Global Trends - Wine Industry Key Elements

Ethiopia: Africa’s new manufacturing centre?

Ethiopia is poised to become the new manufacturing hub of Africa. Prime minister and recent Nobel Peace Prize winner, Abiy Ahmed, has unveiled ambitious plans to revolutionise the country’s manufacturing sector which, if realised, could result in GDP growth of an unparalleled 11% per year for the next ten years. However, without the right number and mix of skilled engineers, Mr. Ahmed will struggle to accomplish his plans for economic development.

The country is primed to compete with manufacturing giants such as Bangladesh and India. Consistently low labour costs have attracted a surge in foreign investment, but Ethiopia needs the right domestic talent if Mr. Ahmed’s ambitious economic agenda is to succeed. Ethiopia’s engineers need critical technical and managerial skills to grow the manufacturing industry at the scale envisioned by their prime minister.

Engineering education in Ethiopia poses a particular problem. Current programmes over-emphasise theoretical learning, and require greater research funding and collaboration with the private sector in order to effectively train the next generation of engineers. To maximise GDP growth in the manufacturing sector, Ethiopia must first address these challenges. Can there be an overhaul of the engineering education system in time to support Mr. Ahmed’s ambitious growth plans? Can there be an overhaul of the engineering education system in time to support Mr. Ahmad’s ambitious growth plans?

Our research
Our analyst, Antonia Kerle is working on the Global Engineering Capability Review with the Royal Academy of Engineering and the Lloyd's Register Foundation. Antonia's research will help the Royal Academy develop programs to address some of the most significant engineering capability challenges across the world; including in Ethiopia. The full report will be released in early 2020.

What’s Really in your Glass? Transparency, Accountability & Wine
November 12, 2019 by Mike Veseth
Many people take an intense interest in the products they buy, especially food and drink since they go into our bodies. Calories per serving, along with sodium, carbohydrates, and protein, are important to many people.

It is interesting – and maybe a problem – that wine and other alcoholic beverages are for the most part exempt from nutritional reporting. Wine labels must tell consumers alcohol by volume and warn them of health dangers, but not display ingredients, calories, or other factors that are required for juices, sodas, milk, and other beverages. 

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*Major Wine Producing Countries*

**Why is Australian wine so successful in China?**
Australia makes soft fruity wines from well-known varieties that newcomers tend to enjoy, but also more refined styles that appeal to aficionados. It has a free trade deal with China. And a good reputation for food safety. It attracts waves of students and tourists from China who get a taste of the local wines. And it pours resources into wine promotion.

Two other factors account for the much of the country's success - One is Penfolds and the second factor concerns Chinese investment in Australian wine businesses—which is sometimes done as part of securing Australian citizenship.

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