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# Let's Talk Africa: Shining light on the Unknown

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PRESENTING TO:

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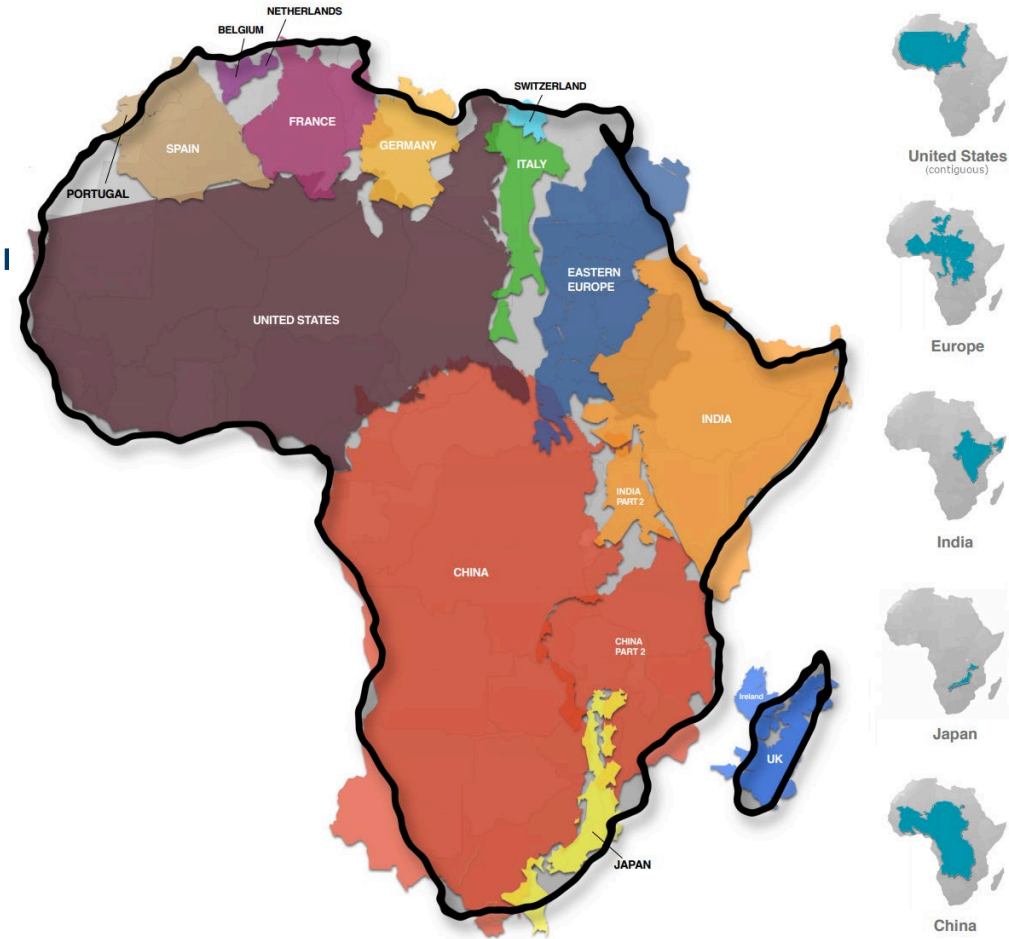
# SO, WHY AFRICA ?

- Some of the fastest growing economies in the world.
  - Will play increasingly significant role in global economic growth.
- Young and rapidly growing population.
- Household incomes and consumption projected to rise.
  - Results in rapidly growing middle class.
- Digital and mobile access is quickly expanding.
- Infrastructure gap is closing.
- Primed for mass industrialization.
- US Government has taken unprecedented steps to support business to Africa.



# CHALLENGES

- Business in Africa continues to be associated with real perceived risks.
- Institutional and infrastructure barriers along with tariff and import tariff barriers.
- Low GDP, premium segment (above \$5) small
- Lack of information, education and research is key
- Strong competition, mainly South Africa (low) and France (high)
- Shipping, labeling, import regulations, taxes, etc.
- Bureaucracy slows everything down.





# WHAT'S THE PLAN?

- Increase sales of California wines in Africa
- Start with importer base and # of wine brands
- Main geographical areas:
  - South : South Africa/Namibia/Botswana
  - East : Kenya/Tanzania
  - West : Nigeria/Ghana
  - Islands : Mauritius/Seychelles/Reunion



# WHAT'S NEEDED?

1. It requires becoming familiar with your chosen markets.
2. Understand the risks and opportunities and decide what's best for your business.
3. Lean into new resources available through CWI.
4. Patience will get you there.
5. An adventurous and inquisitive mindset. (when others run away, we go have a look)







CALIFORNIA  
WINES

THANK YOU



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