount off of retail store pricing

Orders available before Jan 20th, 2012

[\(Click here to download U.S. Wine Gift Package List\)](#)

I am very pleased to bring you an exclusive Holiday Sales Offer from Pearl

River Delta American Wine Import Association **AT Up To 50% discount off of the retail store pricing.**

Pearl River Delta American Wine Import Association (www.usawine.org) launched by Foreign Agricultural Service's Agricultural Trade Office in Guangzhou, and has made remarkable achievements including expanding U.S. Wine export to China by 40 percent in 2010.

This holiday sale offers you more than 70 fine wines at a great discount. Don't miss your chance!

With best regards,



Harley Seyedin

President
The American Chamber of Commerce in South China
Vice Chairman, China Affairs
The Asia Pacific Council of American Chambers of Commerce

For more information, please contact AmCham South China at (86-20) 8335-1476 or email comm@amcham-southchina.org.



The American Chamber of Commerce in South China, 2011

