

ARENI Live 2022



Stellenbosch Edition

July 12-14

Focus on: Changing Societies

Evolution or revolution? Understanding current social change

How have the last two years changed human interactions and relationships, and impacted cultural and social institutions?

The current state of global trade

Experts will explore economic resilience in a global economy that is increasingly subject to natural and man-made shocks, and discuss global trade in the short and midterm.

Focus on: Financial Stability

How financial markets impact fine wine

A look at the various ways in which the financial markets are impacting the growth of fine wine, both locally and internationally.

Is fine wine too cheap?

What does financial sustainability mean? How is it assessed? How can it be measured?

Focus on: Access to Market

Are distributors the future of fine wine distribution?

An assessment of the distribution models that currently exist for fine wine in different markets, before exploring what fine wine distribution could look like in the near future.

Can you be "fine" alone?

How can individual and collective approaches be balanced when it comes to making fine wine? What should the collective space bring to the group? How can estates retain their own uniqueness, while being part of their regional identity? And when it comes to selling wines, can you be "fine" alone?

Focus on: Natural and Human Resources

Is regenerative farming the solution to a lack of water availability?

Is regenerative agriculture a possible solution to an increasing lack of water? A look at the opportunities and challenges.

Recruiting talent: Fine wine's biggest challenge?

From vineyard workers to retail and hospitality staff, the fine wine world is having a tough time attracting and recruiting employees. Experts will consider tactics to recruit in unattractive industries.

Focus on: Technology and Innovation

What are the most important technologies impacting the production of fine wine?

Considering the latest developments in the vineyard and cellar, which technologies will have the greatest impact on production? Is technological innovation impacting the character of fine wine?

Fine wine in the (near) future—technologies about to change the fine wine trade

Experts will look at the latest innovations and technologies that are likely to transform the commerce of fine wine in the near future.

Focus on: Fine Wine Consumers

Do we still need luxury?

Why do we even need luxury? Is the concept of luxury as we know it still relevant today? Why? In this contest of ideas, two teams will argue for and against this controversial statement.

Taking advantage of modern marketing paradoxes

Timely vs timeless, local vs global, exclusive vs inclusive. The world of premium goods marketing is full of paradoxes. How do successful brands navigate their ways through these conflicting demands?

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