The Evolving International Trade Agenda: Implications for the Alcohol Beverage Industry

Governments are pursuing initiatives to liberalise trade at a dizzying pace as part of an effort to jump-start their economies. At the same time, some governments are attempting to curtail access to alcohol beverages because of societal concerns. On the Monday, the 2014 FIVS Public Policy Conference will focus primarily on international efforts to “expand the pie,” in the trade arena, while on the Tuesday we will review challenges in the two other key areas of focus for FIVS - responsible consumption and sustainability - with some discussion of consumer concerns. After each session, those leading FIVS Working Groups will briefly review plans for the coming year to address critical matters in these four areas.

Trade: As multilateral talks have lagged, governments have sought to conclude international pacts to provide opportunities for their companies. While many of the resulting trade initiatives have complemented one another, some overlap and conflict among initiatives have emerged, making matters confusing. Initiatives are being conducted on all levels - multilaterally, regionally and bilaterally - and have implications for all aspects of the alcohol beverage trade, including tariffs, labeling, and transportation.

- **Multilateral:** In its efforts to promote the liberalisation of global trade, the World Trade Organisation (WTO) held a [Ministerial in Bali](#) in December 2013. These first major talks under the new Director General, Roberto Azevedo, were successful in gaining agreement to move ahead with an agenda focusing on trade facilitation.

- **Regional:** Governments have turned toward concluding regional agreements largely as a response to the inability to make significant progress on the multilateral front. Notable regional initiatives which seek to promote good regulatory practices and eliminate barriers to trade include the [Wine Regulators Forum](#), under the auspices of the [Asia Pacific Economic Cooperation’s (APEC) Sub-Committee on Standards and Conformance (SCSC)](#), a forum for governmental officials, and the [Trans-Pacific Partnership (TPP)](#), a “high standard” free trade agreement among twelve Pacific Rim countries.

- **Bilateral initiatives** have been at the forefront of efforts to liberalise trade around the world, including the [Transatlantic Trade and Investment Partnership (TTIP)](#), the [European-Canadian Free Trade Agreement](#) and many others.

- **Country Profiles:** As always, there are trade and trade-related issues involving certain markets.
**Responsible Consumption:** The World Health Organisation (WHO), the Organisation for Economic Cooperation and Development (OECD) and other international organisations are increasingly framing how societal concerns should be considered within a trade context. Companies and associations are also developing sophisticated socially responsible programs promoting the consumption of alcohol beverages in moderation.

**Sustainability:** National industries and governments are seeking to harmonise approaches in many areas, such as climate change, air quality, social and community responsibilities, and waste management.

*Please note that presentations can be found on the Member's Only section of the 2014 FIVS Public Policy Conference Page.*

### Sunday, 6 April

Conference attendees in town on the Sunday evening are invited to join us for dinner at a near-by restaurant, although everyone will pay their own way.

- **Venue:** Hotel Lobby at 19h00
- **Confirmation:** Please indicate [HERE](#) if you plan to join us.

### Monday, 7 April

**8:00-8:45**  
FIVS Scientific & Technical Committee (*FIVS Members Only*)

- **Venue:** Hotel Bristol Stephanie, Breakfast Room (Reserved Space In the Bar Area)
- **Material:** Background material for this session can be found on the Member's Only section of the 2014 FIVS Public Policy Conference Page.

**8:30-9:00**  
Registration

- **Venue:** Hotel Bristol Stephanie, Ambassador & Diplomat Rooms

**9:00-9:15**  
Welcoming Remarks & Introduction

- **Jim Finkle,** *FIVS* President

**9:15-10:15**  
Multilateral Trade Negotiations

This panel provides the global context, reviewing multilateral trade liberalisation efforts, especially those coming out of the December 2013 WTO Ministerial in Bali.

**DISCUSSION LEADER:** Michael Maher, General Counsel, *Jackson Family Wines*

- **Bernard Kuiten**, Head of External Relations, *World Trade Organisation (WTO)*, Information and External Relations Division, “Moving Ahead after the Doha Meeting”
• Ralph Carter, Managing Director, Trade and International Affairs, FedEx Express, “Trade Facilitation - Shrinking the World Even More”
• Mark Baker, Head, Global Trade and Regulatory Affairs, DIAGEO, “Carve-outs in Trade Agreements”

10:15-10:40  Multilateral Level - The Challenge of Counterfeiting

Counterfeiting has become an international enterprise, impacting all categories of alcohol beverages. How does the industry try to stay “one step ahead”?

SESSION CHAIR: Bruno Kessler, President, Anivin de France

• Patrick Eischen, Chief Executive Officer, Selinko, “Technology Trends to Battle Global Counterfeiting”

10:40-11:00  Coffee Break

11:00-12:00  Regional Initiatives - Breaking out Around the World

There are many efforts around the world to simplify and harmonise regulations and to promote trade across regions. What are these efforts and what do they mean for the trade?

SESSION CHAIR: Jacques Fleury, CEO, Château Mukhrani

• Georgina Losada, International Affairs, The National Argentine Institute of Vitiviniculture, “Mercosur Trade Initiatives”
• Mauricio Garcia-Perera, Institutional Relations, Cetto Wines / Mexican Council of Vintners and Grape Growers, “The Trans-Pacific Partnership Talks: An Update - A Mexican Perspective”

12:00-14:00  Lunch

14:00-14:30  The International Organisation of Vine & Wine (OIV)

The OIV is at the center of developments affecting the wine sector.

SESSION CHAIR: Frithjof Nicolaysen, Vice President, Arcus Gruppen


14:30-15:45  A Web of Agreements

Bilateral trade pacts have been at the forefront in liberalising commerce around the world, especially with questions about the likelihood of progress on other fronts. After reviewing the proliferation of agreements in the Asia Pacific region, we examine some key bilateral initiatives, with a European focus.
SESSION CHAIR: Campbell Evans, Director of International Affairs, Scotch Whisky Association

- John Barker, General Counsel, New Zealand Winegrowers, “A Catalogue of Asian Pacific Trade Initiatives”

The Transatlantic Trade and Investment Partnership (TTIP) & the EU-Canada Free Trade Agreement

- John Clarke, Director International Bilateral Relations, DG AGRI, European Commission
- Elena Bryan, Senior Trade Representative, U.S. Mission to the European Union
- Jordan Khan, International Trade Policy Analyst, Department of Foreign Affairs, Trade and Development Canada

15:45-16:05 Coffee Break

16:05-16:45 Country Focus

This panel will focus on trade and trade-related developments in the case of two key markets.

SESSION CHAIR: Sophie Pallas, Executive Director, Oenoppia

- Sylvain Naulin, Policy Officer, Comité Européen des Entreprises Vins (CEEV), “EU Market Access Strategies: Fighting Barriers to Trade”

16:45-16:50 FIVS Working Group Wrap Up - Meeting the Challenges in the Trade Arena

16:50-17:00 Closing Remarks

- Jim Finkle, President, FIVS

17:00-18:30 Reception

- Venue: Hotel Bristol Stephanie, Embassy Room

Free Evening

Conference attendees without plans for the evening are invited to join us for dinner at the Chou de Bruxelles, although everyone will pay their own way.

- Venue: Hotel Lobby at 19h15
- Confirmation: Please indicate HERE if you plan to join us.
- Restaurant’s Location: Chou de Bruxelles, Rue de Florence 26, Brussels (View Map)
Tuesday, 8 April

8:00-8:45  FIVS Working Group on Customs Matters (*FIVS Members Only*)
- **Venue:** Hotel Bristol Stephanie, Ambassador & Diplomat Rooms

8:30-9:00  Registration
- **Venue:** Hotel Bristol Stephanie, Ambassador & Diplomat Rooms

9:00-9:10  Welcoming Remarks
- **Jim Finkle**, President, FIVS

9:10-10:20  The Moderate Consumption of Alcohol Beverages - International Policy Developments
Panelists offer an update on the work of critical international efforts being undertaken in this area either by international bodies, national governments or by the industry writ large.

**SESSION CHAIR:** Geert Van Lerberghe, Director General, Belgian Federation of Wines & Spirits
- **Samir Zakhari**, Senior Vice President, Office of Science, Distilled Spirits Council of the United States (DISCUS), "The Health Effects of Alcohol Consumption & Policy Implications"
- **Jan Stiehle**, Managing Director, Stiehle Consulting, "WHO - Global Developments of Interest to the Industry"
- **Laure Alexandre**, Director - Spirits and Society spiritsEUROPE, “Joint Action to Reduce Alcohol Related Harm: Challenges to the Concept of Responsible Drinking”
- **Csaba Bátyi**, Head Of Alcohol Policy, DIAGEO, “EU Action Plan on Youth and Binge Drinking and the EU Alcohol Related Harm Strategy Review”

10:20-11:00  The Moderate Consumption of Alcohol Beverages - Roundtable Discussion
Panelists will discuss one *key initiative* about how they are approaching well-known areas, such as underage drinking, drink driving and alcohol marketing, followed by a “roundtable” discussion with the audience.

**DISCUSSION LEADER:** Stylianos Filopoulos, Director, Wine in Moderation (WIM)
- **Paul Evans**, Chief Executive, Winemakers’ Federation of Australia
- **Susana Garcia Dolla**, Vice Secretary General, Federación Española del Vino

11:00-11:05  FIVS Working Group Wrap Up - Meeting the Challenges in the Social Aspect Arena

11:05-11:20  Coffee Break
11:20-12:10    Monday Redux

These speakers were unable to join their respective panels on Monday, so we will hear from them today.

SESSION CHAIR:  Roxan Hooshangi, Trade Commissioner (Agriculture and Agrifood), Mission of Canada to the European Union

- James Wiblin, Director, Australian Department of Foreign Affairs and Trade, The Trans-Pacific Partnership Talks: An Update
- Tony Battaglene, General Manager, Strategy & International Affairs, Winemakers’ Federation of Australia, “A Holistic Strategy to Address Trade Restrictive Labeling Issues”

12:10-12:15    FIVS Working Group Wrap Up - Meeting the Challenges in the Consumer Arena

12:15-14:00    Lunch

14:00-14:30    FIVS Presidential Address

- Jim Finkle, FIVS President, “2014 Presidential Address: What is the Key to FIVS’ Success?”

14:30-15:15    Sustainability - International Developments

Panelists offer an update on the work of critical international efforts being undertaken in this area either by international bodies or by the industry writ large.

SESSION LEADER:  Steve Guy, General Manager, Wine Australia

- Florence Scarsi, Policy Officer, French Ministry for Ecology, Sustainable Development and Energy, “Environmental Sustainability in the Food Chain - Recent Developments in France”
- Peter Czaga, DG Environment, Unit A1, Eco-innovation and Circular Economy, European Commission, “The EU Environmental Footprint Pilot Case”

15:15-15:30    Coffee Break

15:30-16:45    Sustainability - Roundtable Discussion

This informational session provides participants the opportunity to share ideas about activities that are currently underway in the area of sustainability around the world and in different industries. Participants will discuss one key initiative (five minutes for each speaker) followed by a “roundtable” discussion with the audience.

DISCUSSION LEADERS:  Stefano Stefanucci, Coordinator, Unione Italiana Vini (UIV) & Chris Savage, Senior Director, Global Environmental Affairs, E. & J. Gallo Winery

- Caroline Shaw, Executive Vice President, Jackson Family Wines
- Kurt Moore, Chief Executive Officer, South African Liquor Brandowners Association (SALBA)
- Richard Heathcote, Sustainable Development Manager, European Cider and Fruit Wine Association (AICV)
- Adeline Farrelly, Secretary General, European Container Glass Federation (FEVE)
16:45-16:50   FIVS Working Group Wrap Up - Meeting the Challenges in the Sustainability Arena

16:50-17:00   Future FIVS Meetings

17:00-17:10   Closing Remarks
   -  Jim Finkle, President, FIVS

20:00-23:00   Gala Dinner at the Bristol Stephanie
   -  Venue: Hotel Bristol Stephanie, Consulate Room
   -  Dress code: Business Attire
   -  Honoree: Federico Castellucci, Former OIV Director General

2014 FIVS Public Policy Conference - Detailed Programme

Wednesday, 9 April

- FIVS Members Only -

9:30-12:30   FIVS General Assembly - Working Session
   -  Venue: Comité Européen des Entreprises Vins, Avenue des Arts 43 (5th floor), Brussels (View Map)
   -  Material: Background material for the General Assembly will be posted on the Member’s Only section of the 2014 FIVS Public Policy Conference Page.

END OF CONFERENCE