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PRESS RELEASE

WINE CMO REFORM: THE CEEV (« WINE COMMITTEE ») CALLS UPON THE WHOLE SECTOR AND THE MEMBER STATES TO SUPPORT THE DEEP REFORMS ESSENTIAL TO ENSURING THE EU WINE SECTOR'S COMPETITIVENESS.

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As genuine negotiation regarding the Wine CMO reform has just been launched in the framework of the Ministers of Agriculture meeting held on 26-27th September, the CEEV calls upon all stakeholders taking part in the negotiation (Member States, members of parliaments and professionals from the wine sector) to fully measure the importance of the deep reforms essential to ensuring the competitiveness and sustainable development of the EU wine sector.

The CEEV considers this reform as the very last opportunity for our sector to reinforce its competitiveness in an open international context. Yet, it is worried to notice that too many voices seem more inclined to maintain the current status quo than to build the future of the EU wine sector.

"It is most surprising that, after having criticized the current CMO for years and having unanimously pointed out, in various settings, its ineffectiveness in facing the challenges of international competition, most voices now constantly refer to it with a view to attacking the Commission's proposal", said Pau ROCA, President of the CMO Commission of the CEEV. "The Commission's proposal is without doubt a solid basis for negotiation. It needs to be improved, but its main trends are to be kept."

The CEEV – Comité Européen des Entreprises Vins – is the representative body of the EU industry and trade in wines: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. Its membership gathers 24 national associations. In 2006, EU wine exports totalled € 5.5 billion, contributing a net surplus of € 3 billion towards the EU's trade balance.

The European wine houses support the philosophy and aims of the common market organisation for wine reform proposed by the European Commission. The CEEV welcomes the European Commission's proposal, which represents a solid basis for negotiation. It will positively contribute and suggest improvements throughout the negotiations, with the sole aim of reinforcing the EU wine sector's competitiveness.

For more information

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