



**Baron Hong**  
*Pran Wines*

### **Candidates Objectives**

- Expand AustCham influence beyond expat community by engaging key Chinese opinion leaders and leading Chinese enterprises;
- Improve event quality via increased event collaboration;
- Increase the value of the AustCham membership via joint promotions, effective B2B networking events and post-event business referrals;
- Develop more focused events within certain industry to really help members improve their business (For example forums to understand cross-border e-commerce practice and visits to free trade zones)
- And eventually push for the growth of the AustCham South China membership.

I have been an active participant in AustCham South China since 2014 and my company Pran Wines has all along been a passionate supporter of the AustCham. I will continue to commit time, resources and experience to better serve AustCham members.

### **Candidates Biography**

Baron Hong - General Manager of Pran Wines, a leading Australian Wine importer in China. Baron started Pran Wines China in year 2012 and has now successfully built up the distribution network all across China among major wine wholesalers, five star hotels, premium restaurants, online retailers and private customers with a portfolio of over 30 top-Australian wineries. He is an active participant of various trade programs organised by Austrade and State Governments and has gained solid field experience promoting Australian product in Chinese market.

Graduating from Jiangnan University with a Bachelor's Degree in 2003, Baron started his career in Thailand in a public listed paper manufacturer, and was relocated to China for setting up China branch. Being the first staff in China he helped the company established full operations with over 100 staff in China within 2 years. He also worked in hospital management positions and TV advertising industry.

#### **Honors of His Company:**

2013 New Milestone Award by Wine Australia  
Best Australian Wine Importer of Year 2014 by Wine Australia  
Best Australian Wine Importer of Year 2015 by Bettane+Desseauve  
2015 Artisan Fine Wine Merchant by RVF Magazine  
Best Australian Wine Importer of Year 2016 by Wine Australia  
Best Australian Wine Importer of Year 2016 by Bettane+Desseauve  
Best Australian Wine Importer Hall of Fame Year 2017 by Wine Australia