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FIVS AUTUMN MEETING

September 27-29, 2009

Cape Town, South Africa

To Be Held at the Westin Grand Cape Arabella Hotel

September 22, 2009 Version

Programme Description

For most in the trade, the trading environment has become more difficult over the past year. Tough economic conditions have in turn shaped new and existing government affairs positions and initiatives. We examine how the public policy landscape for the industry has changed.

Topics covered at the conference include:

- How the global financial crisis is affecting the alcohol beverage trade in South Africa and elsewhere
- The many forms trade barriers are taking (*e.g.*, certifications procedures, traceability, non-tariff barriers, etc.)
- Labeling proposals (*e.g.*, “green” labeling, health warning, etc.)
- Increases in excises as governments search for new sources of revenue and seek to address irresponsible consumption

We also examine:

- What are FIVS members and others currently doing in response to the situation?
- What should FIVS be doing in the future?

Please note that conference attendees are welcome to attend all parts of the meeting unless otherwise indicated.

Schedule

Sunday, September 27, 2009

Excursion to South African Wine Country

Monday September 28, 2009

8:00-8:30

Registration

Pre-Programme

8:30-10:15

Meeting between FIVS and the World Wine Trade Group (WWTG)

This discussion session will address issues of common concern for members of both groups. This part of the programme is open to all participants of the FIVS conference.

Coffee Break

10:15-10:25

Welcoming Remarks by Jim Finkle, President of FIVS

10:25-10:30

Welcoming Speaker

10:30-11:00

- Introduction: Riaan Kruger, Chief Executive Officer (CEO), South African Liquor Brandowners Association (SALBA) (confirmed)
- Michael Fridjhon, Visiting Professor of Wine Business, Graduate School of Business, University of Cape Town, "After the Global Financial Crisis -the Wine and Spirits Industry and the New World Order" (confirmed)
- Discussion

Setting the Stage – The Trading Environment

This panel provides the background concerning today's challenging business environment.

11:00-12:00

- Moderator: Lamberto Vallarino Gancia, President, Comité Européen des Entreprises Vins (CEEV) (confirmed)

- Su Birch, CEO, Wines of South Africa (WOSA), “What is happening in the South African Wine Trade and Industry” (confirmed)
- Jim Finkle, President, FIVS, “What Tough Economic Conditions Mean for the Area of Public Policy” (confirmed)
- Discussion

12:00-13:30 – Lunch

Sustainability

Companies and associations in the alcohol beverage industry are increasingly conducting business in “green” fashion. Businesses are seeking to win on both fronts – produce in more environmentally friendly fashion while realizing cost savings. FIVS has been at the forefront in industry initiatives in this area.

13:30-15:15

- Moderator: Andries van Tonder, South African Liquor Brandowners Association (SALBA) (confirmed)
- Jacques Rossouw, Environmental Manager, Distell, “The Development of a Sustainability Program in South Africa” (confirmed)
- Lee Griffin, Brand & Marketing Director, Stellar Organic Winery, “Green Labeling Requirements and Developing Trends” (confirmed)
- Linda Lipparoni, Chief Executive Officer, Wine Industry Ethical Trade Association (WIETA), “Sustainability Beyond Social Standards Compliance” (confirmed)
- FIVS Foresee Update – Tony Battaglione, Director, International & Regulatory Affairs, Winemakers Federation of Australia (confirmed)
- Discussion

Coffee Break

15:15-15:30

Featured Presentation on European Wine Reform

15:30-16:00

- Moderator: Jean-Jacques Delhaye, Secretary General, Belgian Federation of Wines and Spirits (confirmed)
- Astrid Lulling, Member of the European Parliament from Luxembourg (MEP) (confirmed)

Labeling

We have seen developments in all areas that touch on labeling -- allergens, health warnings, ingredients, traditional terms and nutrition. At the same time, new approaches to labeling can inform consumers better and yet cut costs as new ways to communicate are adopted. FIVS has sought to ensure that labeling laws are clear and not burdensome and has cooperated with international organisations in this area.

16:00-17:15

- Moderator: Andreas Clark, Trade Manager, Australian Wine & Brandy Corporation (confirmed)

- Bill Nelson, President, WineAmerica, “Traditional Terms: A Third Country Perspective” (confirmed)
- Willem Kool, Assistant Director, International Organisation of Legal Metrology (OIML), “An OIML Perspective” (confirmed)
- Karen Welch, International Trade and Regulations and Rulings Presidential Management Fellow, Alcohol and Tobacco Tax and Trade Bureau, U.S. Treasury Department, “Updates on Labeling including Changes to U.S. Organics Labeling Rules” (confirmed)
- Discussion

Closing Remarks by Jim Finkle, President of FIVS

17:15-17:20

Gala Dinner

- Time: 19:30
- Bus Leaves at 18:30
- Venue: Flag Stone Winery, Wine Cellar
- Sponsored by Constellation Wines – South Africa
- Dress: Smart Casual (note the cellar may be cool)

Tuesday, September 29, 2009

Breakfast Meeting on Customs Issues (FIVS Members Only)

8:00-9:00 – Venue to Be Confirmed

Welcoming Remarks by Jim Finkle, President of FIVS

9:00-9:10

Trade Agreements & Barriers

There may yet be a renewed push to conclude the Doha trade talks successfully. Unsure of the outcome, countries are pursuing bilateral and regional trade liberalisation measures.

Trade agreements are addressing the increase in trade barriers (*e.g.*, certification procedures, traceability requirements, and changes to the customs classification system). These measures are challenging FIVS members when they can least afford it.

9:10-10:10 – Trade Agreements

- Moderator: Ralf Peter Müller, Verband Deutscher Sektkellereien E.V. (confirmed)
- Joanna Hamilton, Executive Officer, Food Trade and Quarantine Section, Office of Trade Negotiations Australian Government Department of Foreign Affairs and Trade, “Multilateral Efforts to Liberalise Trade: An Australian Perspective” (confirmed)
- Sandra Bellew, Senior Counsel (International), Office of Chief Counsel, Alcohol and Tobacco Tax and Trade Bureau, U.S. Treasury Department, “Memoranda of Understanding (MOUs): Aims, Elements and Goals” (confirmed)
- Discussion

10:10-10:40 – Trade Liberalisation – The World Wide Web

As part of the trade liberalisation process, we are witnessing the dissemination of information in all forms as never before through the internet. This session covers FIVS activities in this regard and other technological innovations.

- Introduction: Kristy Newland, Trade and Regulatory Affairs, New Zealand Winegrowers (confirmed)
- Demonstration of FIVS websites
- Discussion

Coffee Break

10:40-10:55

10:55-12:00 – Trade Barriers

- Moderator: Gordon Burns, President & Technical Director, ETS Laboratories (confirmed)
- Michel-Laurent Pinat, General Director, Association Française des Eleveurs, Embouteilleurs et Distributeurs de Vins et Spiritueux (AFED) “Initiative for Policy Dialogue (IPD)—A Way to Address Trade Barriers?” (confirmed)

- Elizabeth van Renen, Director: International Trade, South African Department of Agriculture, Forestry and Fisheries, “Enhancing Trade in Southern Africa” (confirmed)
- Discussion

12:00-13:30 – Lunch

Social Aspects

Companies and associations have developed socially responsible programmes to address irresponsible consumption of alcohol beverages. This panel covers some of the constructive activities by FIVS members and others.

13:30-14:45

- Moderator: Francis Clottu, Association Suisse des Vins et Spiritueux (confirmed)
- Adrian Botha, Public Affairs Consultant and Consultant to the Industry Association for Responsible Alcohol Use (ARA), “World Health Assembly Global Alcohol Strategy – A South African industry perspective” (confirmed)
- José Ramón Fernández, Secrétaire Général, Comité Européen des Entreprises Vins (CEEV), “Wine in Moderation: the CEEV’s Approach” (confirmed)
- Presentation of FIVS Initiatives: FIVS-Assure
- Discussion

Coffee Break

14:45-15:00

Contributions of the Wine Industry to the Economy

FIVS members and others have produced studies that evaluate the contributions of the alcohol beverage industry to the economy. Such papers have shown how the alcohol beverage industry provides jobs, generates revenue and encourages sourcing from other industries. Restrictions on the trade threaten to create ripple effects that may undermine recovery efforts. The session will focus on two studies - one conducted in the United States and another in New Zealand - on the contributions of the wine sectors.

15:00-16:00

- Moderator: Dan Paszkowski, President, Canadian Vintners Association (confirmed)
- Jim Trezise, President, The New York Wine and Grape Foundation (confirmed)
- John Barker, Manager, Policy and Membership, New Zealand Winegrowers (confirmed)
- FIVS Activity in this Area
- Discussion

The Next FIVS Conference: Brussels, Belgium – March 2010

16:00 - 16:10

Jean-Jacques Delhay, Secretary General, Belgian Federation of Wines and Spirits (confirmed)

Closing Remarks

16:10– 16:15

Closing Remarks: FIVS President Jim Finkle

FIVS General Assembly (FIVS Members Only)

16:15 - 17:00

Closing Reception

17:00 – 18:30