BI Daagliks - BI Daily

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Consumer Countries/Markets

ANGOLA Market Research (WISE)

OPPORTUNITIES FOR SOUTH AFRICAN WINE IN ANGOLA

Supporting informed decision-making

Business intelligence has been a key theme of the Wine Industry Strategic Exercise (WISE) resulting in Global Market and Consumer Research being one of the main stream projects.

The Global Market and Consumer Research project will provide information about the potential for top markets, based on factors such as geographical location in target and adjacent markets, existing presence, distribution channels and routes to market, as well as product portfolio pertaining to country of origin, varietal and price point. Furthermore, this assessment will provide a comprehensive picture of global drinks trends, and an understanding of what emerging consumer groups are demanding.

To focus the research Wine Intelligence identified various countries as focus markets based on South Africa's capabilities and market attractiveness factors.

The latest report - OPPORTUNITIES FOR SOUTH AFRICAN WINE IN ANGOLA, December 2015 – analyse trade perceptions of South African wine, barriers to buying our wine, distribution, opportunities for South African wine and how to tackle these opportunities.

The Contents include:
1. Angola country overview
2. Angolan wine market - Customs data analysis
3. Angolan wine market - Consumption data
4. Distribution channels for wine
5. Angolan wine consumer
6. Portuguese wine in Angola
7. South African wine in Angola

The Angola Market Research is now available - Click here to read more (access controlled)

The USA Market and Consumer Research will be available soon. BI Daily will keep you posted.

WOSA & Wine Intelligence will host the USA & Angola seminars on Monday, 8 February 2016 at Stellenrust Wine Estate.
Programme for USA
09h00 – Registration
09h30 – 09h45 - Welcome and Introduction
09h45 – 11h30 - Wine Intelligence presentation of research
11h30 – 12h45 - Presentation by WOSA Market Manager for USA – Jim Clarke
12h45 – Q&A
13h00 – Seminar Ends

Programme for Angola
14h00 – 14h10 – Welcome and Introduction
14h10 – 15h10 – Angola presentation by WOSA Market Manager for Africa – Matome Mbatha
15h15 – 16h15 - Wine Intelligence presentation of research
16h15 – 16h30 - Q&A
16h30 - Seminar Ends

To book, please contact theresa@wosa.co.za
Bookings will be handled on a first come, first serve basis due to limited seating.