

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)

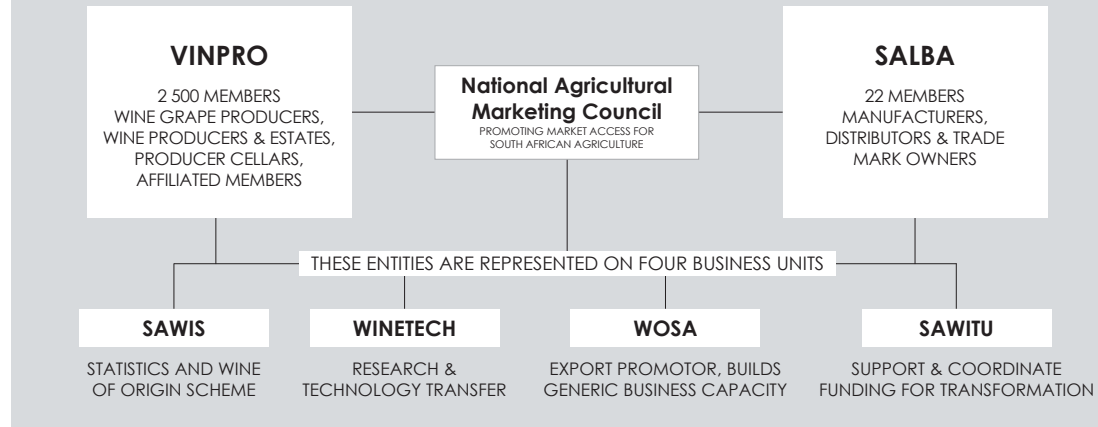
MEMBERS AND FUNDING

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



1

SPECIALISED PRODUCTS & SERVICES

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



2

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



3

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