The Institute of Masters of Wine

4th International Symposium

The Communication "Chord" - Wine in the 21st Century
Perth, Western Australia, 13-15 April 1997

The world's leading wine experts will convene at this major symposium to deliver a highly topical overview of the international wine industry. The event will take place in Australia, one of the Pacific Rim countries - a region currently generating the most explosive consumer growth worldwide. Reserve a place now to ensure your involvement in the most exciting wine industry event of the decade.
The Institute of Masters of Wine is the leading professional body in the international wine trade. Admission to the Institute is by examination and study courses are held each year in London, San Francisco and Sydney. There are now over 200 Masters of Wine in 16 countries and they individually and collectively promote the highest standards of excellence in wine and wine knowledge worldwide.

The Institute's 4th International Symposium takes place next year in Perth, Western Australia. Australia was chosen as the location for the Symposium for its enviable position as one of the Pacific Rim countries - a region which is currently generating the most explosive consumer growth worldwide. The event is expected to attract over 300 senior representatives of the wine industry, as well as interested consumers from Australasia, Asia, South Africa, North and South America and Europe - all of whom can take advantage of Perth's excellent network of direct international flights.

Programme
The Institute of Masters of Wine 4th International Symposium will examine the future of the global wine industry, focussing particularly on the likely impact of communication on wine production and consumption in the 21st Century. The keynote address will be made by Janet Holmes à Court, Chairman of Stoll Moss Theatres, who recently received the Veuve Clicquot Business Woman of the Year award.

A series of plenary sessions led by world-renowned industry figures will address the central theme of the Symposium. Speakers during the three-day event include leading experts such as the scientist Dr. John Gladstones, the leading Australian wine writer Huon Hooke, Serena Satcliffe MW, Head of Sotheby's International Wine Department, Gyles Webb of Thelema Estates in South Africa, the well known wine writer Robert Joseph and Warren Winiarski, owner of Stags Leap Wine Cellars in the Napa Valley. They will review such key issues as:

- who decides what we want to drink?
- technology and how to make the best of it
- the scope for selling wine in the Asian market
- methods of distribution - the commercial and financial implications for producers.

During the Symposium there will be four major tutored tastings led by leading Masters of Wine. And after each day's proceedings, there will also be a series of tastings and gastronomic events to showcase the very best of the world's wine and food.

Sponsorship Opportunities
The Institute of Masters of Wine 4th International Symposium is supported by the Government of Western Australia, the Wine Industry Association of Western Australia and ITOCHU, one of Japan's leading general trading companies, heading a corporate group that comprises 816 subsidiary and associated companies worldwide. There are additional opportunities for commercial sponsorship of the Symposium, ranging from branding of key aspects - such as the delegates' wallets - to 'ownership' of the social events. Contact the organisers now to secure your involvement.

Registration Fees
The registration fee for the Symposium is £399, or £349 for members of The Institute of Masters of Wine. The fee covers participation in all plenary sessions and tastings throughout the Symposium, refreshments, lunches, all Symposium documentation and the Symposium proceedings. The symposium will take place in the Hyatt Regency Hotel, Perth where specially reduced rates have been negotiated for accommodation.

More Information
For further information on this prestigious event, please clip your business card to a copy of this leaflet and mail it to The Event Organisation Company, 8 Cotswold Mews, Battersea Square, London SW11 3RA, United Kingdom. Alternatively, telephone, fax or email the organisers as follows:

- Telephone  +44 171 228 8034
- Facsimile  +44 171 924 1790
- Email     eventorg@easynet.co.uk

The Symposium is supported by:

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