

THE BENEFITS OF BEING A “WINES OF SOUTH AFRICA” (WOSA) MEMBER?

HOW DOES WOSA ADD VALUE TO THE INDUSTRY?

- WOSA's primary role is to build a positive quality image for South African wine. It is not a sales organisation, has no sales staff and takes no orders. Its job is to shine a positive light on South African wine at all times, no matter what is happening in the trading cycle.
- Not for profit organisation, owned by industry not government
- Funded by levies
- Operates internationally in selected focus markets and not in South Africa
- Fulltime “office” in London (2 people) , New York (1 person) and Hong Kong (1 person)
- Fulltime person dedicated to Africa (located in JHB)
- Contracts with agencies in:
 - Canada (Toronto)
 - Sweden (Stockholm)
 - Netherlands
 - Germany (Baden Baden)

MISSION

- To contribute to the global success of the South African wine industry through building Brand South Africa

VISION FOR SOUTH AFRICAN WINE

South Africa is recognised worldwide as:

Producing premium quality, interesting and distinctive wines...

In the world's most beautiful, biodiverse winelands...

In an environmentally sensitive and ethically responsible manner.

BUSINESS SCOPE:

Enhance the image and reputation of the South African wines in key international markets.

- Assist with the development of new export markets.
- Assist with capacity building among exporters.
- Facilitate the development of SA wine tourism.

STRATEGY FOR 2015 TO 2017

Focus markets and supporting investment for the 3 years is based on:

1. Future Sources of Growth - create awareness of Brand South Africa and encourage trial and drinking of South African Wines in order to grow exports in high potential markets. These markets are: USA, China, Africa (Angola, Kenya, Uganda, Nigeria & Ghana)
2. Protect the current source of volume in established selected markets in Europe (Germany, Netherlands & Sweden) & Canada, while growing value share.

Adding value externally by:

1. Building an image for and enhancing knowledge of the SA winelands
 - Developing our USP – Our new platform of “Welcome to our World of Discovery” - a melting pot for diversity of people and places.
 - Developing and distributing collateral
 - Building relationships with journalists: wine and lifestyle
 - Drive positive PR messages to create awareness and build our image in trade and social media
 - Tasting: one-on-one; generic trade
 - Building Brand Ambassadors for SA wine
2. Providing an information resource for consumers, trade, journalists and students
 - Websites
 - Press releases
 - Maps
 - Photography
 - Ebrochures
 - On-line education
 - In person
3. Supporting companies to enter markets
 - Generic stands at international shows – for detailed information click on <http://wosa.co.za/calendar.php>
 - Generic tastings
 - Importer database
 - Marketing Newsletters with information on upcoming events
 - Export enquiries – regular newsletter on trade enquiries
 - Emerging markets
4. Facilitating journalist & buyer visits
 - Co-ordinate and schedule itineraries as per their requests
 - Facilitate inward buying trips
 - Call for wines eg. organic, fair trade, for tastings
 - Updates of the South African Wine Industry presented to visiting buyers & journalists
6. Promoting causes in the industry
 - Transformation initiative
 - WIETA
 - Environmental Sustainability (PWI. SWSA, BWI Champions)
7. Networking to improve wine industry visibility
 - Tourism – SA Tourism, CTRU, Wesgro and CTT
 - SA Wine Routes Forum
 - Presenting at international conferences
 - Government eg DTI, DAFF
8. Running promotions in our targeted countries
 - South Africa promotions at retail
 - E-marketing
 - Consumer tastings and trade shows

ADDING VALUE INTERNALLY

Improved systems

- Project manage and manage maintenance and refinements for Wine-on-Line

Resources for producers' own marketing

- Promotional material – maps, videos, CD's, brochures
- Copyright free photographs
- Websites
- Industry Information
- Recipe Book
- Winelands Map

Improving knowledge base of industry

- On line library
- Research – Markets Insights
- Country analyses
- How to Export – comprehensive documents
- Seminars

Developing BEE brands

- Counseling
- Financial assistance for marketing (within guidelines & available budget)
- Market Access

Relationship with DTI

- Export Council
- Obtain funding for projects within approved funding schemes

Assisting new companies to market

- CapeWine
- Generic tasting

The WOSA Media Room

- Here you can find photography of the South African wine lands that you may download and use, free of copyright,
- For non-commercial use only e.g. Websites, illustration of articles about South African wine and PowerPoint presentations.