

VINPRO REPRESENTS 2 500 SOUTH AFRICAN WINE GRAPE PRODUCERS, CELLARS AND WINE-RELATED BUSINESSES, WHILE PROVIDING STRATEGIC DIRECTION, RENDERING SPECIALISED SERVICES AND DRIVING PEOPLE DEVELOPMENT.

## THE VINPRO FAMILY

### DIVISIONS

- Consultation Service
- Agricultural Economy
- Wine Business
- Transformation & Development
- WineLand Media & Communications
- HR & Finance
- Admin & Special Projects
- Stakeholder Engagement

### AFFILIATES

- FarmMS (85% shares)
- Vititec (100% shares)

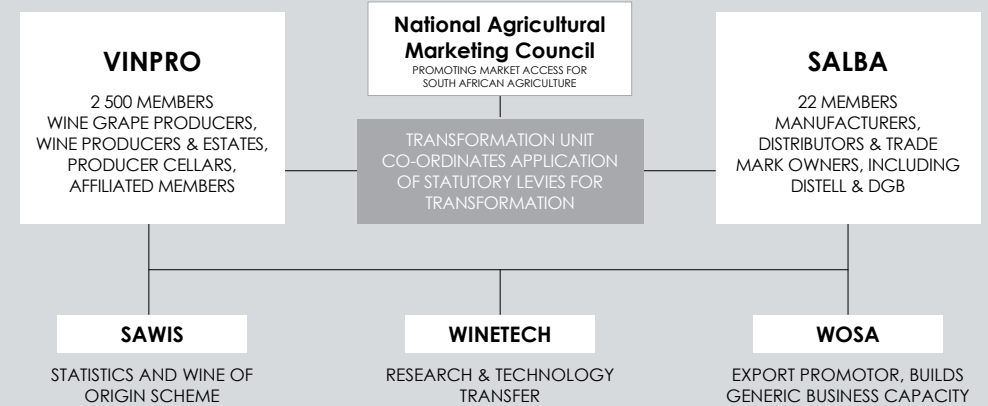
## MEMBERS AND FUNDING

### VINPRO HAS FOUR MEMBERSHIP CATEGORIES:

- 1 Primary Wine Grape Producer
- 2 Private Cellar or Wine Estate
- 3 Producer Cellar
- 4 Affiliated

VinPro is a non-profit company with its main revenue derived from investment income, consultation fees and products.

## ORGANISATIONAL DESIGN



## FOUR MAIN FOCUS AREAS THE VINPRO GROUP IS A CENTRE OF EXCELLENCE THAT CREATES AN ENABLING ENVIRONMENT FOR WINE-RELATED BUSINESSES.

### ADVOCACY

- >50 forums
- Government
- Socio-economic
- Technical
- Organisational Structures



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### SPECIALISED PRODUCTS & SERVICES

- Soil & GIS
- Vititec Plant Material
- Viticulture
- Agricultural Economics
- Supply Chain
- WineMS IT Software
- Wine Tourism
- Transformation



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### INFORMATION TRANSFER

- Publications, eg WineLand, SAWID & VinPro Cost Guide
- E-newsletters, eg BEAT & BI Snap Shot
- Web & Social Media
- Information Days, Workshops, Seminars & Study Groups



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### PEOPLE DEVELOPMENT

- Training
- Ethical Trade
- Socio-economic Upliftment / Harm Reduction
- BEE Support



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## KEY OBJECTIVES



**PRODUCER:** Improve productivity & profitability through tailor-made services, products, information & training.



**PROCESSING/VALUE-CHAIN:** Help create an enabling environment through innovative wine-related business solutions and advocacy on regulatory issues.



**INDUSTRY:** Give a voice to industry in the public domain and address them through close collaboration with industry stakeholders.



**SOCIAL COMPACT:** Form partnerships and align goals between Government, Industry and Labour through round table discussions.



**TRANSFORMATION:** Take sustainable transformation forward through involvement in career development programmes, land reform initiatives and support to BEE businesses.



**EFFICIENCY:** Improve efficiency within the company through training, development of personnel and an innovation drive.

## VALUES



INTEGRITY



INNOVATION



EFFECTIVE COMMUNICATION



CLIENT-CENTRED PRODUCTS AND SERVICES



ADAPTABILITY



SUSTAINABILITY