

AOTEAROA WINEPRO

IT'S SHOWTIME!

Your guide to be in the know!

AOTEAROA

WINEPRO

JUNE 25 – 27, 2024

WHAT'S HAPPENING
Page 5

CONFERENCE SCHEDULE
Page 8 to 10

WINE INNOVATION
Page 13

GETTING THERE
Page 14

WHERE TO STAY & EAT
Page 15

DISCOVER

SUSTAINABLE

CONNECT

LEARN

LATEST
EQUIPMENT

EFFICIENCY

UNITY

BE THE
LEADER

PROFIT

INNOVATE

ELEVATE

CELEBRATE

Marlborough Lines Stadium 2000, Blenheim

PROGRAMME HIGHLIGHTS

RIDE THE WAVE
OF INNOVATION
& TECHNOLOGY

DISCOVER
80+ COMPANIES
INSIDE & OUT

NETWORK DRINKS
AND TIME TO CONNECT
AND CELEBRATE

CAN YOUR BUSINESS
BE SUSTAINABLE
AND PROFITABLE?

SPECIAL TASTING
SESSIONS: ALCOHOL-
FREE WINE!

Event Details

June 25 – 27, 2024

Tuesday 10am – 4.30pm

Wednesday 10am – 4.30pm

Thursday 10am – 3pm

Marlborough Lines Stadium 2000,
Blenheim, New Zealand



Register for **FREE** now at
winepro.co.nz

WinePRO is a **FREE** trade only event
for registered businesses and
members of the wine production
and supply industry.



Letter from the Organisers

Tēnā koutou katoa,

Welcome to Showtime, a preview of WinePRO 2024, Aotearoa's new and biggest premier wine trade event.

This event has been developed through the vision of the Marlborough District Council, who sought to unite and host the entire New Zealand wine industry within their region, the largest wine-growing area in the country. Supported by industry personnel who have generously invested their time, along with representatives from industry associations, we are united in delivering a world-class event.

On behalf of our team, it gives us great pleasure to extend a warm invitation to join us at the Marlborough Lines Stadium 2000 in Blenheim, from June 25 to 27, 2024.

WinePRO will be the largest dedicated industry-specific event, combining indoor and outdoor spaces conveniently on one level over three days. It presents an opportunity to ask questions, find answers, and discover solutions!

WinePRO 2024 is more than just an event; it's a transformative experience. As the industry landscape rapidly evolves, those with well-considered plans and the right product ranges will emerge successfully. We are excited to bring you a range of key suppliers and industry leaders, allowing you to explore the latest technology, innovation, new products, and secure relationships that will define your future success.

The conference, co-located onsite with the expo, focuses on three key pillars: Elevate, Innovate, and Celebrate. The program has been developed with input from peers working within the sector and offers something for everyone. Check out the schedule on pages 8–10 for more details.

Our team has diligently curated an environment that fosters inspiration, innovation, and collaboration. We believe that great ideas and partnerships are born when like-minded individuals come together.

Mark your calendars and prepare to be part of something extraordinary because **WinePRO is the event you don't want to miss!**

Best of all, the expo is FREE to attend, so bring the whole team!

Zac Fitz-Roy, General Manager
Expertise Events



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HAPPY HOUR SPONSORS



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SUPPORTED BY



Get ready to experience the latest and greatest in the wine production and supply industry with the highly anticipated WinePRO trade event!

Over 3 days, WinePRO will showcase the latest products, new technology, and connect leading suppliers with members of the wine production industry. The event includes an exhibition showcase as well as a comprehensive conference programme and workshops. This dedicated event is time efficient with offerings from the renowned New Zealand wine industry and beyond, all conveniently housed at the Marlborough Lines Stadium 2000 in Blenheim.

Whether you're a winegrower, winemaker, vineyard manager or any other member of the wine production industry, WinePRO is the event you don't want to miss and best of all it's **FREE** to attend. Just register at www.winepro.co.nz

Discover the latest equipment, services, sustainability measures, automation and so much more.

Learn from industry leaders with key knowledge. One sentence or piece of knowledge could change the trajectory of your business.

Connect with new people and suppliers in the industry and maybe finally put a face to an old name.

What's happening?



INDUSTRY-LEADING EXHIBITORS



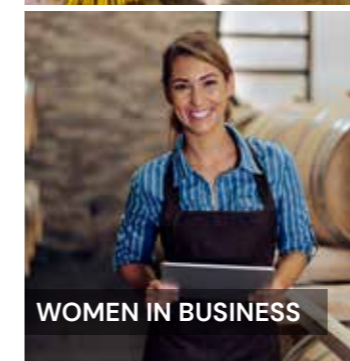
WINEPRO CONFERENCE



SPEAKERS AND EXHIBITOR TALKS



TASTING SESSIONS



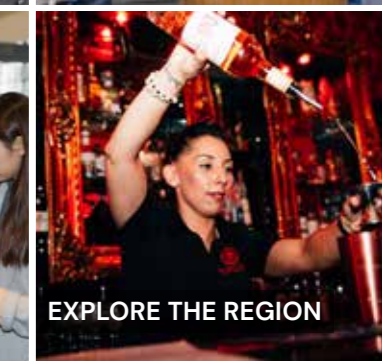
WOMEN IN BUSINESS



INNOVATION



HAPPY HOUR



EXPLORE THE REGION

Welcome to Blenheim and WinePRO!

Join us for an exclusive evening of networking, celebration and learning about some exciting new developments in Blenheim and the wine industry.



The event will be hosted at the old Clubs of Marlborough building, 42 Alfred St.

Kiwis are known for their hospitality so it's only fitting as part of WinePRO that we invite you to a special welcome function and introduction hosted by Alfred Taylor Development, on **Wednesday June 26 at 6pm**. The formalities will run from 6pm till 7pm followed by further mingling and networking. Indulge in delectable canapés and beverages while mingling with fellow wine enthusiasts, reconnecting with old acquaintances, and forging new connections. A special Angel Investors "Dragons' Den" will also form part of the evening activities.



This event is completely **FREE**, but **registration is essential** to ensure we provide ample food and drinks for all attendees. Simply scan the QR code to reserve your tickets and secure your spot at this unmissable and informative event. **See you there!**



Product Highlights: Just a small sample of the exhibitors who will be at WinePRO



GRAPEWORKS NZ



H2ORTIGATOR



CHANDLER



TRACTORS REPAIRS AND SPARES



LANDQUIP



SEED AND FIELD NZ



BA PUMPS & SPRAYERS



OLAVIN NZ



VITIS & WINEMAKERS



CORDALL

Exhibitor List

- | | | |
|-----------------------------------|---|---|
| A WINNING INFLUENCE (NZ) LTD | GREE NEW ZEALAND | PENTAIR |
| ABEVE | GREEN PEAK PTY LTD. | PLANT & FOOD RESEARCH |
| AGOVOR | GUALA CLOSURES NZ LTD | POLYNATURAL® |
| AGRI AUTOMATION NZ LTD | H2ORTIGATOR | PSL TOTAL AIR |
| AGRISMART | HACH LANGE NZ | PUMP & MACHINERY |
| AGRITECH ACTIVATOR NZ | HAZEL | QUAYCONNECT |
| ANTON PAAR NEW ZEALAND | HD PROCESS NZ LTD | REPOST |
| APOLLO PROJECTS | HILL LABS | ROKI TECHNO CO, LTD |
| ARCHER | HOOKED ON ENGINEERING LIMITED | SEED AND FIELD NZ LTD |
| AUTONABIT LIMITED | HYDRALADA | SILVAN AUSTRALIA |
| BA PUMPS & SPRAYERS | HYDRAMECH | SPRAYER TESTING NZ LTD |
| BAYLEYS REAL ESTATE | INFORMATION POWER LIMITED (VINEA) | SWE (SOUTHERN WATER ENGINEERING) |
| BIOSTART | INTEGRAPE | TABULA LIMITED |
| BOTRY-ZEN (2010) LTD | ION AUTOMATION | THE AUSTRALIAN WINE RESEARCH INSTITUTE |
| BURKERT NEW ZEALAND LTD | LABEL AND LITHO LIMITED | THE SMART MACHINE |
| C.A.L. LTD | LANDQUIP | TIRA CROWN |
| CHANDLER GLASS AND PACKAGING | MAINTRAC GROUP LTD | TRACTORS REPAIRS AND SPARES |
| CO2WINERY | MARAMA LABS | TRIMAX MOWING SYSTEMS |
| COCHRANES | MARLBOROUGH WINE LIMITED | UNIVERSITY OF CANTERBURY |
| CORDALL | MCC AUCKLAND LIMITED | VINIQUIP |
| CROPLANDS EQUIPMENT LTD | MCFARLANES | VINLOG POWERED BY KUEHNE+NAGEL |
| DNATURE | MIXTEC - WESTERN ENGINEERING | VINTECH PACIFIC |
| ECO TRELLIS | NELSPECS | VINTRACE |
| ENARTIS PACIFIC | NETAFIM AUSTRALIA PTY LIMITED | VINWIZARD - WINE TECHNOLOGY INTERNATIONAL |
| FERMENTIS | NMIT PRIMARY ITO | VISY/CHARTA PACKAGING |
| FERN ENERGY LIMITED | NORWOOD LTD | VITIS & WINEMAKERS |
| FROSTBOSS® | OCLOC NZ (PREVIOUSLY ECKFORD ENGINEERING) | WATER SUPPLY PRODUCTS |
| FRUITFED SUPPLIES | OLAVIN AUSTRALIA | WINEQUIP PRODUCTS |
| FRUITION HORTICULTURE (SI) LTD | ONELAB | WINWORKS |
| GALLAGHER INSURANCE BROKERS | ORMOND NURSERIES | WIS NEW ZEALAND |
| GENERATOR RENTAL SERVICES LIMITED | ORORA GROUP | |
| GME TRADETECH ENGINEERING LTD | OSGRO SEED SERVICES | |
| GRAPEWORKS NZ | PACIFIC RIM OENOLOGY | |

Correct at time of print

Conference Schedule

	Monday June 24	Grape Days	Tour 1	Tour 2
		Bragato Research Institute		
	Tuesday June 25	Stream 1	Stream 2	Stream 3
	10AM	Exhibition Opens	Exhibition Opens	Exhibition Opens
SESSION 1	11am - 12noon	Electric Cherries! What about electric wine?	AI in Wine	Current economic snapshot – Brought to you by Bayleys
	About	Mike will explain how he has electrified his entire cherry orchard down to the individual 21 machines with all the raw facts and figures around the gains and pains he's experienced. He is keen to share and is hoping to grow a new food category together. Electric cherries, and now electric wine.	See global use cases for AI in wine from research and innovation to international markets and beyond.	A snapshot of the current economic climate along with some educated forecasts for the future.
	Presenters	Mike Casey from Rewiring Aotearoa	Rachel O'Shea from Yabble	Mike Jones, BNZ Chief Economist
SESSION 2	1pm - 2pm	Doubling Export Value	Succession Planning - Brought to you by Bayleys	
	About	What is the government's roadmap to doubling export value?	Discussion followed by an open Q&A session on everything you need to know around succession planning in the viticulture and rural industry.	
	Presenters	Jenny Cameron, MPI's Chief Transformation Officer	Andrew Martin (Marty) from Strategic Specialists Group	
SESSION 3	3pm - 4pm	Disrupting the Commodity Apple Market	Housing Crisis	Current economic snapshot – Brought to you by Bayleys
	About	Rockit Apple case study on disrupting the commodity apple global market with a consumer led brand.	Why the future is better than many think, and how to fix our housing crisis.	A snapshot of the current economic climate along with some educated forecasts for the future.
	Presenters	Julian Smith from Rockit Apple	Sam Stubbs from Simplicity	Mike Jones, BNZ Chief Economist

	Wednesday June 26	Stream 1	Stream 2	Stream 3
SESSION 1	11am - 12noon	New Zealand - we are a superpower	Vineyard redevelopment - Brought to you by Bayleys	Reinventing Fining
	About	NZ's international reputation is one of our core strengths, and for more than you'd expect. However we also have to work to retain (and earn) the reputation we have in the world. Hear what we know about other's perceptions of NZ, and what we can all do to build on those perceptions, while we tell our uniquely New Zealand Story.	Everything you need to know around the vineyard re-development process. Guideline of the do's and don'ts.	Learn about the latest in sustainable alternatives for fining and the technological advancements empowering winemakers to tailor the sensory of their wines, with precision – and, without the excessive waste.
	Presenters	David Downs of the New Zealand Story	Stuart Dudley and selected viticulture industry panel	Jonathan Engle of amaea
SESSION 2	1pm - 2pm	Climate and viticulture	Understanding the wine industry's workforce	
	About	Seasonal changes in climate and how this affects viticulture: Building resilience.	A national wine industry research project has discovered common themes in wine industry workforce trends across NZ and Australia. Project lead, Amanda Reid from BERL will discuss the findings and draw on her experience about the skills the industry needs more of.	
	Presenters	Dr Jim Salinger, Kiwibank New Zealander of the Year 2024	Amanda Reid, Principal Consultant, BERL	
SESSION 3	3pm - 4pm	Future Labour Challenges	What's the Buzz with Circular Economy?	Vineyard redevelopment – Brought to you by Bayleys
	About	The future demography of regions will continue to change with implications for labour supply. What will New Zealand's population look like in 2038 and are New Zealand's rural and primary sectors prepared for this?	What is the circular economy and what does it mean for the wine industry? What behaviors is it driving, internationally and locally? What do consumers think?	Everything you need to know around the vineyard re-development process. Guideline of the do's and don'ts.
	Presenters	Distinguished Professor Emeritus Paul Spoonley	Jim White, Cloudy Bay and Chair Circular Wine, & Tracey Marshall, Pernod Ricard, New Zealand	Stuart Dudley and selected viticulture industry panel

Conference Schedule cont'd

	Thursday June 27	Stream 1	Stream 2	Stream 3
Session 1	10:30am - 11:30am	NZ Wine Industry Overview	What's in a Certification Logo (Extended Session)	Australian Grape and Wine Industry Research Priorities
	About	An overview of the challenging landscape of NZ wine.	Who are we trying to influence? The gatekeepers, the consumer, those inputting info or all the above.	This presentation will provide an overview of the research priorities that are guiding the industry's efforts to address industry challenges and ensure the long-term sustainability and competitiveness of Australian wine.
	Presenters	John Wilson of JPEW	B-Corp, NZEE, SWNZ - Panellists to be announced	Dr Samantha Scarratt, Wine Network Consulting and Dr Tony Robinson, AWRI
Session 2	12noon - 1pm	Automation in Agriculture	Session above continues.	Challenging Landscape of NZ Wine - Q&A
	About	What is the problem trying to be solved? Where are we now with automation? Does it reduce our labour needs? What are our expectations, what is the big dream, and where could it go?		John has a broad range of FMCG experience and believes that the alignment of key business functions, through planning and collaboration, are key ingredients to optimise financial success. So let's ask questions.
	Presenters	Josh McCulloch, Autonabit, Andrew Kersley, Smart Machine & Brock Campbell, Cloudy Bay		John Wilson of JPEW
Session 3	1pm - 2pm	Pathways of Leadership	The Frugal Bottle Revolution	
	About	We need a steady pipeline of leaders coming through in all areas of a business if we want to maintain a vibrant and thriving sector.	Learn about the Frugal Bottle – the world's first paper bottle for wines and spirits that cuts carbon by 84%	
	Presenters	Lisa Rogers from the New Zealand Rural Leadership Trust	Video from Frugalpac with Malcolm Waugh CEO supported in person by Mother of Pearl and Mothers Ruined to explain their story	

Women in Business

Calling all women (and interested men) passionate about the world of wine – join us for breakfast! Our exclusive Women in Business Breakfast session is designed to connect women, with complimentary coffee/tea and a light breakfast spread. We'll gather to celebrate and empower women in the wine industry.

This is your opportunity to network with like-minded individuals, share insights, and forge meaningful connections. Whether you're a seasoned professional or just beginning your journey, **all are welcome** to join us for an inspiring morning filled with great conversation. Mark your calendar and join us for an unforgettable experience on **Thursday June 27 – 7:30am to 9am**. Please use QR code to register for catering purposes.



Wine Tastings with the experts!

Sessions daily.

Marlborough Sauvignon Blanc

A formal tasting of Marlborough Sauvignon Blanc is a must do! Taste six different wines and hear from your hosts how the flavours develop, how and why they are retained, and the decision points winemakers use to determine what wine style a certain parcel of fruit is used for.

NoLo – how the no and low wine category is developing in importance

Learn how Marlborough grapes are grown to make wines targeting lower alcohol levels and which production steps are different – hear the experts' thoughts on just how important this category will be in the future.

For prices and details go to winepro.co.nz

Happy Hour

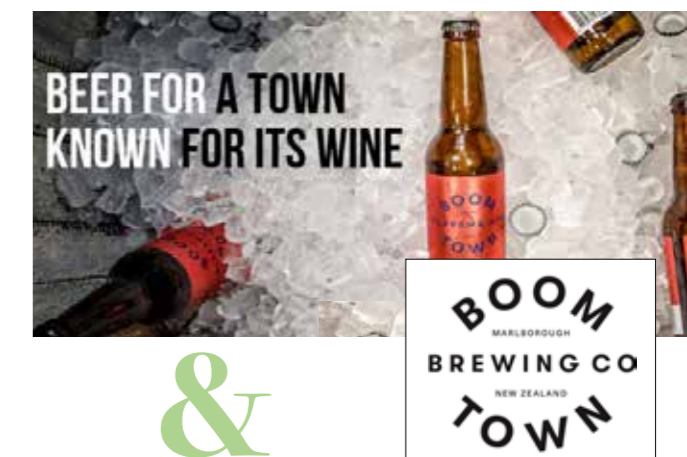
Cheers! You're invited and it's our shout!

Join us for Happy Hour networking drinks on the show floor from **3.30pm – 4.30pm** on Tuesday June 25 and Wednesday June 26.

We look forward to seeing you there!



FREE event! Thanks to the generosity of our sponsors: Boom Town Brewing Co and Indevin New Zealand



WinePRO Speakers

Speaker Name	From	Time	Session Topic
David Downs	New Zealand Story	Wednesday: 11am	New Zealand – we are a superpower
Lisa Rogers	New Zealand Rural Leadership Trust	Thursday: 1pm	Pathways of Leadership
John Wilson	JPEW	Thursday: 10.30am and 12noon	NZ Wine Industry Overview
Rachel O’Shea	Yabble	Tuesday: 11am	AI in Wine
Mike Casey	Rewiring Aotearoa	Tuesday: 11am	Electric Cherries! What about electric wine?
Amanda Read	BERL	Wednesday: 1pm	Understanding the wine industry’s workforce
Andrew Martin, Mike Jones, Stuart Dudley	3 session topics brought to you by Bayleys	Tuesday: 11am, 1pm and 3pm, Wednesday: 11am and 3pm	Succession Planning then Breakout session - Vineyard Redevelopment and Breakout session - Current economic snapshot
Jonathan Engle	amaea	Wednesday: 11am	Reinventing Fining
Malcolm Waugh	Frugalpac	Thursday: 1pm	The Frugal Bottle Revolution
Julian Smith	Rockit Apple	Tuesday: 3pm	Disrupting the Commodity Apple Market
Josh McCulloch, Andrew Kersley, Brock Campbell	Autonabit, Smart Machine, Cloudy Bay	Thursday: 12noon	Automation in Agriculture
Paul Spoonley	Distinguished Professor Emeritus	Wednesday: 3pm	Future Labour Challenges
Jenny Cameron	MPI’s Chief Transformation Officer	Tuesday: 1pm	Doubling Export Value
Sam Stubbs	Simplicity	Tuesday: 3pm	Housing Crisis
Dr Jim Salinger	Kiwibank New Zealander of the Year 2024	Wednesday: 1pm	Climate and Viticulture
Panellists to be announced	B-Corp, NZEE, BioGro, SWINZ	Thursday: 10.30am - 1pm	What’s in a Certification Logo?
Dr Samantha Scarratt	Wine Network Consulting	Thursday: 10:30am - 11:30am	Australian Grape and Wine Industry Research Priorities
Dr Tony Robinson	AWRI		

Note: This program is subject to change



Where the future of wine production begins.

Showcasing the future of farming, where efficiency meets environmental responsibility. We’re powering viticulture with innovation and sustainable energy solutions. Together, we’ll cultivate a greener, more prosperous tomorrow.

Harnessing Solar, Wind, and Water • Battery-Powered Revolution
• **Future Forward Farming**

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Registration

For your convenience, you can fill in your registration details and pick up your delegate's badge from two handy locations!

Airport – You can print your badges while waiting to collect your bags in the arrivals area of the airport, Monday and Tuesday only.

Onsite at Marlborough Lines Stadium 2000 – Follow the signs to the badge printing kiosk in the main foyer.

Pre & Post Event Tours

Marlborough Tour Company invites you to explore the breathtaking Marlborough region. Discover more by scanning QR code.

Use code "Delegate15" when booking



Shuttle Bus

A shuttle bus service will operate, stopping at key locations throughout the area for your convenience. For full details on locations and times, please visit winepro.co.nz

Plan your trip and make the most of your time at WinePro!

Travel Options

Reaching Marlborough couldn't be easier with a myriad of travel options available! Whether you're flying in, arriving by ferry, taking the train, or driving by car, the scenery becomes increasingly breathtaking as you approach. The journey to Marlborough is nearly as delightful as the destination itself.

Scan the QR code for more details!



Accommodation

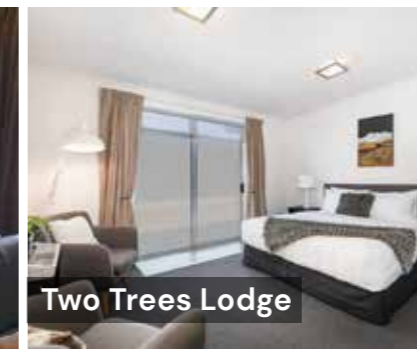
There are plenty of options for accommodation in Picton and Blenheim, here are some of the amazing options available.

To book your accommodation, please contact the property directly and mention you are a delegate of the WinePRO Conference. See more options and how to book by scanning the QR code.

SCAN HERE FOR MORE OPTIONS!



Chateau Marlborough



Two Trees Lodge



Hotel D'Urville



Centre Court Motel



14th Lane Urban Hotel



Scenic Hotel



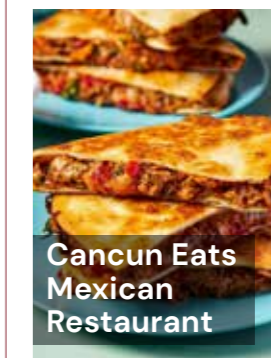
Jasmine Court Motel

Restaurants

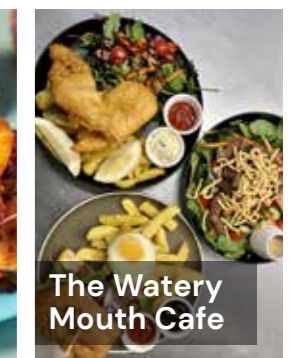
Discover the local cuisine and hospitality with these restaurants.



Dolce



Cancun Eats Mexican Restaurant



The Watery Mouth Cafe



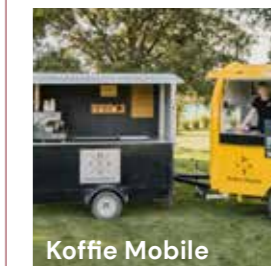
Taika Pacifica Asian Tapas

Please scan the QR Code to the right for more information and options on the restaurants available.

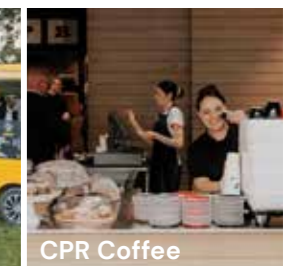


Catering Onsite

We have a variety of food from different local cafes and food trucks that will be available daily!



Koffie Mobile



CPR Coffee

AOTEAROA
WINEPRO

June 25-27, 2024
 Marlborough Lines
 Stadium 2000, Blenheim



WinePRO 2024, New Zealand's new National and International Wine Production Exhibition and Conference – the event you don't want to miss!
Register for FREE now at winepro.co.nz



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