

Workshop Estratégico 2021

Looking ahead to the future

JULY 2021



[LINK GRABACIÓN](#)

*Previsualización limitada del contenido.
Para visualizarlo completo deberá descargarlo en su equipo.*



Agenda

SESIÓN 1 | MARTES 06 JULIO

- Introducción: escenario actual y tendencias globales por Magdalena Pesce (CEO de WofA).
- Estados Unidos: Tendencias del mercado. Oportunidades para el Vino Argentino, por Verónica Kathuria (US & Canada Area Manager - WofA) y Celeste Lang (Marketing Strategist Globant).

SESIÓN 2 | MIÉRCOLES 07 JULIO

- Brasil: Presentación del trabajo de investigación a cargo de Rodrigo Lanari (LATAM Territory Manager - Wine Intelligence y Juan Park (Director de España y Aca. del Sur - Wine Intelligence).
- Europa: Tendencias del mercado. Oportunidades para el Vino Argentino, por Phil Crozier (UK & Europe Brand Ambassador - WofA).

➤ SESIÓN 3 | JUEVES 08 JULIO

- China: Tendencias del mercado. Oportunidades para el Vino Argentino, por Sherry Pei (China Area Manager - WofA).
- Conclusiones generales por Mauricio Boullaud (Director de WofA y CEO de Barbarians).



Sesión 3

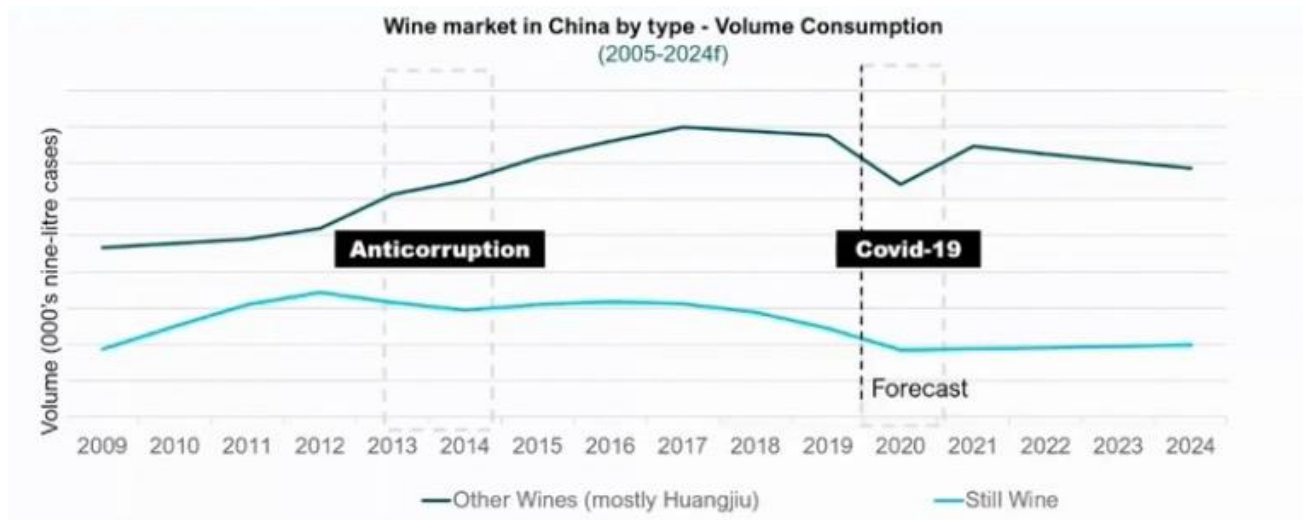
China.

Tendencias y oportunidades
para ARGENTINA.

Presentación de Mercados



China Wine Market



Source: IWSR



China Wine Market

2012 Anti-corruption

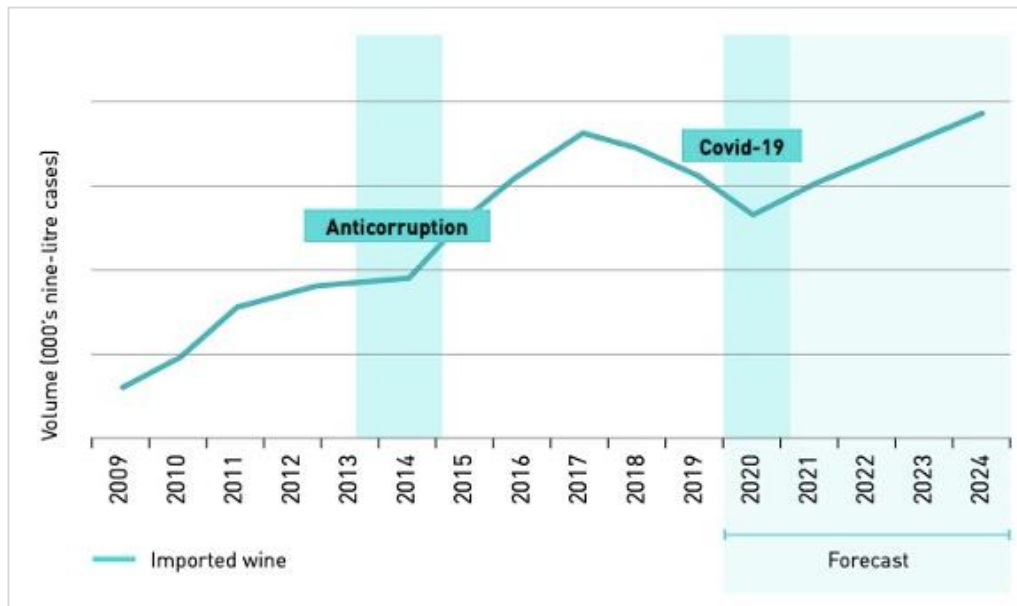
- The proportion of domestic wine in China is much larger than that of imported wine.
- Declining in 2012, imported wines have risen steadily
- Anti-corruption is a major factor affecting China in the near future.
- Anti-corruption mainly impacts domestic wines. After its peak in 2012, it began to decline, but imported wines also stopped rising.
- The overall impact is relatively small, and remains largely stagnant.
- Imported wines are still growing, mainly domestic wines got impacted

2021 Covid-19

- Covid-19 is the most impactful event on the wine market in China in years



China Import Wine Market



Volume (2009/2024)

Despite boom/bust tendencies the imported wine market in China has a long-term upward growth trend

Source: IWSR



China Import Wine Market

China imported wine market has also experienced two major turning points, the anti-corruption that began in 2012 and Covid -19 2021

- 2012 huge impact on the high-end consumer market.
- 2015 Increase
- 2017 wine became a popular drink, especially among young people and women, also there 's too much inventory.

Signal: On the one hand, import data indicates that imports are declining. On the other hand the market are very optimistic.

- 2021 Covid-19 affects the market, mainly because ready-to-drink consumption is affected by the block down, even non-ready-to-drink consumption was also quite difficult.

Australia



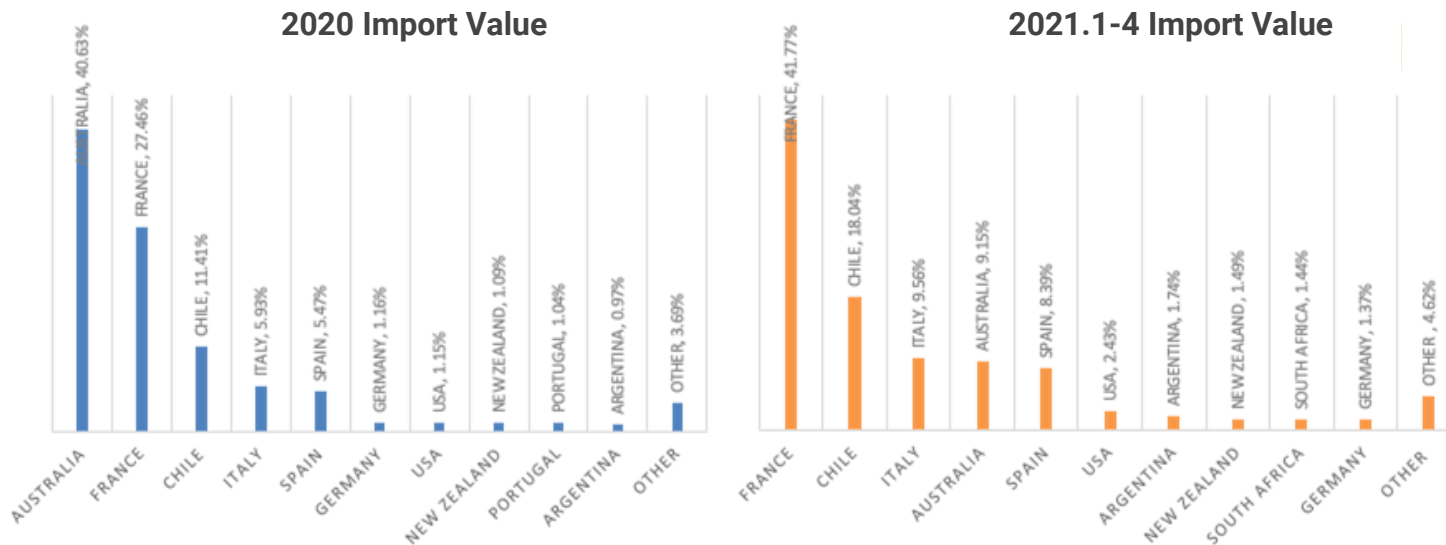
Starting from March 28, any Australian wines in containers of 2 liters and below entering mainland China will be subject to duties from 116.2% to 218.4%.

The punitive tariffs will be in place for at least five years until 2025.

Australian wine exports to China were shaved off by over 95% since the punitive tariffs came into effect last November, painting a grim roadmap that leaves little breathing room for Australian wineries in the Chinese wine market for the next five years.



China Import Wine Market 2020 VS 2021 (01-04)



China Import Wine Market 2021

2021 01-05

Top 13 Import Wine Country

	来源地	VALUE / USD	VOLUMN / L	AVERAGE PRICE	额同比 (%)	量同比 (%)	价同比 (%)	额占比 (%)
France	法国	285,446,987	46,450,112	6.15	61.45	22.35	31.97	41.50
Chile	智利	138,514,656	55,427,512	2.50	46.73	42.94	2.88	20.14
Italy	意大利	67,272,845	13,539,718	4.97	45.11	24.66	16.39	9.78
Spain	西班牙	58,429,294	22,989,456	2.54	38.10	28.22	7.63	8.49
Australia	澳大利亚	48,999,147	6,801,342	7.20	-81.04	-84.38	21.21	7.12
USA	美国	17,106,885	3,006,058	5.68	77.50	38.12	28.60	2.40
Argentina	阿根廷	13,925,110	12,295,991	1.13	22.05	-11.76	37.80	2.02
South Africa	南非	10,004,100	5,555,045	2.54	97.45	127.95	32.27	1.45
Germany	德国	9,455,193	1,593,554	5.93	49.19	31.66	13.17	1.37
New Zealand	新西兰	8,866,338	841,668	10.53	26.62	7.95	17.26	1.29
Portugal	葡萄牙	8,437,288	1,970,752	4.28	7.51	-10.73	20.22	1.23
Georgial	格鲁吉亚	4,594,942	1,292,219	3.56	-4.46	1.74	-6.07	0.67
Moldova	摩尔多瓦	4,060,927	2,074,881	1.96	-3.28	3.02	-5.77	0.59
	总 计	687,808,233	174,649,593	3.94	0.15	-1.10	1.29	100

Source: CHINA CUSTOM



China Import Wine Market 2021

2021 01-05

Top 13 Import Bottled Wine Country

France

Chile

Italy

Spain

Australia

USA

Argentina

South Africa

Germany

New Zealand

Portugal

Georgial

Moldova

来源	VALUE / USD	VOLUMN / L	AVERAGE PRICE	额同比 (%)	量同比 (%)	价同比 (%)	额占比 (%)
法国	282,393,851	43,450,025	6.50	61.95	23.08	31.58	43.78
智利	110,666,522	28,045,712	3.95	41.87	34.59	5.61	17.16
意大利	66,472,002	13,017,120	5.11	44.74	22.05	18.56	10.30
西班牙	55,948,446	18,906,355	2.96	35.74	17.64	15.63	8.67
澳大利亚	45,783,287	4,590,652	9.97	-81.19	-86.78	42.23	7.10
美国	17,030,056	3,050,030	5.58	77.33	27.50	20.07	2.64
阿根廷	10,044,005	1,845,992	5.44	42.26	21.78	16.74	1.56
南非	9,103,213	2,433,409	3.74	35.54	40.13	-3.36	1.41
新西兰	8,865,828	841,666	10.53	26.61	7.95	17.26	1.37
葡萄牙	8,437,216	1,970,750	4.28	7.54	-10.72	20.56	1.31
格鲁吉亚	4,594,942	1,292,219	3.56	-4.46	1.74	-6.07	0.71
摩尔多瓦	3,634,642	1,498,377	2.43	-9.04	-13.10	4.74	0.56
总计	645,046,765	124,839,522	5.17	-0.26	-5.65	5.73	100

Source: CHINA CUSTOM



China Import Wine Market 2021

- France outstrips Australia to become China's top wine supplier, representing 61.45% growth in value
- Tax on Australian wines edges up Chile, China's second biggest wine exporter
- Spain is ranked as China's fourth largest exporter in terms of value
- Australian wine exports to China plunge over 95%
According to CAWS, its exports to China dropped 81% in value and 84% in volume, bringing its overall market share down to just 7% from close to 40%.
- The US came in as sixth biggest wine supplier, ahead of **Argentina**, South Africa, Germany and New Zealand.
- Portugal and Georgia have both slid out of top 10 based on Jan-May import data.

The top three wine suppliers in China now are responsible for over 70% of imported wines sold in China.



Import Wine Geographic Trends

1st TIER CITY

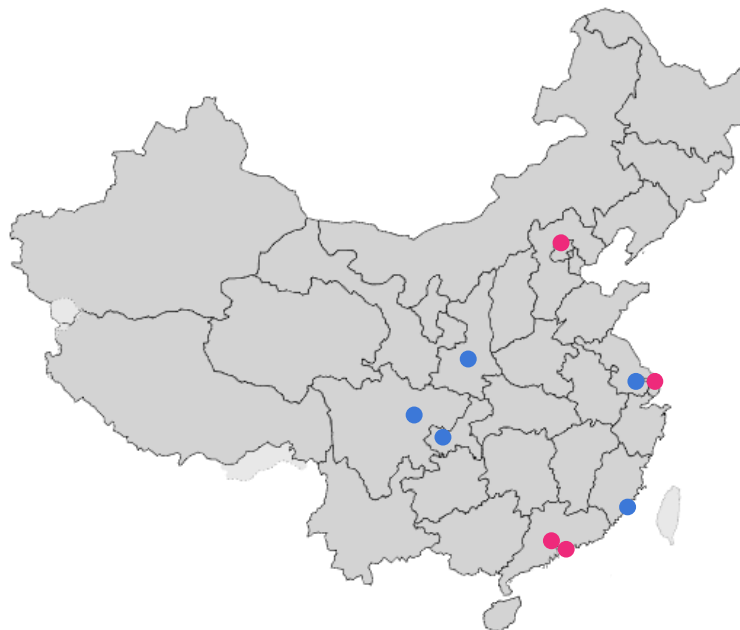
Beijing , Shanghai
Shenzhen , Guangzhou

2nd TIER CITY

Chengdu , Chongqing
Hangzhou, Xiamen,
Xi An

3rd 4th 5th TIER CITY

Smaller, less developed



Consumption of imported
drinks is concentrated in
urban areas

Eastern seaboard

Bulk of population
Richest provinces
Largest cities



Sales Channel



Traditional Trade

Traditional on-trade

Hostess bars
KTV

Traditional off-trade

Small independent
corner shops



Modern Trade

Modern on-trade

Western-style bars and clubs

Modern off-trade

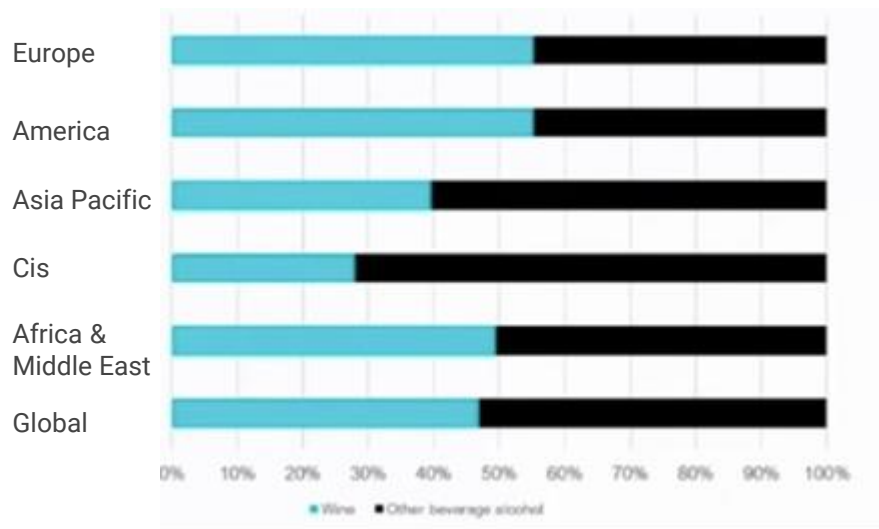
Supermarket
Hypermarket
Convenience stores

Bars have been hit hard in mainland China , estimate about 6000 bars in the country went out of business during the pandemic year . dropped from 2019 's 692,000 to 635,000 in 2020



Current E-commerce

Share of E-commerce Value by Region



Source: IWSR

Covid-19 situation accelerates
Expansion of this fast-growing channels

IWSR predicted the value of China's
ecommerce channel to have a
compound
Annual growth rate of 15.8%
2019-2024.

China is the largest e-commerce market
in the world.

Dominated by baijiu, wine is the 2nd
largest.



Key Drivers of the Market Growth

E-commerce and digital engagement

In China ecommerce and digital engagement is the key driver of wine and other spirits

Young consumer trends

More diverse, different drink

In the past: Baijiu , Beer

Now: more choices,

This will give more opportunity for other category, such as wine

Consumption

Baijiu / spirit is too strong,

Beer too full

Wine is in the middle





Current Situation

Post-epidemic Era



Digital ecommerce E-commerce the greatest beneficiary of covid 19
128.7% increase



Fine wine Drink less, drink better (middle / high quality wine)

Drinking occasion "at home" gradually



On trade back to normal (Bank holiday ,more tourism ,increase)

Domestic wine

- Domestic winery
- Domestic winery trip: Ning xia helan mountain , xin jiang , hebei , shandong
drive winery sales
- Domestic duty free: Hainan

Ningxia wine region

Welcome!

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懷世酒庄 賀蘭晴雪 宁夏星谷

更多銘酒請在今夏

敬請入集結營

Last year, during the coronavirus pandemic, Ningxia's wine exports rose 46.4%, according to the local customs agency.

2020 the Chinese government tripled Hainan's duty-free allowances to CNY100,000, further driving growth. The destination is expected to become a key driver of global travel retail growth for high-end international brands, with a number of travel retailers and suppliers pouring investment into the area.





Opportunities

- Australia wine situation
- Fine wine
- Huge room for wine consumption
- Young consumers
- Rising middle class



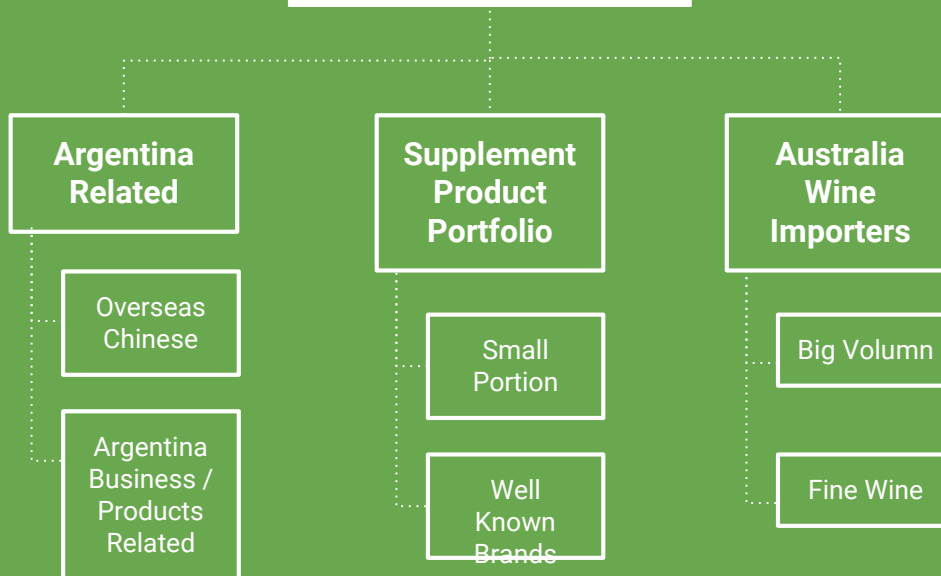
Threats

- Multiple competitors: not just wine , but also beyond Wine category
- Lack of strong national brand & awareness
- Lack of knowledge by importers
- Price



Opportunity

Potential Importers





2021 Next?

LIFESTYLE MARKET
TMALL / JD.COM
SOCIAL MEDIA

ROADSHOW
SUMMIT SHANGHAI
PROWINE
VINEXPO

2022 Next?

CHENGDU WINE FAIR
HAINAN EXPO
PROWINE
ROADSHOW 2022
"HAUTE COUTURE" MALBEC TASTING
MALBEC WORLD DAY TRADE TASTING

TMALL / JD ECOMMERCE
SOCIAL MEDIA SIP
KOC & KOL COMMUNICATION CAMPAIGN
WINES OF ARGENTINA EDUCATIONAL PROGRAM



Wines of Argentina



25 White
2 Sparkling
2 Rose
87 Dry Red
1 Sweet Red

BEST SELLING

Catena Malbec 289 CNY

117 wines
27 wineries

PRODUCTS



Wines of Argentina



January	760%
February	108%
March	98%
April	-116%
May	192%
June	365%

TMALL

April	286%
May	235%
June	546%

JD.COM

2020
VS
2021



WeChat



Weibo



RED

**Platform
Features**

**The essential platform for
to-business brands**

- 1.2 billion users till q1 2020
- 41% people follow WeChat Official Accounts to get informed
- Users have the most balanced age distribution

**China's "Twitter", an
essential tool for brands
to gain visibility in China**

- 0.5 billion MAU till Q2 2020
- Almost 80% users follow brand's Weibo account to get latest updates.

**A platform leading trends in
China:**

- 0.1 billion MAU till Aug 2020;
- 73% Red users are post-90s;
- 69.8 users use Red to acquire product information and 43.9% to read interested content.

**Target
Audience**

To-B users:
**Wine retailer, industry
professionals**

Mass audience

**Consumers who chasing
high-quality lifestyle and
open to make a purchase**

**Tactic
Approaches**

Audience Education:

- Consistent winery knowledges

Offline networking:

- Preview post on WeChat to drive traffic to offline events

- Wine-related content with hype topic.
- Incentive-based events to increase reposts and followers.

- Build up brand awareness with consistent high-quality content on Red.
- Monthly collaboration with KOCs on Red to advocate more users.

Offline + online

Intercambio
de ideas

Ministerio de Desarrollo Productivo

Herramientas y soluciones para ayudarte a crecer.

**Acceder a un crédito para
financiar exportaciones**

<https://www.argentina.gob.ar/produccion/financiamiento-pyme/acceder-credito-para-financiar-exportaciones>

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Financiá tu exportación a China

<https://www.argentina.gob.ar/servicio/financia-tu-exportacion-china>



Argentina.gob.ar

Conclusiones

8 takeaways para la estrategia de WofA y las bodegas en el 2022 y 2023



Trade Deals



Sustentabilidad



E-commerce



Marketing Digital



Consumidores



Lifestyle



Canales



Variedades

Hacia dónde queremos ir como organización

Ser agentes del cambio para la industria

1. Tomar una postura clara en cuestiones sociales y ambientales
2. Seguir trabajando en desarrollar una vitivinicultura sustentable, diversa e inclusiva, y también comunicar todos los esfuerzos que está haciendo en este tema.
3. Trabajar sumando esfuerzos entre actores, fomentar el trabajo colaborativo.
4. Impulsar la adopción en el sector de nuevas tecnologías

ENCUESTA DE GESTIÓN 2021

Creemos sumamente importante conocer la mirada de nuestros socios.

Los invitamos a responder una breve encuesta sobre tres ejes de gestión: comunicación, trabajo en equipo y actividades.

<https://forms.gle/wVVX5E2tmL3XLkK5A>



¡Muchas
gracias!

