

CAPE TOWN

04 - 23 JANUARY, 2027

South Africa

“Export Management in Winery Business” Winter School

Step outside the classroom and experience international business where it really happens. During this two-week programme in Cape Town and the Western Cape, you will explore the South African wine industry from an export and international business perspective.
You will visit leading companies and wineries, meet professionals and discover how South African businesses develop products, build brands and compete in international markets.

The programme combines company visits, interactive sessions and real-world experiences. You will visit some wineries, gaining first-hand insight into export strategies, international sales, marketing, logistics, sustainability and doing business across borders.

International business does not exist in a vacuum. To understand South African companies and their place in the global market, you also need to understand the country itself. Through cultural visits, museums and experiences across Cape Town and the Western Cape, you will gain insight into South Africa's complex history, diverse cultures and social and economic development. A township experience offers insight into entrepreneurship, communities, inequality and opportunity, while a safari connects business to themes such as sustainability, conservation and responsible tourism.

Throughout the programme, you will work on a practical Export Business Challenge, applying what you learn during company visits and excursions to develop your own international export strategy.

The program starts online so you can travel to South Africa the first week. You'll have two weeks onsite for all business activities, cultural visits and the safari.

6 ECTS



PROGRAM INCLUDES:

Daily planned activities & classes to several wineries and vineyards, slum tour to the Townships of Cape Town, Safari Big Five tour and several activity lunches.

BELCO EDUCATION

750 € / person

***Flight and accommodation is not included in the Package Price**

CITY OF CAPE TOWN ISIXEKO SASEKAPA STAD KAAPSTAD

APPLICATION DEADLINE
15 DECEMBER, 2026
6 ECTS

Register at:
info@belcoeducation.com
accelerationacademy@fontys.nl