

## **ABSTRACT**

### **The motivation for this dissertation:**

China has become a significantly important wine market globally. Austrian wine has reached certain development in China. In 2013, China ranked 8<sup>th</sup> the largest importation market of Austrian wine in terms of value, and 9<sup>th</sup> in terms of volume. However, in a booming new market with great fragmentation as China, how to keep the growth and generate a continuous and positive market awareness still remains an on-going experiment, as for many players in the market. This paper is concentrated on discussing the potential possibilities of Austrian wines in China. This may present with more importance with Austrian wine's structural changes itself.

### **Objective:**

The dissertation aims to identify strength/weakness/opportunities/threats faced by Austrian wines in Chinese market, with existing market intelligence and in-depth interviews with opinion leaders from different aspects of the wine industry in the supply chain. As a result, it is to therefore generate some feasible strategies for Austrian wineries to consider in their future development in China.

### **Restrictions and shortcomings:**

- 1) The dissertation is fairly concentrated on secondary data from existing market intelligence;
- 2) Part of the information presented in the secondary data sources are not 100% convincing due to possible difficulties in data collecting from this particular market notorious for gathering sufficiently precise statistics;
- 3) Austrian wine in China is still quite new and many research are not yet the best time to carry out to achieve meaningful results;
- 4) Sensory test could be very interesting, but it requires a much higher scale collaboration between different organisations to acquire sufficient sample sizes and very difficult to achieve by individual researchers.

### **Methodology:**

Secondary data collection has been utilizing existing authorities of market intelligence such as OIV, Mintel, McKinsey, Euromonitor International etc.. Primary data is however very limited apart from quantitative interviews carried out with opinion leaders from various sectors of the industry with relevance to Austrian wines otherwise potentially relative with this study.

### **Content:**

This paper discussed relative aspects of Chinese wine market and Austrian wine industry, identified key success factors in the market, and underwent a SWOT analysis of Austrian wines in China, therefore generated a feasible marketing strategy, supported by existing market research intelligence and original market research among relative opinion leaders in different sectors.

## Conclusion

The Austrian wine industry today is at the crossroad of structural changes. It has a solid base to embark the coming adjustment. Emerging new markets such as China can be an opportunity to accelerate the internal needs of re-shaping. However, with the nature of Austrian wines, and the characteristics of Chinese market today, it will not become a volume market for Austria. Staying niche and focus on the premium sector is the key to succeed for most of small wineries. Necessary promotional activities from AWMB will certainly accelerate the speed of this transmutation. Austrian wineries should not overlook any possible opportunities in every ready market, not necessarily sophisticated market, to explore sustainable success consistent with its global positioning.