



# **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

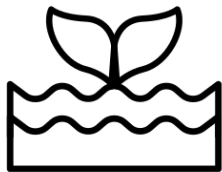


**HOSPITALITY:  
KOL & WINE EDUCATORS TRIP**  
2nd Semester 2022





# UK & EUROPE ACTION PLAN 2022



## PATAGONIA THE WINDS OF CHANGE

Tasting & Masterclass  
London | February 2022



## HOSPITALITY: UK & EUROPE - RETAILERS TRIP

September/October 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

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**Tim Atkin**<sup>MW</sup>

**TIM ATKIN MW VISIT**

February 2022

Antonio Galloni  
**vinous**  
explore all things wine

**JOAQUÍN HIDALGO**

2022 tasting schedule TBC

*Robert Parker*  
WINE ADVOCATE

**LUIS GUTIÉRREZ**

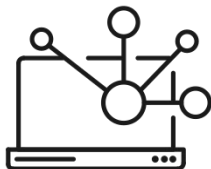
March / April 2022 (TBC)

# 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

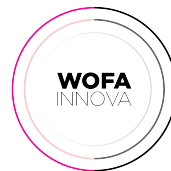


### ANNUAL STRATEGIC WORKSHOP July 2022



# 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!

