

2018 FIVS Hawaii Meetings

08-09 October 2018

Honolulu, Hawaii, United States

To be held at the [DoubleTree by Hilton Hotel](#)

Programme Description

The Asia-Pacific is quickly becoming one of the most significant regions for the alcohol beverage industry. The rapid numerical growth of those with disposable income in this region combined with its strategic business importance have attracted many seeking to develop market opportunities. The 2018 FIVS Hawaii Meetings will focus on this evolving marketplace and the most relevant changes in its regulatory environment. These meetings will be held in advance of the [Asia-Pacific Economic Cooperation's](#) (APEC) [Wine Regulatory Forum](#) (WRF - a public-private partnership that seeks to reduce barriers to trade in wine among the 21 APEC economies) on 10 and 11 October.

We will examine key issues through the lens of sustainability's "triple bottom line":

- **Economic**: How is the industry within the Pacific region recalibrating its vision for international trade, especially in light of the U.S. withdrawal from the Trans-Pacific Partnership (TPP) and the subsequent conclusion of negotiations for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)? What changes are being considered by governments in the case of certification procedures, traceability requirements, labelling provisions, and non-tariff barriers?

- **Environmental**: What are the environmental pressures that will influence the regulation of the alcohol beverage industry in the Asia-Pacific? How will the resulting rules affect the production, transportation, and sale of products?

- **Social**: How is the industry promoting responsible consumption and seeking to advance societal aims?

As we often do, we will review how FIVS is engaged now and in the future.

*Detailed Programme***Sunday 07 October****20:15-22:30 INFORMAL DINNER**Venue: [Tiki's Grill](#)

Attendees are invited to join us for dinner although everyone will pay their own way. We will meet in the lobby of the Double Tree Hotel at 19:30 to go to the restaurant (25 minutes by foot).

Monday 08 October**08:00-09:15 ENVIRONMENTAL SUSTAINABILITY WORKING GROUP BREAKFAST**Venue: [DoubleTree by Hilton – Hotel Alana](#), Ilima Room**09:15-09:30 REGISTRATION**Venue: [DoubleTree by Hilton – Hotel Alana](#), Ilima Room**09:30-09:45 WELCOMING REMARKS & OVERVIEW OF THE MEETINGS**

- **Greg Hodson**, President, FIVS

09:45-10:15 OVERVIEW OF THE ASIA-PACIFIC MARKETPLACE

This session will cover the nature and trends of the wine business in the Asia Pacific region.

- **Mauricio García Perera**, Public and Regulatory Affairs Director, L.A. Cetto

10:15-10:45 COFFEE BREAK - *Sponsored by Barraket Stanton Lawyers***10:45-11:45 ECONOMIC SUSTAINABILITY – The Asia-Pacific Trade Front**

Recent events include the U.S. Government's withdrawal from the TPP, and the subsequent signing of the CPTPP by the remaining 11 countries. Some economies have concluded key pacts (e.g., the Japan-European Union Agreement) while others are in the process of renegotiating others (e.g., the North American Free Trade Agreement, the Regional Comprehensive Economic Partnership, the Pacific Alliance). This panel will assess the impact of trade agreement activity in areas such as certification procedures, traceability requirements, and non-tariff barriers to trade.

- **FACILITATORS:**

- **Charles Jefferson**, Vice President, Federal and International Public Policy, Wine Institute
- **Steve Guy**, General Manager, Market Access, Wine Australia

**11:45-12:30 ECONOMIC SUSTAINABILITY – An Overview of Labelling**

This interactive session will allow participants to share their views on recent developments in the labelling area (e.g., nutrition and ingredient labelling, biolabelling, ecolabelling, etc.) and discuss what these changes may mean for the industry and what role FIVS may continue to play.

- **FACILITATOR:**

- **Tim Ryan**, Senior Director, Regulatory Affairs and Compliance, E. & J. Gallo

12:30-13:45 LUNCH**13:45-14:45 ECONOMIC SUSTAINABILITY – Brainstorming Session on International Organisations – What is Next?**

There have been numerous government-industry bodies focusing on timely policy and regulatory issues for the industry. Notable entities include the APEC WRF, the International Wine Technical Summit (IWTS), Codex Alimentarius, the International Organisation of Vine and Wine (OIV), and the World Wine Trade Group (WWTG). We will examine how FIVS has interacted in all of these arenas and how it may need to adapt to the changing situation we will face over the next three to five years.

- **FACILITATORS:**

- **Jonathan Breach**, Head of Quality and Regulatory Affairs, Accolade Wines
- **John Thorngate**, Vice President, Operation and Technical Services, Constellation Brands

14:45-15:30 ENVIRONMENTAL SUSTAINABILITY - Pesticides and Phytosanitary Products - Global Regulations: A Key Challenge for the Industry in the Asia-Pacific

Producers are facing regulatory changes regarding the use of pesticides and other phytosanitary products. The resulting norms are influencing how producers make, transport, and sell their products. This panel will focus on key aspects in this area.

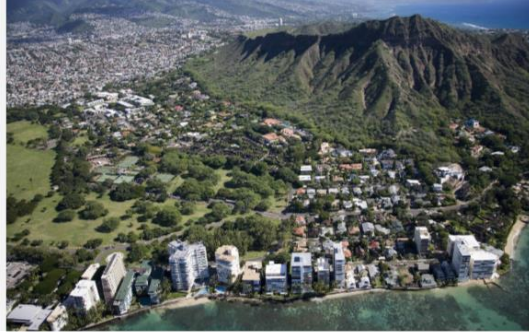
- **SESSION CHAIR:**

- **Gordon Burns**, President, ETS Laboratories

- **EXPERT COMMENTATORS:**

- **Katherine Bedard**, Director, International Public Policy, Wine Institute
- **Eric Wilkes**, Group Manager, Commercial Services, Australian Wine Research Institute

15:30-16:00 COFFEE BREAK - *Sponsored by ETS Laboratories*

**16:00-16:55 ENVIRONMENTAL SUSTAINABILITY – The Changing Landscape of Communication**

This session examines how the lines of communication in this area have changed dramatically over the past years. There are novel rules for how one communicates about environmental sustainability, a whole new set of stakeholders in the business world, and more modern platforms for sharing ideas. The FIVS Secretariat will show the FIVS new website, time permitting.

- **FACILITATORS:**

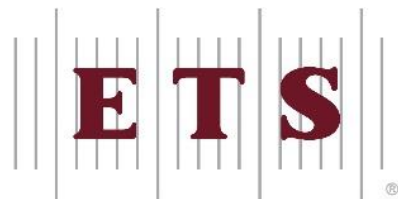
- **Chris Savage**, Senior Director, Global Environmental Affairs, E. & J. Gallo
- **Patricio Parra**, Research and Development Managing Director, Vinos de Chile

16:55-17:00 CLOSING REMARKS

- **FIVS Secretariat**

FREE EVENING

We would like to thank the following sponsors:



**Tuesday 09 October - Joint FIVS-APEC WRF Meetings****08:30-09:00 REGISTRATION**

Venue: [DoubleTree by Hilton – Hotel Alana](#), Pikake Room

09:00-09:20 WELCOMING REMARKS – INTRODUCING FIVS and the ASIA-PACIFIC WINE REGULATORY FORUM

For the Tuesday, FIVS will welcome many of the delegates from the Asia-Pacific Economic Cooperation's Wine Regulatory Forum (APEC WRF) where government officials and stakeholders focus on regulatory cooperation and the facilitation of the wine trade.

In its capacity as an international federation, FIVS's Tuesday programme will again focus on the overall sustainability of the global alcohol beverage industry by examining "hot topics" within sustainability's "three pillars." FIVS members welcome APEC delegates and will conduct the sessions primarily in a discussion format.

• SESSION CHAIRS:

- **Greg Hodson**, President, FIVS
- **Jamie Ferman**, Project Overseer, APEC WRF

09:20-09:35 INTRODUCTION OF PARTICIPANTS

Participants will briefly introduce themselves.

09:35-10:15 ECONOMIC SUSTAINABILITY – Breaking Down Trade Barriers

This session will focus on emerging impediments to commerce and the dismantling of trade barriers, such as sometimes occur in the case of winemaking additives, alcohol beverage labelling, certification proposals and food safety requirements. More specifically, how are key international organisations, such as Codex Alimentarius, and international industry bodies engaged in the trade arena?

• SESSION CHAIR:

- **Rachel Triggs**, General Counsel, Wine Australia

**10:15-10:45 COFFEE BREAK****10:45-11:30 SOCIAL SUSTAINABILITY – Health Aspects**

FIVS is committed to promoting moderate consumption and the responsible marketing and advertising of alcohol beverages. This session will cover industry initiatives such as Advertising and Marketing Guidelines, FIVS’s Partnership with Wine in Moderation (WiM), and innovative social responsibility programmes, such as the “*Sober Self Bot Phone App.*”

- **SESSION CHAIR:**
 - **Jeffrey Clarke**, General Manager Advocacy and General Counsel, New Zealand Winegrowers
- **EXPERT COMMENTATOR:**
 - **Michel-Laurent Pinat**, Secretary, French Association for Bottlers and Distributors

11:30-12:00 ENVIRONMENTAL SUSTAINABILITY – The Challenge of Climate Change

This session will feature the adoption of meaningful environmental sustainability programmes in the face of a changing planet. Examples include the development of sustainability principles in the areas of environmental practices and ethical trading and evaluating a product’s environmental footprint.

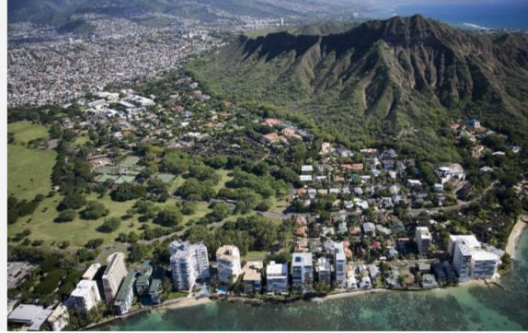
- **SESSION CHAIRS:**
 - **Chris Savage**, Senior Director, Global Environmental Affairs, E. & J. Gallo
 - **Patricio Parra**, Research and Development Managing Director, Vinos de Chile

12:00-12:10 OUR NEXT MEETINGS – 2019

- *2019 London Meetings (08 & 09 April)*: FIVS Working Group and Committee sessions will review progress in tackling key public policy developments.
- *2019 Geneva Meetings (11 & 12 July)*: These FIVS meetings will examine the role that international organisations, such as the World Trade Organisation, the World Health Organisation, and Codex Alimentarius play in shaping the global alcohol beverage sector’s economic, environmental, and social policies.

12:10-12:15 CLOSING REMARKS

- **Greg Hodson**



2018 FIVS Hawaii Meetings

08 & 09 October
Honolulu, Hawaii

12:15-13:30 LUNCH

Venue: [DoubleTree by Hilton – Hotel Alana](#), Pikake Room

14:30-16:00 TECHNICAL TOUR

Venue: [KoHana Hawaiian Agricole Rum](#)
Closed toe shoes required

19:00-21:00 GALA DINNER

Venue: [Duke's Waikiki](#)
Dress Code: Business Casual (no tie)

- END OF MEETINGS –

We would like to thank the following sponsors:



**Wine
Australia**