



Media release
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CONNECT AND GROW YOUR SOUTH AFRICAN WINE BUSINESS NEDBANK VINPRO INFORMATION DAY 2023

South African wine businesses and various stakeholders will get together at the start of 2023 to explore the state of the industry and equip themselves with insights and tools needed to connect with each other to grow their wine businesses and the industry.

The Nedbank Vinpro Information Day, with the theme *Connect and Grow* will be held from 09:00 to 14:30 on 19 January 2023 at the Cape Town International Convention Centre (CTICC).

“No person, business or industry operates in isolation,” says Rico Basson, Vinpro MD. “Being connected to the people and things around us not only makes us human, but also drives business success. At the Nedbank Vinpro Information Day, we will explore how the wine industry and wine-related businesses can leverage the networks and connections in our midst to ensure sustainable growth.”

The event will be hosted as two themed back-to-back sessions of 120 minutes each, with an hour-long break between the sessions.

Session 1: From farm to consumer

Growing the South African wine industry post Covid-19 involves stimulating the demand by driving exports and growing local sales and revenue through wine tourism. Wine grape producers and wineries are also increasingly adopting a consumer-focused approach in the vineyard and cellar, while innovating for efficiency.

Isaac Matshego, well-known agricultural economist from Nedbank, will kick off the first session with insights into the economy: what we should look out for in an unpredictable world and how we should plan accordingly.

Vinpro MD Rico Basson will share some thoughts on how to optimise diverse resources to reposition SA Wine and deliver sustainable value to all stakeholders, while Conrad Schutte, consultation service manager at Vinpro, will share the wine grape crop forecast, as well as viticultural developments aimed at growth and connection.

Session 2: The bigger picture

To grow the South African economy, we need to look at the bigger picture. Helen Kock of Vinimark will delve into the local market and discuss how businesses can ensure fast results within a local context. Looking at the global picture, WoSA CEO Siobhan Thompson shares Wines of South Africa’s export strategy, while David Cartwright, sales director at Seckford

Agencies, will focus on South African wine in the UK and how businesses can ensure progress, partnerships, and possibilities in South Africa's biggest export market.

The day closes with Michael Jordaan, ex-CEO of First National Bank, now venture capitalist through online distributor Port2Port and wine enthusiast with interests such as Bartinney, on how to make confident business investments during uncertain times and in the current South African landscape.

Collaborate for success

"We can only grow a stronger and more sustainable wine industry in South Africa by connecting with each other and forming and nurturing strategic partnerships across the value chain. Apart from its close collaboration with and support of our industry, we are grateful to present the Nedbank Vinpro Information Day 2023 with Nedbank once again as the main sponsor," Basson says.

The event is now in its 17th year, with Nedbank as main sponsor since 2006. Daneel Rossouw, Nedbank's functional head for agriculture in relationship channels, says Nedbank is extremely proud of its longstanding partnership with Vinpro on this event. "Key partnerships such as these are vital for growing the agricultural sector.

"At Nedbank, we understand the future of agriculture, the challenges and complexities that hinder its potential and the opportunities it presents. We are at the forefront of investing in innovation and partnering with key stakeholders and disruptors in the agricultural sector to contribute to a growing, sustainable, transformed, and resilient agricultural sector. We are particularly excited to see the focus on collaboration and sustainability at the 2023 event, as we believe that innovative technologies, the forging of partnerships, and a sustainable, transformative approach are vital to the long-term success and resilience of the wine industry and the agricultural sector as a whole," says Rossouw.

Registration is compulsory and closes on 15 January 2023. Costs are R850 per person for Vinpro members* and R1 250 per person for non-members.

*Vinpro member discount is applicable to two tickets per member.

Register online at <https://sales.vinpro.co.za/>. For any enquiries, phone 021 276 0429 or e-mail infoday@vinpro.co.za.

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