



PRESS RELEASE: CAPEWINE 2022 IN PARTNERSHIP WITH DHL EXPRESS RAISING THE BAR ON SUSTAINABILITY

As the world reopens to travel, tourism, renewal and new opportunities, the South African wine industry is readying itself to open its doors in welcoming wine industry fraternity from across the globe as they prepare for their showcase event, CapeWine.

The event was due to be hosted this year as it is usually hosted on a 3-year cycle, but as the Coronavirus pandemic set in around the world in 2020, the management team from hosts, Wines of South Africa (WoSA) made an early call to postpone the 2021 event by a year.

WoSA CEO, Siobhan Thompson comments, "It was a difficult decision to make at the time, but now we know that it was the right one. South Africa's vaccine rollout is gaining momentum and we feel positive and excited that by October next year, we will be ready to roll out the red carpet for our wine trade guests."

The show will once again be held over 3 days from 5 to 7 October 2022 at the Cape Town International Convention Centre (CTICC). For the third consecutive time, DHL Express have committed themselves to the South African wine industry to position themselves as name partner and recognise the shared values that feed into this year's theme: Sustainability 360.

Jed Michaletos, Managing Director for DHL Express South Africa, adds, "After over 18 months of change and adapting to the new normal, we are thrilled to be back as naming rights partner for CapeWine 2022. We are fully committed to supporting the growth of the South African wine industry, and next year's theme of 'Sustainability 360' truly aligns with our own organizational goals. DHL Express is a pioneer in 'green' logistics, and in fact, we were the first global logistics company to set a quantifiable climate protection target, back in 2008. Since then, we have made incredible strides and earlier this year, we launched our new sustainability roadmap. We look forward to working the team to build a more sustainable future for South Africa's burgeoning wine industry."

The 'Sustainability 360' theme ties into the overarching focus of the wider South African wine industry and the aim is to roll this out by impressing the importance of three pillars: Place, People and Prosperity. These pillars are what makes for a successful and sustainable industry both now and well into the future for generations to come and each element of CapeWine will speak to this.

Having experienced a very challenging time with extensive periods of prohibition on the sale of alcohol locally, the South African wine industry is geared towards ensuring that trade and media visitors to CapeWine 2022 will be wowed by the elements that make our industry unique and so enticing. We therefore invite trade guests from all corners of the world to save the date and plan their trips to experience the best of South African wine, food, hospitality and tourism experiences from 5-7 October 2022.

For more information on CapeWine 2022, please visit
www.capewine2022.com. We look forward to welcoming the world of wine to
Cape Town.

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WINES OF SOUTH AFRICA (WoSA) is a not for profit organization which promotes the export of all South African wine in key international markets. Apart from the head office in Stellenbosch, South Africa, WoSA also has offices in Johannesburg, England, Canada, USA, Sweden, China, The Netherlands and Germany.

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