

## **MEDIA RELEASE**

### **Peru 'entrée' to Latin America**

The Winemakers' Federation of Australia (WFA) has welcomed a Free Trade Agreement (FTA) with Peru as another important step in prizing open trade with the wider Latin America region.

WFA Chief Executive Tony Battaglione said a number of industries would benefit from the Peru FTA including Australian wine which recognised the region's growth potential.

"Peru has not been on the radar for most Australian wine exporters," Mr Battaglione said. "We have been at a competitive disadvantage in Peru because exports from the United States, Canada and the European Union have been enjoying duty-free access under various trade deals.

"This new agreement promises Australia a slice of the action, eliminating tariffs of 9% on bottled wine exports into Peru as soon as the agreement comes into force and on other tariff lines within five years," he said.

"While Peru alone has never been considered a major market for Australian wine, the wider region holds potential and this country could very well be the entrée. It's also a good template for a deal with the Pacific Alliance – a trading bloc which includes Mexico, Colombia, Chile and Peru."

Mr Battaglione said all FTA's were important in removing trade barriers and giving exporters a foot into markets on a level playing field.

"We support trade liberalisation around the world as critical to the wine industry's future growth and resilience. Expanding global markets also delivers returns back home and that helps create robust and prosperous regional economies where our wineries are based.

"All credit must go to the Australian Government in continuing its expansive Free Trade agenda. We will continue to support its efforts to remove barriers to trade and create opportunities for Australian wineries and wine businesses into the future."

*Background:* The Republic of Peru is on the west coast of South America and is slightly smaller than the Northern Territory. Its population is approx. 32.1 million (2017). It's largest trading partner is China, followed by the USA. Australia re-opened an embassy in the capital of Lima in 2010. Key areas of interest include mining, energy, education and tourism. FTA negotiations were announced in May 2017. Peru's growth is anticipated to remain among the highest of any major Latin American economy. *Source: DFAT.*

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