



Discover California Wines
California Wine Export Program – Annual Seminar
Tuesday, July 24, 2012

Registration starts at 8:30 a.m. Seminar begins at 9:00 a.m.
Location: The City Club * 155 Sansome Street * 11th Floor * San Francisco

Seminar Program Overview

- Special panel presentation on the China wine market
- Update from the organizers of the ProWein international wine trade show
- Highlights of new “Discover California Wines” Global Branding Campaign
- Regional wine market updates from Wine Institute’s team of international representatives
- Round Table discussions with International Program Directors during lunch

Who should attend: winery principals, executives, marketing and exporting staff, suppliers to the industry, consultants, international brokers and agents, wine business educators and students

Payment must accompany registration (includes lunch)

\$75 per person California Wine Export Program members *\$100 per person non-members
Register online at: <https://adobeformscentral.com/?f=IQw8oNGkca5xmq9y9pjTDA> (members only link)
(Non-members go to www.calwinexport.com to register on-line)

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Registration for California Wine Export Program Annual Seminar, July 24, 2012
Registration Deadline: Wednesday, July 18, 2012

Name(s) _____
Company _____
Phone _____ E-mail _____

Register by credit card at <http://www.calwinexport.com/AnnualMeetRegistration/>
or send a check for \$ _____ payable to **Wine Institute** enclosed

Mail to: Wine Institute, International Department
425 Market Street * Suite 1000 * San Francisco, CA 94105 * Phone: (415) 356-7517

For more information, please contact Diane Berardi, dberardi@wineinstitute.org
This information can also be found on www.calwinexport.com