

Wal Merriman is Managing Director of the Merryville Stud. He oversees extensive commercial pastoral interests giving him broad farming and grazing experience. Merriman has served on several industry boards, including National Woolgrower Forum, Major Woolgrowers Group and is past president of both NSW and Australian Stud Merino associations. He became chairman of Australian Wool Innovation in 2008, having served as a director since 2004.

“I've been to China eight times now, but my first trip was back in 2007. Before that, most of my travels had been in Italy. Funnily enough, one of the first people I met in China turned out to be an Italian who was working at the Sunshine Mill. Since my first trip, I have been lucky enough to witness to the rapid growth and expansion of the wool industry in China.”

瓦尔·梅里曼是梅里维尔畜牧的总经理。他所拥有的诸多商业化牧场,使得他具有耕作和放牧方面的丰富经验。梅里曼先生曾在几个行业董事会任职,包括国家牧民论坛和牧民大团体,他也是新南威尔士州和澳大利亚种公畜美丽诺羊协会的前任主席。他于2008年成为澳大利亚羊毛发展有限公司的主席,而自2004年以来一直担任董事。

“现在我已经去了中国八次,我的第一次要追溯到2007年。在那之前,我的大部分旅行都往返于意大利。有趣的是,我在中国见到的第一个人是在Sunshine Mill工作的意大利人。从我的首次旅行开始,我非常幸运地见证了羊毛产业的快速增长和扩张。”



WAL MERRIMAN Chairman, Australian Wool Innovation

“Historically, England and Italy were the major wool manufacturing hubs. As time progressed, Korea, Taiwan and China also had a proportion of the business. China soon became an affordable manufacturing hub and is now a major player in both processing and consumption. The rise of the middle-income earners in China has led to a rise in luxury consumption. About 80% of Australian wool is exported to China and nowadays about half of that wool remains there. That’s why marketing campaigns in China are so important – to keep wool at the front of consumers’ minds. It’s not only a manufacturing hub but a marketing hub as well.”

“历史上,英格兰和意大利是主要的羊毛制造中心。随着时间的推移,韩国、台湾和中国也有一定比例的业务。接着,中国凭借价格优势很快就成为了制造中心,现在已经是羊毛加工和消费的最大市场。中国中产阶级的兴起导致奢侈品消费的上涨。大约80%的澳大利亚羊毛出口到中国,并且仍有大约60%的羊毛在当地市场被消化。这就是为什么在中国的市场营销如此重要的原因,我们需要在消费者心中保留羊毛的前沿位置。中国不仅是制造中心,也是营销中心。”