

LIST OF SPIRITS ACTIVITIES 2026-2027

TYPE OF ACTIVITY	WHAT	WHERE	WHEN	LEAD	SUPPORTED BY	COMMENTS	LINK TO EVENT
Tradeshow	Be Spirits Paris	Paris	9-11 February 2026	ADA	Austrade Europe		Be Spirits: Trade Show for Spirits, Beer & RTDs
Trade show	Foodex Japan	Tokyo	10 - 13 March 2026	Austrade		Global vic delegation	FOODEX WINE FOODEX JAPAN 2026
Tradeshow	Prowein Germany	Germany : Dusseldorf	15-17th March 2026	Global Vic	Austrade Germany		ProWein International Trade Fair for Wines & Spirits -- ProWein Trade Fair
Roadshow	China food and bev roadshow	Mainland China	End of March to Mid April 2026	Austrade China		Planning Three regions(West, south and east China) outreaches from end of March to Mid April, cities might be Chengdu, Guangzhou and Nanjing Products: package foods, non-wine drinks, health suppliments, consumer goods, etc.	
Activation	Singapore Beer & Spirits retail promotion (with Darren TS CCIWA)	Singapore	21Mar-21Apr 2026	Western Australia			
Tradeshow	FHA / Prowein Singapore	Singapore	21-25 April 2026	ADA	Austrade	Combined food and hotel show that attracts an important number of buyers.	https://www.foodnhotelasia.com/fnb/wine-and-spirits/
Activation	Tokyo Bar Show	Japan-Tokyo	9-10 May	TBC			
Tradeshow	TFWA Singapore (GTR Tradeshow)	Singapore	10-14 May 2026	ADA	Austrade	Major Global travel retail show for buyers/ duty free/ airport and key luxury stakeholders. Diageo, Lark, Sullivan cove already attending.	
Outbound	South Australia SAWAC mission prior to Vinexpo HK	Hong Kong	21-25 May 2026	South Australia DA		SAWAC outbound mission to Hong Kong prior to Vinexpo HK with Tony Lowe coupled with wine	
Tradeshow	Thaifex	Thailand	26-31 May 2026	Austrade			THAIFEX - Anuga Asia - Leading Food & Beverage Trade Show in Asia
Tradeshow	Be Spirits Hong Kong	Hong Kong	26-28 May 2026	ADA	Austrade	First dedicated spirit event to compete Prowein, with the support of Vinexpo	Be Spirits – Vinexpo Asia – Vinexposium
Tradeshow	Australian Distiller Association annual conference	Adelaide	Jun-26	ADA			https://australiandistillers.glueup.com/event/2026-australian-distillers-conference-150085/
Inbound	China Inbound Buyers Visit 2026	Tasmania	29 June to 3 July 2026	Trade tasmania		Whisky, Wine and Seafood	
Tradeshow	International Bulk Wine & Spirit Show San Fran	USA-San Francisco	Jul-26	ADA			
Outbound	Outbound Trade Mission Asia Roadshow (Spirits sector) *Where/dates TBC	SEA / India	Aug-26	Global Vic			
Inbound	WA Beer & Spirits Showcase and Inbound Buyer Mission (TS WA event)	Western Australia	Aug'26	Western Australia			
Inbound	Fine Food Melbourne	Victoria	Sep-26	Austrade	ADA		
Tradeshow	TFWA Singapore (GTR Tradeshow)	Singapore	10-14 May 2026	ADA	Austrade	Major Global travel retail show for buyers/ duty free/ airport and key luxury stakeholders. Diageo, Lark, Sullivan cove already attending.	

A&F Calendar of Events FY26/27															
Sector	Event	Start Date	End Date	Region	Key Event	ANMI TOP	WA	NT	QLD	NSW	ACT	VIC	TAS	SA	
Agrifood & Consumer	Fine Food Australia 2026 Melbourne	31-Aug-26	3-Sep-26	Australia	Yes	Yes	Yes	No	Yes			Yes	Yes	Yes	
Wine	Wine Australia Roadshow - Japan (Osaka, Tokyo, Nagoya & Fukuoka)	6-Sep-26	16-Sep-26	Japan	Yes	Yes									
Agrifood & Consumer	Food Ingredients Asia (FI Asia) - Part of Larger Food Ingredient Initiative	16-Sep-26	18-Sep-26	Southeast Asia	Yes	Yes	No	No			No	Yes	No	No	
Wine	Wine Australia Roadshow - Europe	28-Sep-26	1-Oct-26	Europe	Yes	Yes									
Spirits	Bar Covent Berlin	12-Oct-26	14-Oct-26	Europe	No	No									
Spirits	International Bartenders Association (IBA) World Cocktail Championship	19-Oct-26	24-Oct-26	Greater China	Yes	No									
Wine	Wine Australia Roadshow - Southeast Asia (Bangkok, Ho Chi Minh City, Hanoi)	4-Nov-26	16-Oct-26	Southeast Asia	Yes	Yes									
Agrifood & Consumer	China International Import Expo (CIIE)	5-Nov-26	10-Oct-26	Greater China	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	
Agrifood & Consumer	US Private Label Tradeshow (PLMA), Chicago	15-Nov-26	17-Nov-26	North America	Yes	Yes	No	No		Yes	No	Yes	No	No	
Wine and Spirits	Prowein Mumbai	18-Nov-26	19-Nov-26	India	No	No									
Wine and Spirits	Hong Kong Wine and Spirits Fair	5-Nov-26	7-Nov-26	Hong Kong	No	No				Yes			Yes		
Wine and Spirits	Prowein Shanghai	10-Nov-26	12-Nov-26	China	No	No			Yes			Yes			
Wine and Spirits	World Bulk Wine International Show Amsterdam (WBWE)	30-Nov-26	1-Dec-26	Europe	Yes	No									
Wine and Spirits	Wine Paris / Be Spirits	15-Feb-27	17-Feb-27	Europe	Yes	Yes									
Agrifood & Consumer	BioFach (Organic Trade Show) Germany	16-Feb-27	19-Feb-27	Europe	Post										
Agrifood & Consumer	China's Food and Drink Fair (CFDF)	1-Mar-27	1-Mar-27	Greater China	No	Yes	Yes	No	Yes		No		No	Yes	
Wine and Spirits	Prowein Dusseldorf	7-Mar-27	9-Mar-27	Europe	No	No									
Agrifood & Consumer	THAIFEX 2027 (Flagship SEA Agrifood Activity for 2026-27)	Mar-27	Mar-27	Southeast Asia	Yes	Yes	Yes	No		Yes	No	Yes	Yes	Yes	
Agrifood & Consumer	FOODEX & Seoul Food Showcase	9-Mar-27	12-Mar-27	Northeast Asia	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	
Wine	Vinitaly	11-Apr-27	14-Apr-27	Europe	No	No									
Agrifood & Consumer	Australian Premium Product Showcase Taiwan	Apr-27	Apr-27	North East Asia	Yes	Yes	Yes	Yes			No	Yes	No	No	
Wine	Masters of Wine Symposium (Adelaide)	15-Apr-27	18-Apr-27	Australia											
Agrifood & Consumer	World of Private Label International Trade Show, Amsterdam	1-May-27	1-May-27	Europe		Yes	No	No			No	Yes	No	Yes	
Wine and Spirits	TFWA Singapore	9-May-27	13-Jul-27	Southeast Asia	No										
Agrifood & Consumer	Food & Hospitality Asia (FHA)	10-May-27	12-May-27	Southeast Asia	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	
Agrifood & Consumer	HOFEX	10-May-27	12-Sep-27	Greater China	No	No	Yes	No	Yes		No	Yes	No	No	
Wine and Spirits	Prowine Hong Kong	10-May-27	12-May-27	Greater China	No	No									
Wine and Spirits	London Wine Fair and Signature serve	18-May-27	19-May-27	Europe											
Agrifood & Consumer	Healthplex 2027	Jun-27	Jul-27	Greater China	No	Yes	No	No		Yes	No		No	No	
Agrifood & Consumer	Seoul Food & Hotel (TBC potential meat focus only)	Jun-27	Jul-27	North East Asia	Yes	No	No	No			No	Yes	Yes	No	
Wine and Spirits	Vinexpo / Be Spirits (Singapore - tbc)	8-Jun-27	10-Jun-27	Hong Kong	Yes	Yes									
Spirits	International Bulk Wine & Spirit Show San Francisco	1-Jul-27	15-Jul-27	USA	No	No									
Agrifood & Consumer	Australian Distillers Association TDP Partnership (Multiple Initiatives)	N/A	N/A	Multiple	Yes	Yes	Yes	No	No		Yes	Yes	No	Yes	
Agrifood & Consumer	Australian Grape and Wine TDP Partnership (Multiple Initiatives)	N/A	N/A	Multiple	Yes	Yes	Yes	No	No	Yes	No	Yes	No	Yes	