

PRESS RELEASE (MOU)

Wine Industry bodies to collaborate on growth and development initiatives

Two important wine industry organisations, the South African Wine Industry Trust (SAWIT) and the South African Wine and Brandy Company (SAWB) representing Wine producers, Cellars, Labour and Trade; recently established a “Memorandum of Cooperation” to collaborate on four major strategic thrusts: generic export promotion and market development; technology innovation and transfer; human resources development and training; and black economic empowerment.

The SAWB will provide information and professional support to SAWIT in the development and implementation of viable projects. Through this agreement it is planned that SAWIT will contribute R20million plus in 2004 to the activities of Wines of South Africa (WOSA), Winetech and the two newly established SAWB Business Units which will focus on economic transformation and human resources development and training.

According to Gavin Pieterse, chairperson of the Wine Trust (SAWIT) “this path breaking agreement will position SAWIT, as an important strategic funding agency to promote the restructuring and transformation of the industry according to the provisions of the Wine Industry Plan (WIP)”. He stated that “WIP is now endorsed by all major stakeholders in the wine industry, including government and provide the bases for alignment and innovation in the industry”.

The forthcoming “Black Economic Empowerment in the Wine Industry” conference on 31 October/1 November 2003 is a first collaborative venture between the SAWB and SAWIT towards implementing the newly established agreement.

Marthinus Sauderson, CEO: SAWIT and Dr Johan van Rooyen CEO:SAWB is tasked with the “roll out” of this agreement.

PRESS RELEASE (WIP)

A Strategic Plan to transform the South African Wine Industry

The long awaited Wine Industry Plan (generally known as WIP) will officially be launched at the forthcoming “Black Economic Empowerment in the Wine Industry” conference on 31 October/1 November 2003 in Cape Town.

Johan van Rooyen, CEO of the South African Wine & Brandy Co (SAWB) representing Wine Producers, Labour, Cellars and the Wine Trade, confirmed that the WIP was drafted by the SAWB on request of the National Department of Agriculture in December 2002. “The plan was formulated through a comprehensive and inclusive consultative process between all major groupings in the wine industry and integrate Wine Vision 2020 into the South African Agricultural Sector Plan”.

“Five strategic focus areas will be implemented. These include economic and social transformation; human resources development and training; technology innovation and transfer; knowledge and business intelligence and market development and promotion. These programmes will focus the macro environment for individual firms and groups to perform”.

“The plan will also deal with system and codes to enhance the integrity of the South African wine industry. This will position South African wines as “Proudly South African” and prime manifestations of “Brand South Africa” in a ever increasing competitive global environment”.

According to Gavin Pieterse, Chair of the South African Wine Industry Trust (SAWIT), the WIP is endorsed by all stakeholders in the wine industry including the government and provide clear direction for the way ahead.

The SAWB will be tasked to “roll out” the WIP and will forge close ties with SAWIT, as strategic funding agency, various government agencies, local stakeholders and supporting entities in the wine supply chain and international networks in achieving this task. Benchmarks, scorecards and targets will be set and monitored.

2.

Funding to implement the WIP have been mobilised by the industry through levies and grants.

The ultimate achievement will be a competitive, participative and environmentally and socially responsible wine industry – the goals of the “Wine Industry Plan”.