

FOCUS AFRICA

A PIVOTAL MARKET FOR ITALIAN WINE

TUESDAY - 16 APRIL 2024

3.00 PM - 4.30 PM

VIVALDI ROOM (PALAEXPO)

Africa is at the center of a series of megatrends that are redefining its economic and social landscape. Rapid urbanization is creating new centers of consumption and influencing consumer preferences, while demographic growth leads to an overall increase in demand. Furthermore, the growth of the middle class is triggering an increase in purchasing power and a greater predisposition towards high-quality products, including fine wines. These factors converge to create a fertile environment for the expansion of the wine market in Africa.

However, the African market presents unique challenges that require a strategic and adaptable approach from Italian wine producers. From the complexities of distribution to variable regulatory requirements from country to country, understanding the nuances of the market is essential for success. Additionally, cultural sensitivity and diversity of tastes necessitate a targeted and personalized marketing strategy to capture the attention of African consumers.

Organized by Vinitaly / Veronafiere, the round table discussion FOCUS AFRICA - A PIVOTAL MARKET FOR ITALIAN WINE will open a window on the transformative megatrends propelling the African continent into the spotlight as a pivotal market for wine producers worldwide.

This session will delve into the multifaceted dynamics driving this trend, exploring key themes ranging from general African market insights to specific nuances in distribution and marketing strategies vis-à-vis Italian wines.

The round table discussion will feature an interactive segment, allowing attendees to pose questions to the panelists and engage in insightful discussions on topics of interest.

Following the round table discussion, attendees will have the opportunity to network with African operators and buyers participating at Vinitaly thanks to Veronafiere and ITA - Italian Trade Agency Hosted buyers programs.

This networking session will enable exhibitors to forge meaningful connections and establish valuable partnerships with African stakeholders, fostering collaboration and growth opportunities in the African wine market.

DRAFT PROGRAM - UPDATED 01.04.2024

3.00 - 3.45 PM ROUND TABLE

VICTORIA MULU-MUNYWOKI - Wine consultant & educator, judge, captain team Wine Kenya

ERIC KYALO - Beverex Africa Ltd.

MARK ARTIVOR and **OZI AYEWOH** - VinPodium Ltd.

Moderator: GIANFRANCO BELGRANO - Journalist, editorial director «Africa e Affari»

--- COFFEE BREAK ---

4.00 - 4.30 PM NETWORKING



VICTORIA MULU-MUNYWOKI - Wine consultant & educator

With more than a decade's experience in the wine business, Victoria Mulu-Munywoki is an independent Wine Consultant, Educator, Associate Wine Judge and Captain of Team Wine Kenya. A veritable voice on wine in Kenya, she has been featured on BBC Smart Money and Decanter Magazine.



ERIC KYALO - Beverex Africa Ltd.

Eric is founder & CEO of Beverex Africa Ltd., one of Nairobi's leading importers of premium and fine wines. Beverex Africa distributes both to wholesale and retail; the company already represents several Italian brands and has helped position them on the Kenyan market.



MARK ARTIVOR - VinPodium Ltd.

Mark, Ghanaian, is co-founder, together with Ozi, of VinPodium Ltd., a wine consultancy company active across the UK, South Africa, Kenya, Ghana and Zambia. VinPodium has worked with major wine producers across Europe and South Africa. The company has delivered three hugely successful Italian Wine Roadshows for Gambero Rosso in Cape Town and Nairobi.



OZI AYEWOH - VinPodium Ltd.

Ozi, Nigerian, is co-founder, together with Mark, of VinPodium Ltd., a wine consultancy company active across the UK, South Africa, Kenya, Ghana and Zambia. VinPodium has worked with major wine producers across Europe and South Africa. The company has delivered three hugely successful Italian Wine Roadshows for Gambero Rosso in Cape Town and Nairobi.



GIANFRANCO BELGRANO - «Africa e Affari», «InfoAfrica»

As an internationally experienced journalist, Gianfranco Belgrano is the Editorial Director of «Africa e Affari» and «InfoAfrica». «Africa e Affari» is the first Italian economic magazine dedicated to African business, politics, security and development. Gianfranco has travelled extensively throughout the continent.