

SA Wine Index lunch  
Speech by Guy Lundy

- Welcome to the "12th Apostle", the sight of the final "shoot 'em up" in the latest James Bond novel by Jeffrey Deaver, called Carte Blanche. We look forward to the book being turned into a movie that can showcase what we have here in the Cape. In the novel, Deaver also has James Bond drinking a series of top name Cape wines. We need to use more opportunities like this to put us on the international map.
- My organisation, Accelerate Cape Town, is a business led initiative that concerns itself with encouraging sustainable, inclusive economic growth in the Cape Town City Region, which is an area that includes Cape Town, Saldanha, Worcester, Gansbaai and everything in between.
- One of the projects we have developed is called "Vision 2030", an economic vision of the Cape Town city region as "Africa's Global City, a city of inspiration and innovation", in other words a place that is considered as amongst the world's superstars, one of the most recognised and respected regions in the world.
- The wine industry and other forms of agroprocessing play a key role in this vision
- As part of this vision, we believe in leading from the front with business superstars that can take us global and open a path for other South African businesses to follow. For too long in SA we have tried to push from behind, providing housing and social grants off the existing tax base, but we need growth to provide for the people who don't currently have opportunity.
- One problem that we have in achieving this vision is that we are far less well known around the world than we think we are. Most people around the world couldn't place us on a map.
- We have also traditionally suffered from a negative image amongst those who are aware of us, related to violent crime, our apartheid history, or being in Africa (described back in 2001 by The Economist as The Hopeless Continent, although they have drastically changed their tune on Africa recently).
- As a result, I believe that Cape wine's image abroad has not met its full potential - seen by many wine buyers (though not all) as cheap and cheerful table wine
- Recently South Africa's image and awareness, especially of Cape Town, has improved, especially following the very successful hosting of the World Cup
- I've always felt that this improvement in South Africa's image will have a disproportionately positive effect on the wine industry because of the way in which wine is marketed and sold by region in retail outlets or on menus around the world.
- Even more recently Cape Town has been catapulted into the world's spotlight with several accolades, including Table Mountain being listed as one of the New 7 Wonders of Nature, the New York Times listing the city in its top ten hip cities, Cape Town being the 10th most desirable destination for American students wanting to study abroad, or National Geographic ranking Cape Town as the 2nd best beach city in the world after Barcelona - there is in fact a whole list of similar accolades that you can find on the [www.capetown.gov.za](http://www.capetown.gov.za) website
- Coming up we have the very important designation of Cape Town as World Design Capital in 2014 - this is important because it speaks to a business audience, not just football fans or holiday makers, and because winemakers are all designers, innovating and creating "art in a glass"
- And finally, there is the interesting process developing whereby a lot of money is moving into the Winelands, often in the form of venture capital or private equity, sitting alongside innovative people and companies in places like Technopark and within close proximity to four universities and a major global city. This means that the Winelands are quietly becoming the Silicon Valley of Africa. It has very similar characteristics to Silicon Valley and Napa Valley in California, and we must think of ways to link wine into this developing new world. The one can support the other.
- But despite all of this, we can't be complacent, we must always strive for more
- We don't have a history of "abundance thinking" in the Cape. For 250 years until the discovery of diamonds in Kimberley this was a very marginal colony; the Cape was essentially not much more than a post office. This has made us very conservative and unwilling to take big risks or work together to take on the world

- We need more "samewerking", more co-operation and collaboration
- We need bold, visionary leadership
- We need aggressive marketing. The world is a competitive place and we can't be shy, we must take our superstar wines and get them out there through a wide range of marketing bodies from Wesgro to WOSA, the International Marketing Council, the various tourism bodies, the embassies, and so on.
- Some comments from some of the most important wine commentators around the world attest to the fact that the time for South African wines has come and we should be leading with our best superstars to create the belief that we provide value by providing tremendous quality (Read the comments)
- The Cape wine industry must lead from the front, putting its best foot forward. This is what SAWI's Ambassadors Club is trying to do, and I for one will support them in this.
- If the superstars lead, the rest of South Africa's wine sales will benefit.