

FACTORS CONTRIBUTING TO RAPID INTERNATIONALISATION OF AUSTRALIAN WINERIES: AN EXPLORATORY STUDY

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Abstract

One industry, which has been an outstanding success in regional Australia, has been the wine industry. It has shown dynamism lacking in some of the other regional industries. Over the past two decades it has experienced unprecedented growth in exports. While some wineries have taken over a century to initiate international operations, the recent trend has been for rapid internationalization. Many of the newer wineries have internationalized with five years of starting operations. This paper explores the phenomenon of acceleration in the internationalization process within the Australian wine industry. The findings indicated five major reasons for this acceleration. They include: quality/reputation of the industry; access to networks; previous import and/or export experience; international market knowledge; and surprisingly high rate of domestic tax.

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