

## Retail Buyers Trip Japan 2017

Portugal, 13 to 17 November - 2017



## **REGISTRATION DEADLINE: September 15th 2017**

### General Information

In compliance with the 2017 promotion plan and with the objective of extend portuguese wines distribution into japanese market, ViniPortugal will host 1 trip to Portugal for **6 retail buyers, that will** take place from November 13rd to 17<sup>th</sup> ( the list with buyers names will only be announced after closing the registrations, since buyers just accepted the invitation after we inform them the list of inscriptions ( companies names)

EAs may subscribe this event, by choosing type EA Host or EA invited, according with their objectives.

ViniPortugal invites all EAs to sign up!

## Portugal Trip Details:

The trip will feature 5 working days, considering up to 9 host EA across the country.

The trip will go according to the usual program of buyers' trips, it will have a duration of 5 working days and it will be organized in the following way:

### **Total: 9 visits to 9 projects**

**day 1:** Master Class; afternoon visit to Host EA 1

**day 2:** morning visit to Host EA 2; afternoon visit to Host EA 3

**day 3:** morning visit to Host EA 4; afternoon visit to Host EA 5

**day 4:** morning visit to Host EA 6; afternoon visit to Host EA 7

**day 5:** morning visit to Host EA 8; afternoon visit to Host EA 9

## Types of Registration

Two different modalities have been established, with different costs and levels of notoriety, in order to include as many projects as possible and considering the possible existence of interested projects with different dimensions.

So, we will have:

**TYPE A: HOST ECONOMIC AGENT (HOST EA)**

**TYPE B: GUEST ECONOMIC AGENT (GUEST EA)**

## Structure of each visit:

Each of the 9 visits will take place in the Host EA property, having the total length of 4 hours, divided in 3 different phases:

- 1) **Visit to the Host EA property** with individual presentation of that project – at most one-hour duration;
- 2) **Generic wine tasting**, with maximum 4 different wineries participation (Host EA + 3 invited EA), in which each company will have its own table (where can present a maximum of 5 wines), and could contact directly with the invited buyers - at most two -hours duration;
- 3) **Light Meal (lunch or dinner)**, to be offered by the host to buyers, to EA invited and organization (**Viniportugal**) member(s) – at most one -hour duration.

## TYPE A CONDITIONS: HOST EA

- 1- **Participation Cost:** 550€\* + VAT
- 2- **Logistical conditions:** As stated above, the Host EA must:
  - a. Provide a space for a wine tasting with 4 different tables, being responsible for the needed logistic support (including table, towel, glasses, frappes, 1 spittoon per table, ice and water);
- 3- Have conditions to offer a meal for 10-12 people after the tasting
- 4- **Excellence Areas:** The interested Host EA must apply with its own project and reception location. The Host EA project should stand out as a project of excellence in at least one of the areas indicated below:
  - a) **MANOR HOUSE:** Manor house of elevated architectural interest in a property dedicated and with long tradition in wine production;
  - b) **HISTORIC:** Historic building/ location of national interested linked to history or wine production;
  - c) **LANDSCAPE:** with an unpaired beautiful vineyard landscape that is characteristically of the region where is located;
  - d) **ARTISTIC:** place of long tradition in the wine production, with a relevant heritage collection;

- e) EDUCATIONAL: place of long tradition in the wine production, with exceptional reception quality and an unpaired viniculture patrimony (non-grafted vineyard, old wines, ampelographic or experimental field, etc.);
- f) ENOTURISTIC: national enotouristic reference offer.

#### **CONDITIONS FOR THE TYPE B REGISTRATION: GUEST EA**

- 1- **Participation Cost:** 250€\* + VAT
- 2- **Logistic Conditions:** the Guest EA must be at the Tasting location at least 30 minutes before it starts, with the 5 wines he wants to present to the buyers (each Guest EA will be responsible for his wine transportation).

\* Economic Agents for presenting Port, Madeira and the Azores Wines (not subject to promotion rate wine referred to DL # 94/2012 of 20 April, regulated by decree No. 426/2012 of December 28) plus 33% to registration fee in due proportion to the number of wines of Port, Madeira and Azores registered for the event. Applying the appropriate discounts to entities with protocols signed with ViniPortugal. In the particular case of ACIF members, the actual surcharge to be paid is 25%.

There's an extra cost of:

- For Host EA 36,3€ + VAT to the registration cost;
- For Guest EA 16,5€ + VAT to the registration cost

#### **SPECIAL CONDITIONS FOR CVRs WITH COOPERATION PROTOCOL WITH VINI PORTUGAL:**

The CVRs that have signed a cooperation protocol with ViniPortugal may intermediate with their EAs one of the visits. For that, must fulfil the totality of one visit objective, and they need to gather the needed registrations of Host EAs (type A registration) or declare itself as Host and also need to gather all of the EAs Guests as described on type B registration. The registration in the event must be done by each producer individually just like they would do in past events.

If the maximum number of guests EA is not achieved, ViniPortugal may fill the remaining gaps with EAs from other regions.

Please note:

Due to the linguistic barrier, the group will be permanently accompanied by a translator. In addition the Host EA should provide all informative materials in Japanese (Description of the company, technical sheets and other materials to be delivered during the visits and tastings).

#### **Participation Conditions**

- Open registrations to producers with **importer** in Japan.
- This event require the physical presence of the EA or other representative member of the winery/company, at the chosen place.
- All the registered should upload on the platform the technical sheets (in Japanese) of the wines they will present.
- Subject to the "[Terms of Participation in ViniPortugal Events](#)", not sparing document reading.
- Program financed by the OCM program.

## Payment, Financial Conditions and Penalties

- **1<sup>st</sup> Payment: 50%** upon registration until September, **15<sup>th</sup> 2017** (payment after the deadline will feature a penalty of 25%)
- **2<sup>nd</sup> Payment:** the remaining **50%** until October, **15<sup>th</sup> 2017** (payment after the deadline will include a penalty of 25%)
- Payments must be done by bank transfer to IBAN: **PT50. 0033.0000.45326872466.05** or by Check payable to ViniPortugal.

Registration will only be finalized after payment. Producers registered without payment proof of the first partial payment will not be considered registered. In case of shared tables, the registration will only be considered valid after the full payment of both parts, regardless of how many wineries share the table. Registrations after October 15<sup>th</sup> 2017 will not be accepted.

## Wines Admissibility Criteria

- Registered wines must respect the general conditions of participation at ViniPortugal events, particularly the wines must be DO, IG, Grape and Vintage Year and from indigenous grape varieties;
- All registered wines must have reasonable quantities for commercialization.
- All the styles of wines can be registered, from still to fortified, however, the submitted portfolio must always have still wines.

## Participation Steps:

- **Step 1:** Registration on the online platform; including technical sheets and wines to present in the event.
- **Step 2:** Send of 1<sup>st</sup> payment proof until **September, 15<sup>th</sup> 2017** to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt).  
In case of payment by Check, send to ViniPortugal, to "Serviços Administrativos e Financeiros".
- **Step 3:** ViniPortugal will confirm the registration.
- **Step 4:** Send of 2<sup>nd</sup> payment proof until **October, 15<sup>th</sup> 2017** to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt).  
In case of payment by Check, send to ViniPortugal, to "Serviços Administrativos e Financeiros".

## Space Allocation Criteria:

The online registration is not a guarantee of space/table allocation. In case of overbooking, and if the requirements above are fulfilled and there are overdue debts and not settled, priority will be given to the Economic Agents in the following order:

- Producers with the higher participation in ViniPortugal events in Japan last year;
- Producers with the higher participation in ViniPortugal events all over the world, last year;

The participation in past editions is calculated by the average between the number of participation and the total investment (50% - 50%).

## Cancellation of Registration

The cancellation of the EA registration, on its own initiative, is possible during the registration period. This cancellation is entitled to refund the registration fee if ViniPortugal is able to cancel all the commitments already made with its suppliers in the context of that registration. Otherwise, the reservation cancellation is made without the right to refund the registration fee.

After the registration period, ViniPortugal reserves the right not to make any return of the registration fee. In cases where an invoice generated has not yet been settled, ViniPortugal reserves the right not to issue a credit note on an invoice generated, maintaining the amount owed.

Queries:

Event: Sónia Vieira | Sónia Vieira | [sonia.vieira@viniportugal.pt](mailto:sonia.vieira@viniportugal.pt) 916 352 566

Registration: Isabel Rebelo | [isabel.rebelo@viniportugal.pt](mailto:isabel.rebelo@viniportugal.pt) | 213 569 898

Invoicing: Luís Franco | [luis.franco@viniportugal.pt](mailto:luis.franco@viniportugal.pt) | +351 21 356 98 92