

Thursday 27 August 2026 | Te Papa, Wellington

Now in its fourth year, the 2026 NZW Wine Business Forum, 'Winning in Changing Markets', is a key gathering for industry leaders focused on where the next phase of growth will come from for New Zealand wine.

This year's forum will centre on understanding our continually changing operating environment, where growth opportunities lie in emerging markets, and how wine tourism can play a valuable role in driving industry growth. With a strong national and international speaker line-up, it will deliver practical, commercial insights to help wineries navigate change, sharpen capability, and capture future opportunities.

Why Attend?

- Practical insights from leading international and local speakers
- A clear view of how to win in changing global and domestic markets
- Emerging export opportunities and evolving consumer demand
- Tools to apply digital innovation, AI and wine tourism to your business
- Connection with peers shaping the future of New Zealand wine

Who Should Attend?

This event is designed for decision-makers within the wine industry looking to drive value growth here at home and offshore with resilience in changing markets.

Topics

- **Winning in the United States** – The U.S. remains our most valuable market, but it is evolving quickly, with softer demand, channel disruption and shifting consumer behaviour. This session offers a clear view of what's happening on the ground and where the most realistic opportunities lie for New Zealand wine.
- **Winning in New Markets** – With the India FTA now in place, the timing is right to better understand this complex but high-potential market. We'll also explore South Korea as a compelling recent growth story, and what's underpinning its momentum.
- **Export Market Scorecard** – Where are we gaining ground, and where is pressure building? This session shares the latest insights across our key export markets, with a focus on what it means for market prioritisation, listings and positioning.
- **Winning Through Digital, Data & AI** – For many wineries, time and resource are limited, making smart use of digital tools increasingly important. This session focuses on practical, accessible ways AI can support marketing, streamline workflows and build capability.
- **Winning Through Wine Tourism** – As global markets remain challenging, wine tourism is playing an increasingly important role closer to home. This session explores how to elevate the visitor experience and convert interest into long-term value
- **Winning Through Story, Food & Place** – New Zealand wine has a powerful story, shaped by our landscapes, food and culture. This session looks at how bringing these elements together can strengthen our global reputation and deepen connection with consumers.

We look forward to connecting in Wellington this August.

For more information and to register [click here](#)