

FUTURE FORWARD

SA WINE INDUSTRY DISCUSSION

As the South African wine industry is reviving, recovering and rebuilding from the pandemic, we continuously align our actions with the WISE strategic goals towards 2025. Join the discussion and share your views when the wine industry bodies talk about the way forward, and the solutions and best practices that will get us there.

3 NOVEMBER 2021

09:00 – 13:00

Aan De Doorns Cellar
Worcester

R300 per person

4 NOVEMBER 2021

09:00 – 13:00

Joostenberg Vlakte
Stellenbosch

R300 per person

PROGRAMME

08:30

REGISTRATION

09:00

The WISE roadmap towards 2025

Rico Basson, Vinpro

09:20

SA wine industry scenarios going forward

Yvette van der Merwe, SAWIS

09:40

Expand SA wine's global footprint

Our vision for South Africa is to be globally recognised for its premium quality, exciting and distinctive wine offering. How do we achieve this vision, as well as improved market access and grow ethical trade in established markets and expand into new markets while increasing value?

Siobhan Thompson, WoSA

Michael Mokhoru, WineBiz

Linda Lipparoni, WIETA



Rico Basson,
Vinpro



Yvette van der Merwe,
SAWIS



Siobhan Thompson,
WoSA



Michael Mokhoru,
WineBiz



Linda Lipparoni,
WIETA

10:20

Cultivate a loyal (and growing) local market

Strong growth in new wine and brandy consumers in the local market, with an emphasis on premiumisation, is one of the important pillars towards rebuilding the industry. To achieve this, how do we ensure the market remains open through constructive engagements with Government on harm-related issues, drive demand through wine- and brandy-related tourism and have efficient channels to market in place?

Christo Conradie, Vinpro

Christelle Reade-Jahn, SA Brandy Foundation

Marisah Nieuwoudt, Vinpro



Christo Conradie,
Vinpro



Christelle Reade-Jahn,
SA Brandy Foundation



Marisah Nieuwoudt,
Vinpro

11:00

REFRESHMENTS

11:30

Shift towards an inclusive, transformed and responsible wine value-chain

The South African wine industry views transformation and the development of people as key imperatives to ensure a strong and sustainable future for all. What are the changes the industry and government need to make in order to speed up sustainable transformation, while building mutual trust between all stakeholders, supporting new enterprises and developing talent throughout the value-chain.

Wendy Petersen, SAWITU

Kachné Ross, Winetech Learning & Development

Phil Bowes, Vinpro



Wendy Petersen,
SAWITU



Kachné Ross,
Winetech Learning &
Development



Phil Bowes,
Vinpro

12:10

Boost competitiveness from farm to market

With sustainability at the core of everything we do, how do we adapt our practices and approach from the soil to the shelf to improve efficiency while preserving the environment, looking after our people and ensuring financial stability in the long run.

Gerard Martin, Winetech

Conrad Schutte, Vinpro

Christo Conradie, Vinpro



Gerard Martin,
Winetech



Conrad Schutte,
Vinpro



Christo Conradie,
Vinpro

12:50

LUNCH

REGISTER HERE:

<https://sales.vinpro.co.za/>

Due to Covid-19 restrictions, only a limited number of persons (120) can be accommodated. Registration is compulsory and on a first come, first served basis. Deadline for registrations: 27 October 2021.

ENQUIRIES: Kim Scholtz at tel 021 276 0429 or email scholtzk@vinpro.co.za.