

With Don Maximiano & Seña wines:

Viña Errázuriz strengthens the positioning of Chile's world-class wines at Chile Week China

- This is the second consecutive edition of “Chile Week” in China, held in Guangzhou and Beijing on August 28–September 2.
- Viña Errázuriz President Eduardo Chadwick participated in the several activities, including a Master Class on Chilean wines, the Official Reception of Chile Week China on the Pearl River, and a Gala Dinner in Guangzhou.

(Guangzhou / Beijing, August 2016).

Viña Errázuriz played a key role in the second edition of Chile Week in China, August 28 through September 2 in two Chinese cities. Eduardo Chadwick, President of Viña Errázuriz, was part of the official committee led by former President of Chile Eduardo Frei along with nearly 200 Chilean business leaders, trade representatives, and governmental authorities, all of whom participated in an intense and varied programme of activities destined to show and promote the country's primary characteristics and attributes in one of the world's most attractive markets.



Don Maximiano Founder's Reserve, Viña Errázuriz's iconic wine, shines at The Great Wall during Chile Week China.

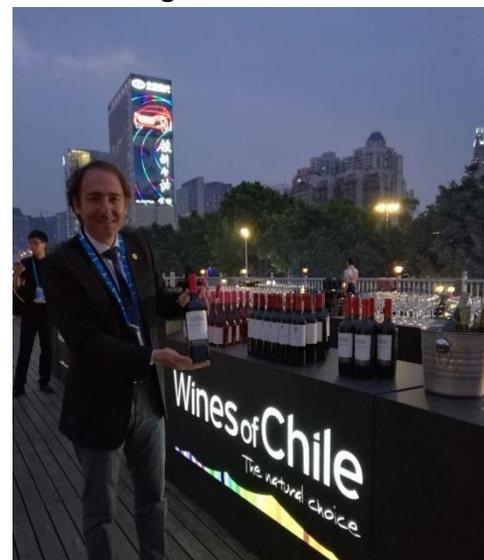
One activity that truly made an impact was the Official Reception aboard a boat on the Pearl River in Guangzhou on August 29, hosted by Chilean authorities with Chilean products for local business leaders and authorities. Viña Errázuriz was on hand at the Wines of Chile wine bar, offering a selection of its red and white wines.

On Tuesday, August 30 Eduardo Chadwick participated in a Master Class by Jeannie Cho Lee, Asia's first female Master of Wine. The seminar, titled “Chile's Most Desirable Wines,” presented Chile's incredible geographic diversity for making high-quality world-level wines, including the emblematic Don Maximiano and Seña, to an amazing audience of more than 100 local key trade members, sommeliers and wine experts.

That evening the participants gathered for a “Flavours of Chile” Dinner to celebrate the conclusion of activities in Guangzhou. Viña Errázuriz Max Reserva Cabernet Sauvignon 2014 was served along with the main course at the event attended by entrepreneurs, investors, and authorities from both countries.

Eduardo Chadwick also participated in an unprecedented activity for Chile Week. Chile was the first country in Latin America to reach one of the Seven Wonders of the World—China’s Great Wall—the setting for the “Chile in the Sky” event on August 31. For an entire day, visitors were able to see giant *moais*, a show of Chilean culture, and experience the universe through virtual glasses.

Eduardo Chadwick commented: “It is an honour and a privilege to have been invited to be part of Chile Week in China,” Eduardo Chadwick commented. “China is one of the most important markets for Chile worldwide. We are proud to contribute with our Errazuriz wines by positioning the image and world-class quality of Chilean wines with China’s highest authorities and business leaders.”



Viña Errázuriz at Chile Week China’s Official Reception on the Pearl River Cruise in Guangzhou.

About Chile Week

Chile Week is a comprehensive activity to promote Chile in its priority markets. It is organized by the Chilean government and coordinated through General Directorate of International Economic Relations (DIRECON), which brings together public and private entities to generate an event of special impact and importance.



Viña Errázuriz wines at the “Flavours of Chile” Dinner.

Its objective is to provide a showcase for Chile’s characteristics and attributes in the destination country to contribute to positioning Chile as a reliable and safe global partner for business.

Chile Week enables Chilean businesses to participate in a joint promotional activity related to the country’s history, tradition, culture, goods and services, and investment opportunities that Chile offers to one of the most attractive markets in the Asia Pacific region. Chile Week includes visits guided by experts from ProChile during which Chilean entrepreneurs are able to learn the keys to destination ports, supermarket chains, specialized stores, and warehouses. They meet with experts on customs procedures, specialized agents, and other

members of the local market; attend thematic seminars that serve to promote and

position Chile as a reliable partner; and address promotional issues regarding the exportable offer, attracting investments, and tourism.

Chile is the only country in Latin America that organizes an event of this dimension in China, which demonstrates its interest in approaching the Asian giant. Again this year, a large public-private delegation traveled to China to participate in Chile Week. The delegation was led by Chile's former president, Eduardo Frei, who is now Chile's ambassador to the Asia Pacific region. Other governmental representatives included Minister of Agriculture Carlos Furche and Minister of Economy Luis Felipe Céspedes, as well as a number of Undersecretaries and Heads of Services. From the private sector, representatives of 80 companies from the food and beverage, services, and tourism industries also attended.

Aimed at all who are interested in knowing Chile first hand, from entrepreneurs to adventure travelers, investors, researchers, and students, the Chile Week program includes cooking shows, wine tastings, demonstrations of local cuisine with Chilean products, cultural activities, interactive and virtual exhibits in some of China's unique locations, as well as seminars on gastronomy, tourism, and investment opportunities in Chile, for a total of nearly 50 activities plus official meetings between Chilean authorities and their Chinese counterparts.



From left to right: Jorge Heine, Chilean Ambassador in China, Eduardo Chadwick, and Luis Schmidt, former Chilean Ambassador in China.



Jeannie Cho Lee MW and Eduardo Chadwick in the Master Class, presenting Don Maximiano.

About Chile Week China 2016

Chile Week took place in China August 28 through September 2 in the cities of Guangzhou (28–29) and Beijing (30–02) as part of the commemoration of 10 years of the FTA between the two countries.

Asia is the fastest growing region for Chilean wine, and shipments have increased ten-fold in the past 12

years, from US\$58 million in 2003 to US\$548 million in 2015. China is the second largest destination for bottled wine and one of the fastest growing markets in recent years. In 2015 shipments increased 49% with respect to 2014, and exports reached US\$222.6

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million. China is one of the world's most dynamic economies. In 2015 it grew 6.9%, its average per capita GDP is \$US 8,000, and it surpasses US\$15,000 in large cities.

The event focused on promoting the trade of goods, specifically from the food and beverage, tourism, and financial services sectors and attracting investments in the areas of agroindustry, energy, mining, and telecommunications.

The program included business-related seminars, round tables, technical visits, product demonstrations, luncheons by sector, and activities that enabled the establishment of a broad network of contacts between business and government authorities from both countries, as well as high-impact activities for the communications media and specialized press. In all, there were close to 35 activities plus the potential for official meetings between Chilean authorities and their Chinese counterparts.

- To learn more about Viña Errázuriz, visit: www.errazuriz.com
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