

PRESS RELEASE

Wine Reform: a key Seminar next 10th November in Taormina, Sicily.

Brussels, 6th November 2007 - MEP Giuseppe Castiglione, rapporteur for the Wine CMO Reform at the European Parliament, and the CEEV - Comité Européen des Entreprises Vins, organise a Seminar on "The Wine CMO Reform" next 10th November in Taormina, Sicily.

The aim of this Seminar is to provide a platform for dialogue and debate on the Wine CMO Reform process between the various leading stakeholders in the EU Wine *filière* and the EP Rapporteur, EC and EU Council Presidency.

This Seminar will be a timely and unique opportunity for an in-depth exchange of views between the EU institutions and the EU professionals on the Wine CMO reform, at a time when critical debates between involved institutions and decisions on the future EU Wine sector are being definitely profiled.

The program of the Seminar is enclosed.

Wine Reform: the very last opportunity to enhance the competitiveness of the EU Wine sector in an open international context.

The CEEV considers this reform as the very last opportunity for our sector to reinforce its competitiveness in an open international context. The current CMO has been unanimously criticized for years for its ineffectiveness in facing the challenges of international competition.

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 will call upon all stakeholders taking part in the negotiation (Member States, Members of Parliament and professionals from the wine sector) to fully measure the importance of the in-depth reforms essential to ensuring the competitiveness and sustainable development of the EU wine sector.

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.

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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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