

# History of the World Wine Trade Group and its Achievements

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# Origins

- Established in 1998
- Like-minded wine-producing economies
- Mutual interest in facilitating international trade in wine



# Members

Argentina

Australia

Canada

Chile

Georgia

New Zealand

South Africa

United States of America







# Structure

- 
- Collaboration
    - Industry sector
    - Regulators
    - Trade Ministries
  - No permanent secretariat
  - Rotating Chair



# Meetings

- Annual meeting in economy of current Chair
- Intersession meeting (Brussels)
- Government and industry sectors meet together and separately
- Observers
- Invited speakers





# Focus

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- Information sharing
  - Joint action to remove trade barriers
  - Discussion on regulatory issues in markets
  - Agreements to facilitate trade between members




# Benefits of Membership

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- A photograph of a wine cellar with several wooden barrels resting on metal stands. The walls are made of brick and stone, and the lighting is warm and dim. The text of the list is overlaid on this image.
- Market access
  - Regulatory best practice
  - Joint approaches to common trade problems
  - Transparency and knowledge sharing





# Strengths

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- Trust and goodwill
  - Agreed baseline and goals
  - Stakeholder involvement
  - Low cost/flexible structure
  - Facilitation, not negotiation





# Achievements



# 2001: Agreement on mutual acceptance of oenological practices

**Wine made according to rules of producing member economy accepted by all other members**

- WTO consistency
- Health and safety protected
- No additional certification
- New practices subject to notification





# 2007: Agreement on requirements for wine labelling

## Single 'market' label for all destinations

- Alignment of common mandatory information
- Flexibility on other mandatory information
- Other descriptive information permitted
- Nothing misleading or deceptive





# 2010 Memorandum of Understanding on Certification

- No routine certification or analysis for imports
- Health and safety, legitimate concerns protected
- WTO/Codex consistency encouraged
- Commitment to exchange of information on maximum residue limits



# 2013 Protocol to 2007 labelling agreement

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- Alcohol tolerance
  - Vintage
  - Variety
  - Wine region

# 2014 Tblisi Statement on Analytical Methodology and Regulatory Limits

Avoid unnecessary analysis

Consider relevant existing standards

Regulatory cooperation

Common system of units

Harmonise expression of regulatory limits

Harmonise expression of analytical results

Specify method for analytical levels

Accreditation of laboratories

Validation of test methods

Authentic samples

Measurement uncertainty



# On-going Priorities

- Arrangement on anti-counterfeiting and data exchange
- Market access facilitation for trade samples
- Harmonising MRLs
- New Members

# Thank you for your attention

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