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PRESS RELEASE

The Comité Européen des Entreprises Vins (CEEV) welcomes the signature of the Wine Accord between the EU and Australia.

This agreement between two of the main world wine producers and exporters is greeted as a true benchmark by the European companies in the sector.

Brussels, December 2nd, 2008. - The European Wine companies greeted the bilateral agreement on trade in wine between the EU and Australia on the occasion of its official signature on December 1st, 2008 in Brussels by Commissioner Mariann Fischer-Boel and the Australian Minister of Foreign Affairs, Stephen Smith.

This agreement came to replace that of 1994 by completing it so that it now represents the most comprehensive bilateral agreement on Wine concluded by the EU with its main trade partners. At the image of the European rules for the sector, the agreement indeed covers numerous aspects concerning the elaboration, the presentation, the labeling and the marketing of wines.

"This agreement represents an important improvement for the protection of the geographical Indications because it brings a major wine producing country such as Australia to recognize all the Geographical Indications of European wines, to stop in one year all the remaining usurpations, and also to recognize the principle and a part of our traditional expressions", declared Louis Régis Affre, President of CEEV's External Trade Commission.

This agreement, which will allow the parties to intensify their strategic dialogue to facilitate the development of the wine business and sector at world level, is from now on the reference of the kind of bilateral agreement that the EU should presently look for with our other trade partners.

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Note to the Editors- The *Comité Européen des Entreprises Vins* (CEEV – "Comité Vins", www.ceeV.be) 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. With more than 7.000 companies, mainly SMEs, and over 200.000 direct jobs in the EU, the CEEV members produce and provide the great majority of EU wines, and account for more than 90% of European wine exports. With more than € 5.5 billion exports each year, the wine sector contributes a net surplus of € 3 billion towards the EU's trade balance.