



WOFA ACTION PLAN 2022



US ACTION PLAN 2022



WOMEN OF WINE BINNY'S SEMINAR

January 2022



HOSPITALITY: BINNY'S REPRESENTATIVES TRIP

March 2022



Ministry of Foreign Affairs,
International Trade and Worship
Argentina

WALK AROUND CONSUMER TASTING CONSULATE OF CHICAGO February 2022



SPEC'S - CONSUMER SEMINARS

Houston / Dallas / Austin
March 2022



12th EDITION

April 2022

MWD RETAILERS PROMOTION



MWD WITH EMBASSIES & CONSULATES



Ministry of Foreign Affairs,
International Trade and Worship
Argentina



US ACTION PLAN 2022



**HOSPITALITY:
WINE INFLUENCERS' VISIT**
April 2022



**TRADE SEMINAR
/ TASTING**
August 2022



Ministry of Foreign Affairs,
International Trade and Worship
Argentina

**IMPORTER SEMINAR/
PRESENTATION**
CONSULATE IN NY
September 2022



TRADE SEMINAR
November 2022



**FALL 2022 WINE DINNER
SEMINAR STAFF**
NJ - TBC



**FALL 2022 CONSUMER TASTINGS
/ ON-LINE ADVERTISING**
FL - TBC





CANADA ACTION PLAN 2022



MALBEC WORLD DAY

12th EDITION
April 2022



BC LIQUORSTORE

LCBO

WOFA SAQ PROMOTION March 2022



MEDIA INFLUENCER OUTREACH & PARTNERSHIP Toronto



SEMINAR FOR SOMMS. Quebec



RETAILERS PROMOTION & VIRTUAL TASTINGS British Columbia



BCLDB THEMATIC 2nd Semester 2022 (TBC)



WOFA LCBO VISIT TO ARGENTINA 1er Semester 2022 (TBC)





BRAZIL & LATAM ACTION PLAN 2022



**VIRTUAL STORE +
DIGITAL CAMPAIGNS**
Annual



**HOSPITALITY:
ARGENTINA 3D
WINNER'S TRIP**
April 2022



MALBEC
WORLD
DAY

12th EDITION
April 2022



Wine
SOUTH AMERICA

**WINE SOUTH
AMERICA**
21 - 23 September



PROWINE
São Paulo
27 - 29 September





CHINA ACTION PLAN 2022



CHENGDU WINE FAIR

10 - 12 March 2022



EXPO HAINAN

12 -16 April 2022



VINEXPO HONG KONG

24 -26 May 2022 (*TBC)



VINEXPO SHANGHAI

October 2022 (*TBC)



* Participation will depend on wineries interest.



CHINA INTERNATIONAL IMPORT EXPO

November 2022



PROWINE CHINA

November 2022



WINE TO ASIA SHENZHEN INTERNATIONAL WINE & SPIRITS FAIR

December 2022 (*TBC)



CHINA ACTION PLAN 2022



MEDIA SIPS
CHINESE MARKET EDITION
Annual 2022



**PR AGENCY + SOCIAL
MEDIA CAMPAIGNS**
Annual 2022



**ARGENTINA'S FLAGSHIP
STORES PROMOTIONS**
Annual



12th EDITION
April 2022





UK & EUROPE ACTION PLAN 2022



PATAGONIA THE WINDS OF CHANGE

Tasting & Masterclass
London | February 2022



To Another Great Year



PROWEIN DÜSSELDORF

27 - 29 March 2022



MALBEC
WORLD
DAY



12th EDITION April 2022

- **RETAILERS PROMOTION**



- **TASTING WITH/AT ARG
CONSULATES**



- **TRADE TASTINGS IN
THE SCANDICS**



- **MASTERCLASSES FOR
TRADE**



Ministry of Foreign Affairs,
International Trade and Worship
Argentina

DIGITAL MARKETING ACTION PLAN

2022



WOFA BLOG
Annual 2022



**MEET THE
WINERIES**
2022 Edition



**MTW PODCAST
SERIES**
Annual 2022



**DIGITAL MKT
CAMPAIGNS**
Annual 2022



**ARGENTINA WINE
GUIDE**
Annual 2022



12th EDITION
April 2022



HOSPITALITY & MARKET LIAISON INITIATIVES

2022



TASTINGS WITH CRITICS & SPECIALIZED MEDIA

2022

Tim Atkin^{MW}

TIM ATKIN MW VISIT

February 2022



JOAQUÍN HIDALGO

2022 tasting schedule TBC



LUIS GUTIÉRREZ

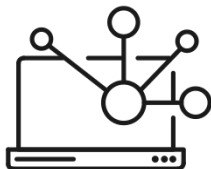
March / April 2022 (TBC)

COMMUNICATION INITIATIVES

2022



MEDIA PARTNERSHIPS 2022



MEDIA BUREAU Annual



HARVEST REPORT March / April 2022



ACTIONS WITH JOURNALISTS & WINE WRITERS IN ARGENTINA 07 June / December 2022

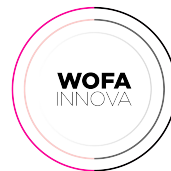


ANNUAL STRATEGIC WORKSHOP July 2022



INNOVATION MANAGEMENT OFFICE INITIATIVES

2022



MARKET EXPERTS CONSULTING PROGRAM

2022 Edition



WOMEN OF ARGENTINA

An action plan with a
gender perspective
Annual 2022



ENO TOKEN & BLOCKCHAIN

Annual 2022





THANK YOU!

