



NEDBANK  
VINPRO  
INFORMATION  
DAY

RE VIVE  
COVER  
BUILD

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

**20 JANUARY 2022**

**PHYSICAL ATTENDANCE:**

**VENUE:** Allée Bleue, Franschhoek  
**COST:** R1 200 pp (non-members)  
R800 pp (Vinpro members\*)

*Please see requirement for physical attendance below*

**VIRTUAL ATTENDANCE:**

**COST:** R600 pp (non-members)  
R450 pp (Vinpro 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-19, globally and in South Africa?

*Lulie Halstead, Wine Intelligence*

**09:50 Ensuring wine tourism competitiveness**

Four years into Vinpro's wine tourism journey we share key milestones and actionable insights that contribute to a sustainable sector.

*Marisah Nieuwoudt, Vinpro*

**10:15 Production trends for a secure future**

As the economy recovers from the impact of the pandemic, wine businesses have an opportunity to rebuild with more balanced models. We share insights into the upcoming harvest and look into smart production trends that will shape your business in 2022 and beyond.

*Conrad Schutte, Vinpro*

10:40 BREAK

## SESSION 2:

### THE BIGGER PICTURE

**11:10 Be inclusive and sustainable**

For the South African wine industry to survive and thrive, it needs to focus on the planet and people, as well as profit. We take a look at case studies and gain perspectives on what is being done, and can be done more effectively to improve inclusive growth, sustainability and ethical practices.

*Ronald Ramabulana, SA Wine Industry Transformation Unit  
Bruce Jack, Bruce Jack Wines  
Bridgitte Backman, PepsiCo*

**11:55 Navigate the forces**

The South African wine industry was hit hard by the effects of Covid-19 which brought with it a whole new set of challenges to address. Constantly striving to promote growth, we look at the current state of the wine industry within the context of much needed economic growth and policy certainty underpinned by political will.

*Rico Basson, Vinpro  
Nicky Weimar, Nedbank  
Mpumelelo Mkhabela, political analyst*

12:45 CONCLUSION

**REGISTRATION CLOSES ON 17 JANUARY 2022.**



BOOK ONLINE AT [WWW.SALES.VINPRO.CO.ZA](http://WWW.SALES.VINPRO.CO.ZA), PHONE 021 276 0458

OR SEND AN E-MAIL TO [INFO@VINPRO.CO.ZA](mailto:INFO@VINPRO.CO.ZA).

PRESENTED IN PARTNERSHIP WITH OLD MUTUAL

*\* Vinpro member discount applies to two registrations per member only.*



**PLEASE NOTE:** In light of uncertainty about Covid-19, we are required to restrict capacity at the physical venue. Availability is on a first-come-first-served basis only. As an alternative, you are welcome to register to attend the event virtually. The Covid-19 situation will be monitored continuously and we will communicate additional availability at the venue early in January 2022.

**REQUIREMENT FOR PHYSICAL ATTENDANCE:** To ensure the safety of all our delegates, only fully vaccinated persons may attend the event at Allée Bleue. To this end, a copy of the vaccination certificate of each delegate should accompany their proof of registration. Should you not be able to provide such proof, you are welcome to register for the virtual event.