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## PRESS RELEASE

### **The Comité Européen des Entreprises Vins (CEEV) welcomes the entry into force 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, August 31st, 2010.** - The European Wine companies welcome the entry into force of the bilateral agreement on trade in wine between the EU and Australia as from 1<sup>st</sup> September 2010.

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 Lamberto Vallarino Gancia, President of CEEV.

This agreement, which allows the parties to intensify their strategic dialogue to facilitate the development of the wine business and sector at world level, is now 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](http://www.ceeV.be)) represents the wine industry and trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. It brings together 24 national organisations. With more than 7.000 companies, mainly SMEs, and more than 200.000 direct jobs in the EU, its members produce and market the vast majority of quality European wines, with and without a geographical indication, and account for over 90% of European wine exports. With about 6 billion euros' worth of exports every year, the wine sector makes a contribution of 3 billion euros to the EU trade balance.