

# GROWING TOGETHER

## NEDBANK VINPRO INFORMATION DAY

**DATE:** 18 January 2018  
**TIME:** 09:00 – 14:00

**VENUE:** CTICC,  
Cape Town

**COST:** R650 VinPro members\*,  
R950 non-members

The South African wine industry takes a look at the factors that will drive profitability, global competitiveness and sustainability going forward.

### PROGRAMME

**08:00** REGISTRATION

**09:00** Opening Opening – Anton Smuts, VinPro Chairman

**09:20** A word from Nedbank – Ciko Thomas, Group Managing Executive:  
Retail & Business Banking, Nedbank.

**09:30**

#### Economic Overview and Prospects

Isaac Matshego will share his forecast of the economic trends that will impact on the SA wine industry in 2018.

Isaac is an economist in the Economic Unit of Nedbank Group Ltd, a position he has held since September 2008. He was previously with the Standard Bank Ltd Group Economics Division Africa Desk and the Investment Solutions Ltd Market and Economic Research Unit. He holds degrees in Economics from the University of North West and the University of South Africa and is studying towards his Masters in Development Finance with the University of Cape Town's Graduate School of Business. His research interests include sovereign risk analysis and the development of capital markets in developing economies.

– Isaac Matshego, Nedbank

**10:10**

#### State of the industry

The annual overview of the SA wine industry's progress against specific targets will be highlighted by Rico Basson.

Rico has been the Managing Director of the wine industry organisation VinPro since 2012. Prior to this he was involved in the commercial banking industry, with specific focus on the agricultural industry (including wine). He serves on various wine related boards in the industry and was also instrumental to initiate the Wine Industry Strategic Exercise (WISE). His field of expertise includes strategic planning and implementation; organisational design; development of new financing products and solutions; various internal and external presentations and articles; and involvement with the Financial Sector Charter regarding transformation.

– Rico Basson, VinPro

REGISTRATION CLOSING ON 12 JANUARY 2018.



Book online at [www.vinpro.co.za](http://www.vinpro.co.za), phone 021 276 0460 or e-mail [info@vinpro.co.za](mailto:info@vinpro.co.za).

\*Discount limited to two tickets per member



10:35

### What's happening in the vineyard?

From an overview of the season to expectations of the 2018 wine grape harvest and new technological developments, Francois Viljoen covers all things vineyard-related.

Entering his 32nd season as viticulturist, Francois manages VinPro's Consultation Service team of viticulturists and soil scientists. He has a BSc degree in Viticulture and Oenology from Stellenbosch University, as well as an Honours degree in viticulture extension services. He started his career in 1986 and considers irrigation and canopy management the two most critical viticultural practices for sustainable and profitable winegrowing. Among others, he provides viticultural advice to close to 10 wineries from Robertson to Somerset West, Elgin and Darling.

– Francois Viljoen, VinPro

## BRUNCH BREAK

11:10

### Wine & Society in 2030

Looking forward and working back to factors affecting wine consumption today, Lulie Halstead will provide a forecast of global trends and the drivers of success in the main consumption markets to 2030.

Lulie is co-founder and CEO of Wine Intelligence, a global market research and strategy consultancy that collects consumer and trade insights in over 30 key wine consumption markets and is widely regarded as one of the leading research organisations in the world of wine. Over the past 15 years she has been a regular keynote speaker at the Australian Wine Technical Conference, Unified Wine & Grape Symposium in California, Wine Vision and at a number of other high profile international wine events. Her client work includes advisory roles to the leadership teams of some of the world's leading wine businesses. Lulie holds a Masters in Marketing from Kingston Business School and is a Certified Member of the Market Research Society.

– Lulie Halstead, Wine Intelligence



12:00



12:40

### A new confidence; playing to win

What will it take to raise the SA wine industry to the next level? Mike Ratcliffe will share perspectives on the local market, innovation, marketing and business models.

Michael has been managing director of family-owned Warwick Estate since 2000, and co-founder and managing partner of the joint US/South African venture Vilafonté since 2002. He has been nominated for the Wine Star Award for Global Innovator of the Year in 2015 and 2017. Mike is founding trustee of the Cape Wine Auction and has held numerous leadership positions. He graduated in the first wine marketing class at Adelaide University and is an international wine judge, industry commentator, social media maven and marketing trendsetter.

– Mike Ratcliffe, Warwick Wine Estate

13:20

### There is light at the end of the tunnel – but how long is the tunnel?

South Africa's political climate and the effect on the agricultural sector will be under the spotlight.

Max is a veteran journalist, political analyst, academic and author of 14 books on South African politics and history. He has received recognition from the universities of Yale, Harvard, Cape Town, Fort Hare and Free State and is the recipient of the prestigious Nat Nakasa Award by the SA National Editors Forum.

– Max du Preez, political analyst



## CONCLUSION

14:00

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