

A date with China.

In May, GWRDC presents the latest research about Chinese consumer wine preferences in the first #INseries events.

Hear about the latest consumer insights from China over a breakfast of local produce and learn how to apply these insights to your business.

Speakers: Professor Larry Lockshin, Ehrenberg-Bass Institute for Marketing Science and Angie Bradbury and associates, Dig Marketing.



The #INseries is an integrated program of extension workshops supported by the GWRDC Innovators Network. For more information about upcoming workshops on viticulture, winemaking and consumer insights, join the Innovators Network. Sign up for free on your mobile by scanning the QR code or go to www.gwrdc.com.au/mobile/join-innovators-network



To register for the China Insights workshop
or for further information email
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