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World media Confirms Three-Year Sponsorship for Corbans Viticulture Wine New Zealand Sem

In an increasing calendar of trade events and wine road shows, WINE NEW ZEALAND is proud of its distinction as an established, dynamic and comprehensive national event. Add to this, that it is the only wine trade event endorsed by the New Zealand Winegrowers Association, and that it offers hospitality professionals the unique opportunity to conduct their core New Zealand wine business through one event, this truly sets it apart from the competition.

More than a pure tasting forum, this event includes a premium seminar series, presented in association with the New Zealand Winegrowers Association. These seminars were integrated as a feature within the event in 2006, and provide a critical educational and discussion platform for the wine and hospitality industries. In further developing this platform, dmg world media is delighted to announce that Corbans Viticulture has confirmed a three-year term as the official naming rights sponsor of the Corbans Viticulture WINE NEW ZEALAND Seminars.

Comments Dennis Lunken, CEO for Corbans Viticulture, "We view this partnership as one of mutual focus - investing in the future of the industry through sustainability and innovation. The synergies between Corbans Viticulture and the future direction of the Wine New Zealand seminar series, is supported by our commitment as a company to sustainability, innovation and continuing education."

The Corbans Viticulture WINE NEW ZEALAND Seminars, forms part of the newly introduced INNOVATION IN WINE SERIES. Other features of this series include the BUYERS CHOICE AWARDS and this year the inaugural INNOVATION IN WINE AWARDS.

"dmg world media is delighted to have an established and respected industry brand such as Corbans Viticulture aligned with WINE NEW ZEALAND through their commitment to the wine seminars. This recognises the critical role these seminars play in supporting the extended hospitality and wine industries," commented Michele Harrod, Trade Group Manager, dmg world media. "This alliance ensures the long-term development of this key exchange between winemakers, hospitality professionals; key trade and wine media and we look forward to developing this initiative through this sponsorship partnership," she concluded.

About Wine New Zealand

WINE NEW ZEALAND is a stand-alone event within HospitalityNZ, which combines five quintessential events in one show – Hospitality Show, Wine New Zealand, NZ Culinary Fare, Telecom Seminars and the Coffee & Beverage Show. The 2008 event will take place in Hall One of the ASB Showgrounds, Greenlane, Auckland from Sunday 31 August to Tuesday 2 September.

About dmg world media

dmg world media owns and runs over 40 other major trade fairs and public exhibitions in Australia and New

Zealand every year with more than half a million visitors annually. Nearly 8,000 companies exhibit at dmj world media shows and when it comes to linking like-minded people, no other company offers more opportunity and experience than dmj world media.

About Corbans Viticulture

Corbans Viticulture, one of New Zealand's leading grape propagation nurseries is committed to the future of the New Zealand wine industry. Excellence in wine quality is the result of hard work by viticulturists, winemakers and their teams. Through continued focus on research and development, the acquisition of new, world-class technologies and a commitment to unrivalled quality, Corbans Viticulture is committed to ensuring the long-term sustainability of the New Zealand wine and vine industry

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