

CALL FOR EXPRESSION:
WINE AND SPIRITS FUND



CALL FOR EXPRESSION OF INTERESTS FOR MARKET RESEARCH ON PRIORITY MARKETS OUTSIDE THE EUROPEAN UNION IN THE WINE INDUSTRY



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



NAMC

Promoting market access for South African agriculture



Funded by
the European Union

ABOUT THE PROGRAMME:

The National Agricultural Marketing Council (NAMC) herewith calls all relevant and qualifying research organisations/researchers to submit expression of interest for grant funding under the **European Union (EU)-funded Support Programme on Marketing and Distribution of wine and spirits in Priority Markets Outside the EU**. The purpose of the marketing and distribution component of the programme is to capacitate and support **Black-owned enterprises in the wine and spirits sector** to market and distribute their wine and spirits in priority third country markets outside the EU.

To create access to trade information for accessing markets outside the EU, the NAMC is calling for expression of interests from organisations and researchers to conduct market research on any of countries or regions of strategic interests for wine and spirits. Only practical research proposals on accessing markets outside the EU will be considered. The produced research final project will serve as a resource for informing the South Africa's wine industry in accessing markets outside the EU.

SELECTION CRITERIA

- South African registered business entities and think-tanks.
- Proven market research track record and deep understanding of wine and spirit industry or related industries. Ability to prove that the market research will benefit women-owned and youth-owned enterprises and enterprises owned by other marginalised and previously disadvantaged groups or individuals.
- Ability to demonstrate that the transaction will assist Black-owned enterprises in the wine and spirits sector to access national or international markets.

ELIGIBLE FUND USES

The applicants need to demonstrate research track record, deep understanding of the wine and spirit sector or any sector closely related in terms of its legislation. The identified area of focus must be on market research in export markets outside the EU, including but not limited to Nigeria, Kenya, Mozambique, Zambia, the Democratic Republic of Congo, and any other markets identified by applicants as strategic priority markets

WHAT TO SUBMIT – PROJECT DOCUMENTS

- Company description, the research team (comprehensive CVs) and a brief profile of previous market research projects conducted.
- Demonstrate industry and experience in the agricultural sector or wine industry
- A detailed proposal which focuses on market access for the identified markets should accompany the application:
 - » Problem statement,
 - » methodology,
 - » a brief literature review and
 - » a project budget and,
 - » indication on how the results are going to be disseminated to the black owned brands

REQUIRED ADDITIONAL DOCUMENTS TO SUBMIT

- Certified ID copies of all directors
- Business registration documents (CIPC, MOI, shareholder agreements)
- SARS Compliance certificate
- Any other supporting documents
- A valid B-BBEE Certificate or an affidavit

APPLICATIONS

- The expression of interest should be submitted via the following link: [CALL FOR EXPRESSION OF INTEREST FOR MARKET RESEARCH: PRIORITY MARKETS OUTSIDE THE EU - WINE](#)
- Enquires can be sent through the EU Wine and Spirits Fund Desk on the following email: EUWine.Project@namc.co.za
- All applications will be treated with strict confidentiality.
- Applications will be assessed on a first-come, first-served basis by the Fund Assessment Committee (FAC).
- The closing date for applications is on the 3rd of November 2026.

QUERIES AND REQUESTS FOR ADDITIONAL INFORMATION

For any queries or additional information, please contact our support team at the NAMC: EU Wine Desk at EUWine.Project@namc.co.za. We are here to assist you throughout the application process.

Join us in transforming the wine and spirits industry and unlock the full potential of wine markets for South Africa's Wine. Apply now and embark on a journey of growth and success.

National Agricultural Marketing Council (NAMC)
www.namc.co.za
012 341 1115

