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## PRESENTATION OF SA WINES

World Trade Centre / Atrium Hotel, Yekaterinburg  
30 May 2014, Friday



It was for the first time that WOSA ventured outside the two main centres of Russia: Moscow and St. Petersburg. Although trade, and especially imports, are still largely centralised in Russia, foreign trade activities taking place in the regions are increasing dramatically. Especially in the industrially developed regions rich in natural resources, such as Southern Urals, West Siberia and Far East.



Yekaterinburg is located on the border of Europe and Asia and represents a cluster of five cities with populations of over 1 mln each. Yekaterinburg is the centre of Ural Region and is an important industrial, scientific and logistical hub with a large proportion of relatively wealthy population. This is also the area with the highest growth of wine consumption in Russia today.



The Presentation of the SA Wines in Russia was initiated by the SA Embassy in Russia and actively supported by Russia importers. The presentation took form of a seminar dedicated to transformation in the SA wine industry over the past two decades. Outside of the seminar there was a generic tasting where five Russian importers presented their wines: Marine Express, Eurowines, Fort, Starboar and Ural Duty Free.

Another highlight of the event was a round table organised by the Sommelier Association of the Ural-Siberia Region where representatives of various sectors and channels of the local wine industry discussed the issue of promoting SA

wines in the area.

Almost 100 influential trade and media professionals attended the event and were treated to various styles of SA wines. For many of them it was the first introduction to wines from the far-away country and there were a lot of comments and complements with regards to fascinating



discoveries. The importers were confident that the events like this would increase the awareness and sales of SA wines in the region.

The Presentation was attended by the SA Ambassador Mr. Mandisi Mpahlwa and other diplomats from the Embassy.

For the detailed photo report of the Day click here: <http://yadi.sk/d/fs7URv4dSSxGN>.



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