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GAIN Report

Global Agricultural Information Network

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Pearl River Delta American Wine Import Association Website Officially Launched! January 5, 2011

Report Categories:

Wine

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General Information:

Post announced the official launch of the Pearl River Delta American Wine Import Association website (www.usawine.org) right after the successful closure of last December's three wine promotional events. The website is easy for browsers to navigate and keep track of the Association's unprecedented U.S. wine export promotions in South China. Resources on South China wine market brief as well as U.S. wine export potential is also available for the public. U.S. producers/exporters, Chinese importers/distributors, and any organization or individual engaged in any aspect of U.S.-China wine trade can register online to become a member of the Association without membership charge. The Association website is considered a strategic platform not only to enhance awareness of American wine in the South China market where demand for wine import has significantly increased in the past year, but also to eventually realize the long-term goal of overtaking our competitors. The Chinese version of the website is now under construction to become more user-friendly for Chinese browsers to navigate.