

DIRECT YOUR DESTINY

NEDBANK VINPRO INFORMATION DAY

The South African wine industry will rise up again to reach its full potential following one of the toughest years yet. We take a look at the next steps towards a more robust, competitive, profitable and sustainable industry.

INFORMATION_DAY/PROGRAMME

Date:
21 January 2021

Platform:
Virtual

Time:
09:00 – 13:00

Cost:
R450 Vinpro members*
R600 non-members

SESSION 1:

FROM CONSUMER TO FARM

09:00 OPENING

09:15 Know the consumer trends that will stick
Which consumer trends will stick with us post-Covid, globally and in South Africa?
Lulie Halstead, Wine Intelligence

09:50 Building wine tourism resilience
Three years into Vinpro's wine tourism journey we share key milestones that contribute to building a more resilient wine tourism sector in an increasingly uncertain world.
Marisah Nieuwoudt, Vinpro

10:15 Produce for efficiency
At the start of the 2021 harvest, we share the wine grape crop forecast, as well as ways in which farms and cellars have improved their efficiencies.
Conrad Schutte, Vinpro

10:40 BREAK

SESSION 2:

THE BIG PICTURE

11:10 Be inclusive and sustainable
For the South African wine industry to survive and thrive, it needs to focus on planet and people, along with profit. What is being done, and can be done more to improve inclusive growth, sustainability and ethical practices?
Bruce Whitfield, Radio 702 • Bridgitte Backman, Distell • Ronald Ramabulana, SA Wine Industry Transformation Unit • Mzukisi Mooi, WIETA

11:55 Navigate the forces
The South African wine industry was one of the sectors hardest hit by the effects of Covid-19 in 2020. While on a slow and steady road to recovery, we look at the current state of the industry, as well as ways in which the industry will need to navigate through the economic and political landscape in the year ahead.
Bruce Whitfield, Radio 702 • Rico Basson, Vinpro • Nicky Weimar, Nedbank • Mpumelelo Mkhabela, political analyst

12:45 CONCLUSION

REGISTRATION CLOSING ON 15 JANUARY 2021.



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*Member discount limited to two tickets per member

