

**VINE AND WINE
WORLD TRADE FORUM**

3 October 2023 / Dijon, France

**WHAT FUTURE FOR THE INTERNATIONAL TRADE
OF VINE AND WINE PRODUCTS?**

*Between sustainability challenges
and non-tariff measures*

FULL PROGRAMME

📍 Palais de Ducs - Salle des Etats
94 rue de la liberté
21000 Dijon



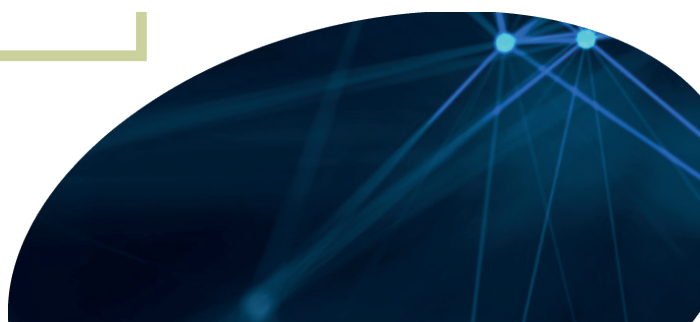
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WHAT FUTURE FOR THE INTERNATIONAL TRADE OF VINE AND WINE PRODUCTS?

Between sustainability challenges and non-tariff measures

- Born from the observation that the vitivinicultural sector is increasingly impacted by the implementation of non-tariff measures (NTM), this forum aims to provide a view of international trade experts on the potential impacts of these measures.
- It is observed that there are a large number and different types of measures that can positively or negatively affect trade in the sector. Barriers, tools for sustainable development or sources of increased transparency are quite often little known and studied measures.
- On this basis, the objective of this forum will be to feed an action plan in trade development with a focus on non-tariff measures, by monitoring and studying them to reduce the barriers to international trade in vine and wine products.
- By bringing together representatives of major international trade organisations, private sector players, scientists and ambassadors, we aim to create a discussion forum to facilitate exchanges on these topics. It will also be an instance in which to find new development opportunities in the sector, its players and stakeholders.





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8:15 - 8:40 REGISTRATION

8:45 - 9:15 OPENING SESSION

Speakers

Pau Roca,

OIV Director General

Olivier Becht,

France Minister for Foreign Trade and Attractiveness

Jean-Marie Paugam,

WTO Deputy Director General

9:15 - 9:30 FRAMEWORK AND ISSUES OF THE DAY / EXPECTATIONS OF THE ACTION PLAN

9:30 - 10:45 SESSION 1 ROUND TABLE

NON-TARIFFS MEASURES: BARRIERS OR CATALYST TO THE VINE AND WINE TRADE?

The line between a trade facilitation measure and a barrier to international trade is sometimes difficult to identify and evaluate. Understanding the technical and political vision behind the implementation of these measures is therefore essential to anticipate the impacts of these NTMs.

This session will be presented in the form of a round-table discussion with representatives from the different regions mentioned.

Speakers

Sarquis José Buainain Sarquis, Brazil Ambassador to the International Economic Organizations in Paris

Dan Mullaney, Senior Fellow, the Atlantic Council / Former Assistant US Trade Representative for Europe and the Middle East

Sofia Boza, Ambassador, WTO Permanent Representative of Chile

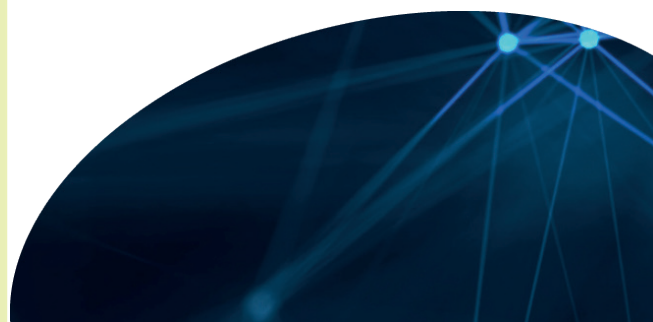
Morgen McLaughlin, Willamette Valley Wineries Association Executive Director. Wine Origins Alliance

Moderator

Christophe Rames, Former Minister Counsellor, EU Mission to the WTO

10:45 - 11:15 COFFEE BREAK

Sponsored by FIVS





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11:15 - 12:30 SESSION 2

HOW TO CONCILIATE SUSTAINABILITY OBJECTIVES AND TRADE FLUIDITY?

Social, environmental and economic issues are increasingly present in the world with significant impacts in the development and trade of different sectors, and the vine and wine sector is not exempt from these issues and challenges.

NTMs are often an important help/support for achieving sustainable development goals, to meet to the issues of resilience, climate change, among others With this focus on trade, the difficult conciliation between environmental issues and trade fluidity will be discussed.

Presentations:

- The role of trade policy in fighting climate change
- Climate and Trade: the Main Issues in Brief
- What is the industry doing to reconcile environment and trade?

Speakers

Dora Correia, DG Trade European Union Director

Marc Vanheukelen, WTO Former EU Climate Ambassador

Darya Galperina, Pernod Ricard International Public Affairs Director

Moderator

Nicolas Ozanam, FEVS Director General

12:30 - 12:45 GROUP PHOTO

12:45 - 14:15 LUNCH COCKTAIL

Sponsored by Moët Hennessy

14:15 - 15:30 SESSION 3

HOW TO BUILD BETTER TOOLS TO ASSESS THE IMPACT OF NTMs AND MITIGATE SPECIFIC BARRIERS OF THE VINE AND WINE SECTOR?

The main challenge surrounding these measures is their identification, monitoring and evaluation of their impacts. Econometricians are developing several models to determine the potential impacts of these NTMs. However, the intense need for data in the vine and wine sector requires deeper analysis investigation.

This session will explore existing tools to track these NTMs, initial impact studies on the sector, and development opportunities for vitivinicultural products.

Presentations:

- Assessing the effects of non-tariff measures on prices and trade volumes
- Presentation of the platform TRAINS, identifying NTMs around the world
- Quantifying the economic cost of NTMs, company perspectives

Speakers

Ursula Hermelink, ITC Head of programme on NTM

Laura Gelezuinas, FIVS Deputy Head of Secretariat

R. Peters, UNCTAD Trade Analysis Branch Division on International Trade and Commodities Chief

Giacomo Moroni, Moët Hennessy Global Public Affairs Coordinator

Moderator

Pauline Vicard, ARENI Global Co-founder and Executive Director





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15:30 - 16:00 COFFEE BREAK

Sponsored by FIVS

16:00 - 16:30 SESSION 4

DEFINITION AND ESTABLISHMENT OF AN ACTION PLAN

- Guidelines to strengthen collaboration between OIV and all intergovernmental organisations involved on trade and economic issues.
- Recommendations to address the main obstacles to international trade in vine and wine products identified during the day.
- Set for 2025 (date of the next WVVTF) goals on the reduction of barriers to international trade in vine and wine products.
- OIV regulatory role definition and establishment of effective standards for the sector.

Rapporteur

Jacques Olivier Pesme, Wine Research Centre - The University of British Columbia Director

16:30 - 17:00 CLOSING CEREMONY

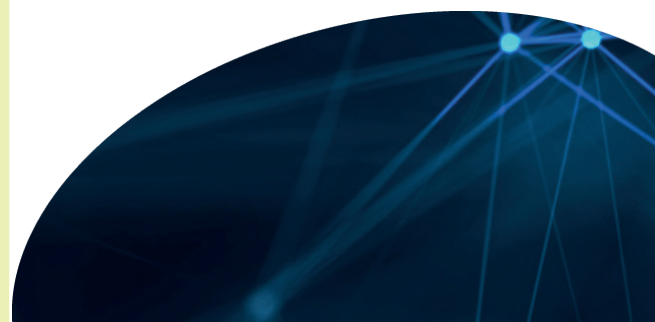
Closing remarks

John Barker,

OIV Director General Elect

17:15 - 19:00 WINE TASTING

Sponsored by Wine Origins Alliance



The OIV is the intergovernmental organisation of a scientific and technical nature of recognised competence for its work concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products. It is composed of 50 Member States.

The OIV's main objectives are to:

Inform its Member States of measures concerning producers, consumers and other players in the vine and wine products sector.

Assist other international organisations, especially those which carry out standardisation activities.

Contribute to the international harmonisation of existing practices and standards, improving the conditions for producing and marketing vine and wine products, and helping ensure that the interests of consumers are taken into account.

These objectives are carried out by four commissions and two sub-commissions:

- Viticulture (and sub-commission of Table grapes, Dried grapes and Unfermented products)
- Oenology (and sub-commission of Methods of Analysis)
- Economy and Law
- Safety and Health

+500
Experts

Independent professionals of the sector that contribute to the research and publications

50
Member States

Countries responsible for most of the production and consumption of wine in the world

18
Observers

non-Member States, organisations, regions or territories

87%

Global Wine Production

71%

Global Wine Consumption

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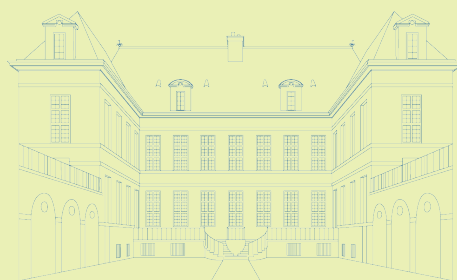
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