

Australia toasts growing popularity of China's national drink

Top liquor brand serves as ambassador to spread greater understanding of Chinese culture and tradition. **Hao Nan** reports.

Top Chinese liquor brand Moutai has begun to emerge in the Australian mainstream market, after 15 years of efforts to acquaint local drinkers with the unique taste of *bai-jiu*, which literally translates to "white liquor".

The liquor's producer Kweichow Moutai entered Australia in March 2003 and set up its first exclusive shop in Sydney in 2013.

It now has an increasing number of Moutai enthusiasts, with products sold in high-end restaurants, airport duty-free shops and liquor stores in Sydney, Melbourne, Brisbane, Hobart, Perth and the Whitsunday Islands.

In 2017, the sales volume of Moutai reached more than 100,000 bottles in the country.

Former Australian prime minister Bob Hawke said he visited China more than 100 times and has enjoyed Moutai liquor on countless occasions to toast bilateral relations between the two countries.

Hawke said he needed to get used to the taste at first, but that it could be a new experience for Australians.

Moutai liquor has an origin that dates back centuries, but today has one of the world's most sophisticated brewing processes, which involves 30 procedures and 165 techniques. Producing a bottle of Moutai liquor takes at least five years.

Li Baofang, chairman of Kweichow Moutai, said economic globalization, big data and China's Internet Plus strategy have created opportunities for the company to go international and display more cultural self-confidence.

The company designated this year as a year of cultural construction, with a main focus on telling Moutai stories across the globe.

Li said that the stories will help Moutai to become a world-leading liquor brand and help to spread greater understanding of Chinese culture and tradition.

In November 2017, Kweichow Moutai organized a cultural promotional event in Cape Town in South Africa, with a theme related to the Belt and Road Initiative.

Last month, the company launched a series of cultural promotional activities in Australia, which together with last year's promotion, serves as an important part of the brand's global expansion.

New South Wales Premier Gladys Berejiklian said she hoped the state could have more exchanges and cooperation with Kweichow Moutai in



Moutai enthusiasts welcome the arrival of the top Chinese liquor brand at the Sydney Airport in Australia. PHOTOS PROVIDED TO CHINA DAILY



Moutai has become a main liquor brand at restaurants in the Chinatown in Sydney.

business and other areas, adding that the visit of the Chinese company could further enhance the friendship between the two countries.

China became Australia's largest trade partner in 2010, and continues to be so.

All the three pillar industries — tourism, mining and education — in Australia are closely connected with China.

The company also prepared a special gift for Australia — a \$450,000 scholarship at the University of New South Wales, to cultivate more high-quality business leaders for both countries.

This is the first international scholarship Moutai has set up in its history.

University President Ian Jacobs thanked Kweichow Moutai for its farsightedness and

100,000
bottles

sales volume of Moutai in Australia last year

said education is a lifetime gift given to individuals.

The university's business school aims to develop strategic and forward-thinking leaders with strong capabilities to change the world, and the Moutai scholarship would help to further achieve that goal, Jacobs said.

Kweichow Moutai is also a model of corporate social responsibility in China.

Over the past 10 years, the



Zhang Deqin, deputy general manager of Kweichow Moutai, shares his ideas on the brand's development abroad.



Australian people praise Moutai for its good taste and culture ingredients.

company has paid more than \$17 billion in taxes and invested over \$1.4 billion in charities, education,

poverty alleviation, environmental

protection and traffic improvement.
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What they say

We feel proud as Kweichow Moutai has become more commonly seen in stores across Australia. It is a name card for China's diplomacy. There is more than 200 years of history of Chinese immigrants living in Australia, who have brought with them their food and wine, key parts of traditional Chinese culture.

Cai Wei, envoy at the Chinese Embassy in Australia



Thanks a lot for Moutai's visit and I hope that we will have more cooperation opportunities not only in promoting businesses together but also deepening friendly ties with Chinese people.

Gladys Berejiklian, premier of New South Wales



One advantage for UNSW Business School is that we have high-quality and diversified students from different education backgrounds and industries. We have more than 20,000 overseas students in which the number of Chinese students accounts for a large proportion. It is our goal to cultivate talented future leaders for the country and the world with strategic insights. Moutai's scholarship project will help us to realize the goal further. We sincerely appreciate the initiative.

Ian Jacobs, president of the University of New South Wales



There are many Chinese elements in Sydney. As the 'king of liquors', Moutai represents the essence of Chinese culture.

Over the past 15 years, Moutai has played a vital part in promoting the friendly relations between Australia and China. We hope that our friendship will grow stronger in the future. Thank you Moutai again and we also wish that the liquor will improve living standards of local people here.

Victor Dominello, minister for Citizenship and Communities in New South Wales



We believe that the establishment of the Moutai scholarship project will benefit more students in the future and at the same time exert profound influence over the whole society. The scholarship will support Chinese students to study master's degrees at UNSW Business School.

Nick Wellesz, deputy dean of UNSW Business School



As a name card of China, Moutai has been well-known in Australia for many years. The country has been an important export market for Moutai. For the past two years, the sales of Moutai in Australia recorded a year-on-year increase of some 43 percent, with markets covering Sydney, Melbourne, Brisbane and Hobart. In the future, we will build more communication platforms to let more Australian people know about the liquor culture of China.

Zhang Deqin, deputy general manager of Kweichow Moutai



Liquor culture is an indispensable part of China's food culture. Moutai is popular not only with Chinese immigrants but also with local Australians. China is a major source for overseas students and visitors to Australia and also the biggest trading partner of the country. We hope that our relationship will be much healthier and closer in the future.

Tong Xuejun, deputy consul general of the Consulate General of China in Sydney



Moutai is famous not only in China but also in overseas markets. As a representative for China's traditional culture and a renowned national brand, Moutai sets a good example for enterprises in its efforts to strengthen cultural communications with foreign countries. I think Moutai will help more Australian people and foreigners to learn much about traditional Chinese culture in the future. Guizhou is a good place with an unspoiled natural environment and Moutai contributes a lot to the local economy and poverty alleviation.

Zhao Jian, consul general of the Consulate General of China in Melbourne



Moutai launches Aussie scholarship to cultivate high-quality future leaders

By **HAO NAN**

China's signature high-end liquor maker Kweichow Moutai last month launched a \$450,000 scholarship program at the University of New South Wales, the first international scholarship the company has ever set up in its history.

The Moutai scholarship will be used to support Chinese students studying for a master's degree in business administration at the Australian university, as part of the company's efforts to cultivate more high-quality business human resources for trade and economic exchanges between the two countries.

University President Ian Jacobs said China had many proverbs about education, such as "give a man a fish and you feed him for a day, teach a man to fish and you feed him for a lifetime".

Education is a lifetime gift given to individuals, he

added. The university's business school aims to develop leaders with strategic thinking, forward-looking views and strong capabilities to change the world, and the Moutai scholarship would help to further achieve that goal, Jacobs said.

The Sydney-based university is a member of the prestigious Group of Eight — a coalition of Australia's leading research-intensive universities — with great influence and appeal across Southeast Asia, Europe, North America and other regions.

Its Australian Graduate School of Management MBA program is recognized as one of the finest in the world by the Financial Times 2017 ranking of the top 100 global MBA programs.

The university has educated many leading executives in Australia and the rest of the world.

In China, it has partnered with schools in Beijing,



Representatives from Moutai attend the launch ceremony of the Moutai scholarship project at the University of New South Wales.

Shanghai and Xi'an. "I am well aware that the University of New South Wales has made a significant contribution to the progress

of human civilization and trained many talented people for China," said Zhang Deqin, deputy general manager of Kweichow Moutai.

Like the university, Zhang said: "Kweichow Moutai has a deep cultural and historical heritage.

"It has always been com-



Kweichow Moutai has a deep cultural and historical heritage. It has always been committed to supporting students and promoting educational development."

Zhang Deqin, deputy general manager of Kweichow Moutai

mitted to supporting students and promoting educational development, with a large amount of funds invested annually by both the company and its branches to finance students from poor families."

The company's two existing scholarship schemes, launched in 2006 and 2012, have donated around \$107 million in total and helped more than 100,000 students to finish their college education.

It also invested heavily to establish a Moutai institute in Southwest China's Guizhou province, where the company is located, to train professionals for the liquor industry. The establishment of the Moutai scholarship is expected to help the University of New South Wales to develop more high-quality human resources and promote cooperation and communications between the Moutai institute and the university, Zhang said.