



WORLD WINE TRADE GROUP

General Overview





INTRODUCTION

The World Wine Trade Group (WWTG) has become a global leader on issues related to wine trade since its inception in 1998.

WWTG works to facilitate international trade in wine, while ensuring regulators can appropriately protect consumers, through information sharing, discussion of regulatory issues in wine markets and joint actions for the removal of trade barriers.

Its 9 members (Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, United States and Uruguay) are responsible for approximately 30% of world wine exports, 35% of world wine production and 27% of global wine consumption. Wine exports from WWTG countries accounted for 8.4 billion USD in 2017.

The inter-action between government and industry in the WWTG has contributed to the uniqueness and success of the Group.



- **The WWTG advocates for a successful, competitive, and growing global wine industry, operating in international markets; and for the removal of trade distortions and the elimination of unjustified or unnecessary barriers to trade.**
- **With this objective, the WWTG recognizes the unique characteristics of each country's regulatory system and advances the mutual acceptance of winemaking practices and harmonization of labelling regulations, rather than the imposition of prescriptive regulatory approaches.**



2017 WWTG / WORLD WINEGROWING VARIABLES

WINEGROWING VARIABLE	WWTG	WORLD	Part% WWTG /WORLD
SURFACE AREA (ha)	1,250,000	7,600,000	16.4
WINE PRODUCTION (hl)	87,254,960	251,000,000	34.8
DOMESTIC CONSUMPTION (hl)	66,104,072	243,000,000	27.2
WINE EXPORTS (hl)	32,148,754	107,900,000	29.8
WINE EXPORTS (millions of USD)	8,396	34,700	24.2



SURFACE AREA



WINE PRODUCTION



*DOMESTIC
CONSUMPTION*



WINE EXPORT (hl)



*WINE EXPORT
(millions of USD)*

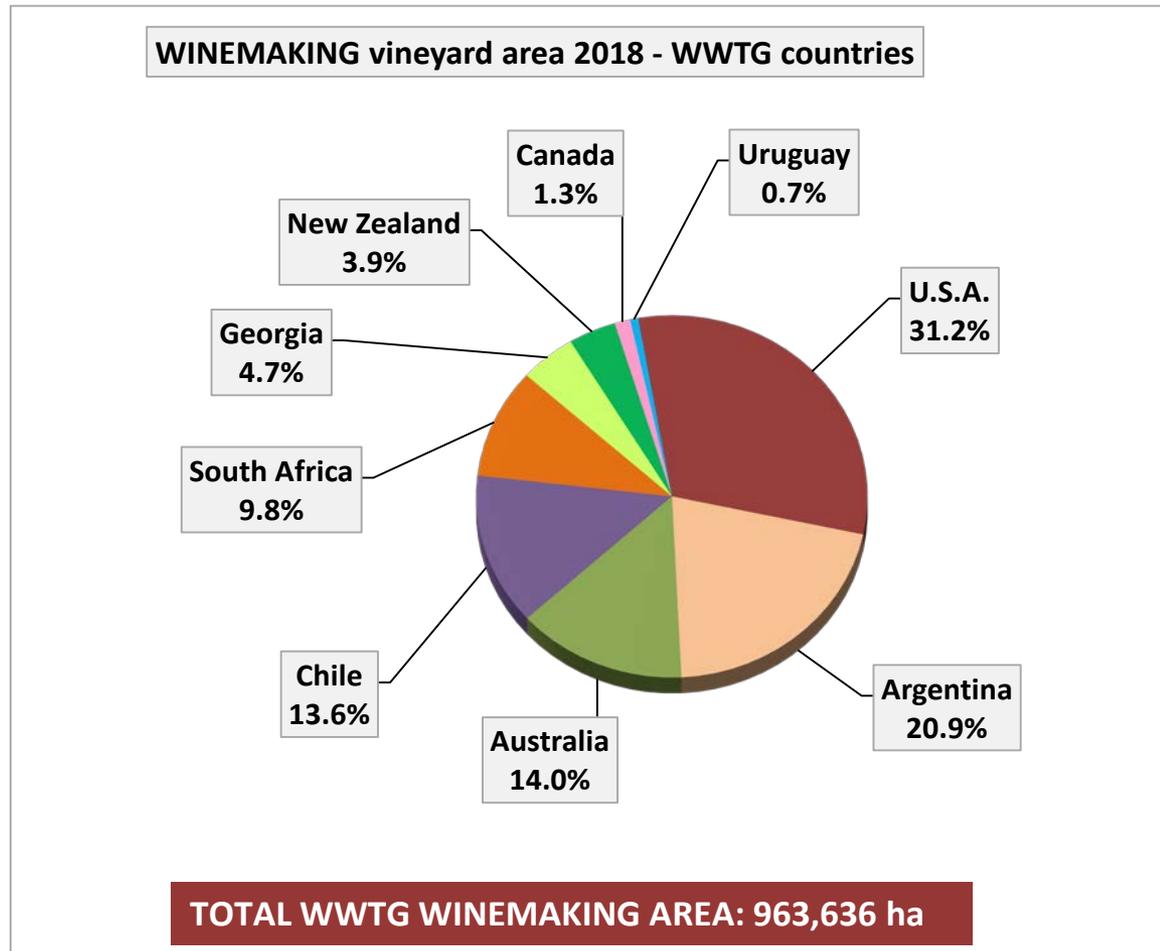


2018-2017 WWTG WINEGROWING VARIABLES

WINEGROWING VARIABLE	2017	2018	Var. % 2018/2017
WINEMAKING VINEYARD AREA (ha)	911,355	963,636	5.7
WINE PRODUCTION (hl)	87,254,960	90,959,245	4.2
DOMESTIC CONSUMPTION (hl)	66,104,072	66,754,430	1.0
WINE EXPORTS (hl)	32,148,754	33,368,502	3.8
WINE EXPORTS (millions of USD)	8,396	8,404	0.1

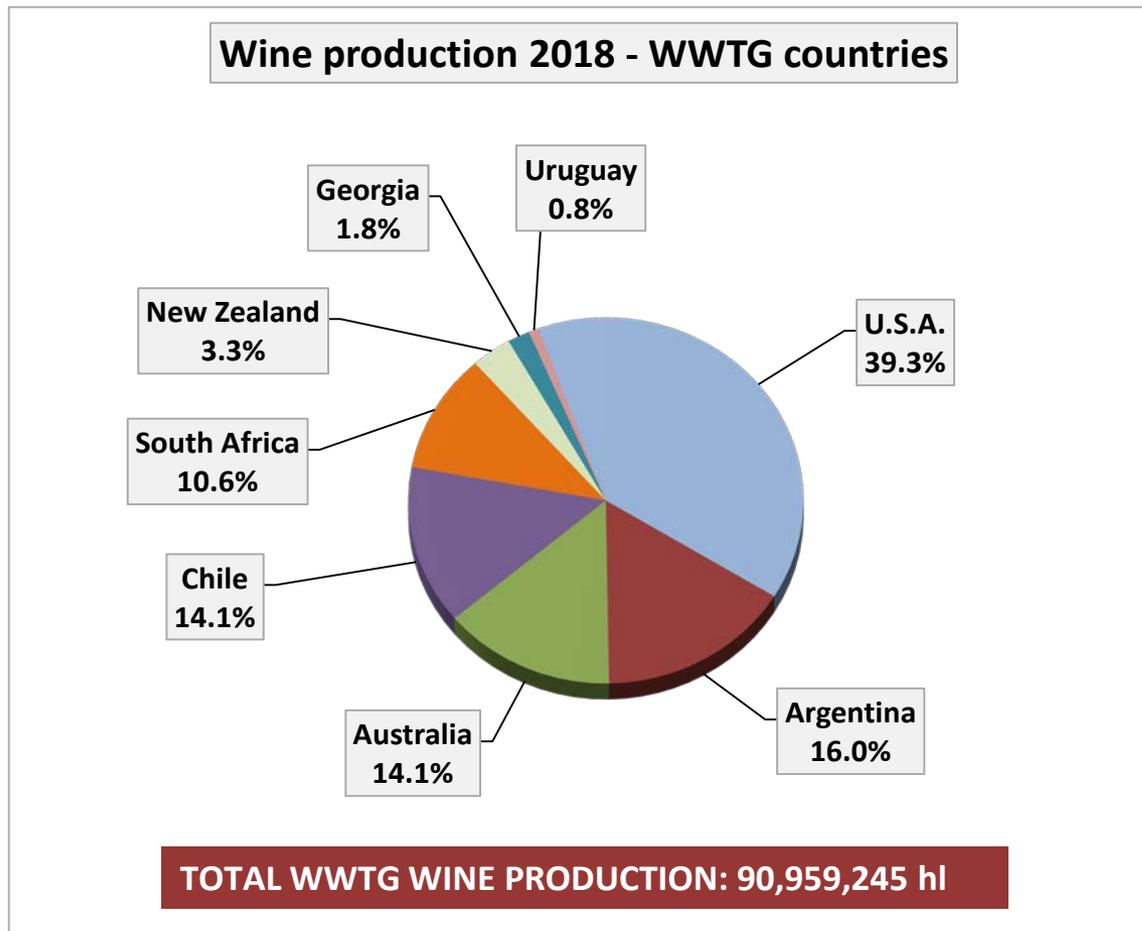


World Wine Trade Group Member Countries





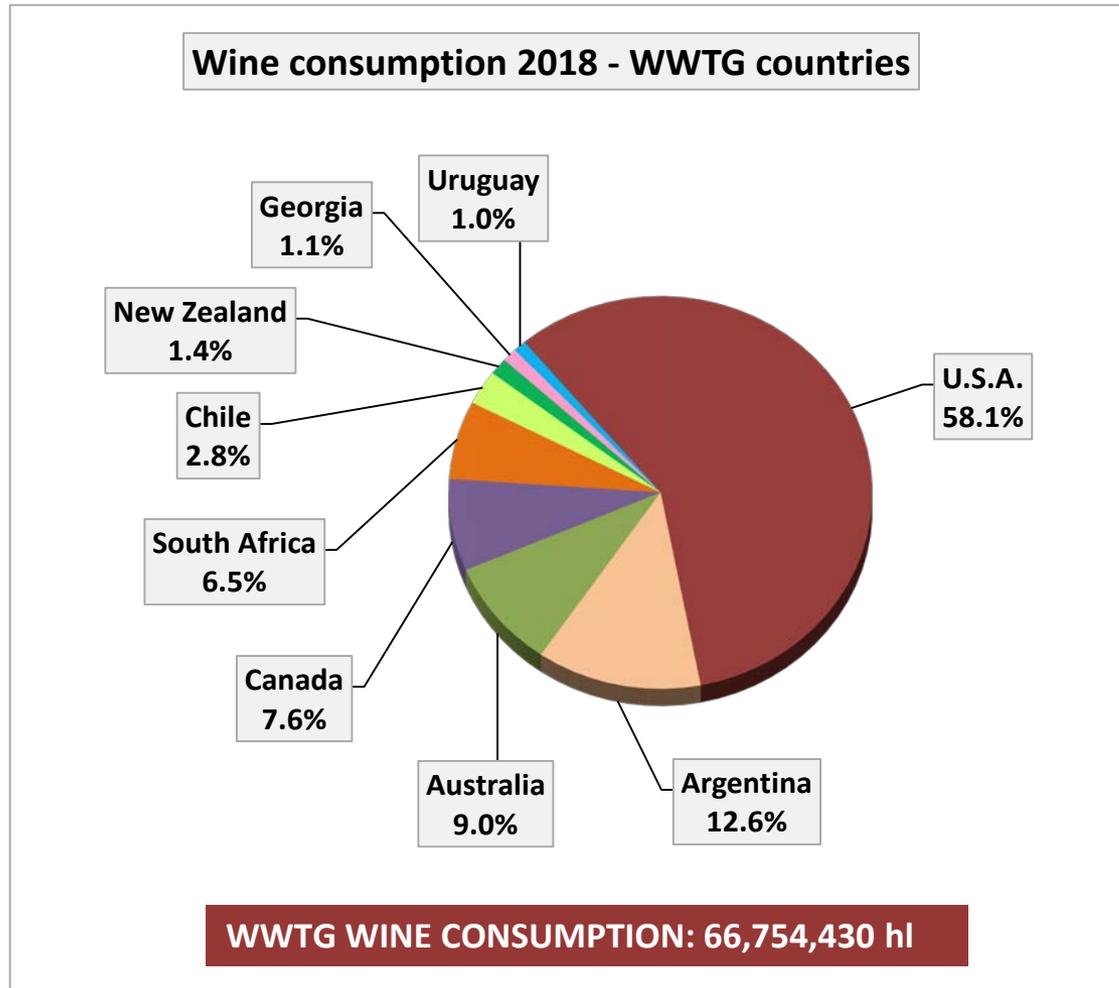
World Wine Trade Group Member Countries



** total wine production in volume is not available for Canada*



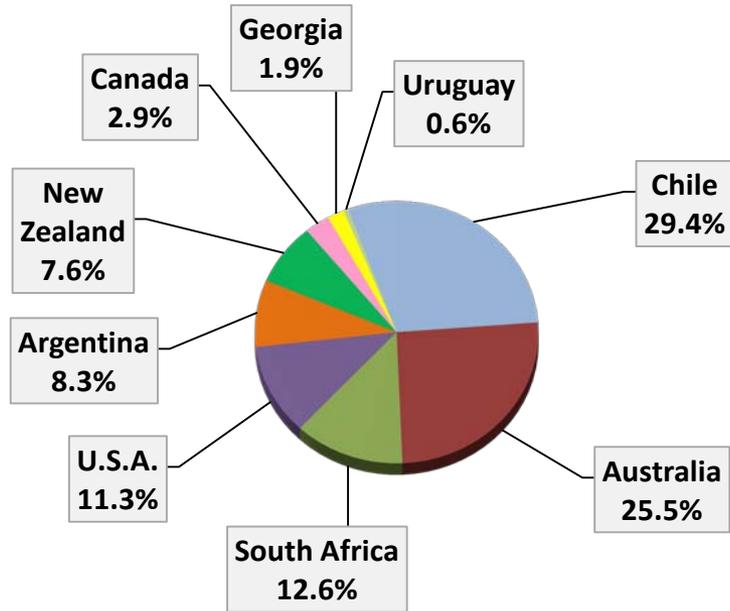
World Wine Trade Group Member Countries





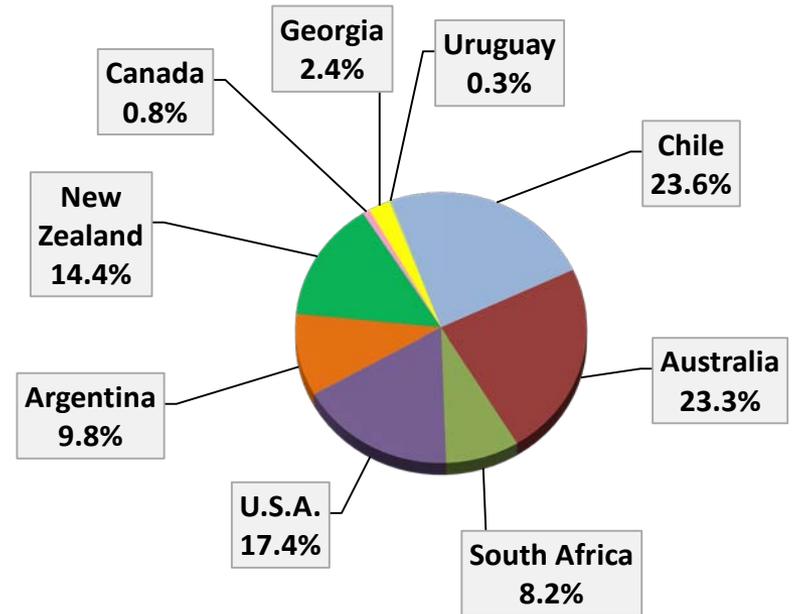
World Wine Trade Group Member Countries

WWTG Wine exports 2018 (volume)



WWTG WINE EXPORTS: 33,368,502 hl

WWTG Wine exports 2018 (value)



WWTG WINE EXPORTS: 8,404 millions U\$



World Wine Trade Group Successes

The major achievements of the World Wine Trade Group include:

Agreements:

- **Mutual Acceptance Agreement on Oenological Practices (2001)**
- **Agreement on Requirements for Wine Labeling (2007) and its Protocol (2013)**
- **Memorandum of Understanding on Certification (2011)**
- **Arrangement on Information Exchange, Technical Cooperation and Counterfeiting (2017)**

Other documents:

- **Good regulatory principles for wine: Tbilisi / Cape Town / Neuquén**

Other actions:

- **Improved Understanding of Global Wine Issues**
- **Joint Action at WTO, OIV, Codex**
- **Outreach to developing Wine Economies**
- **Strategic Initiatives and Action Plans**



Mutual Acceptance Agreement on Oenological Practices (MAA)

- The MAA is a landmark in the development of international trade. It is the first multilateral Mutual Acceptance Agreement, in any field, fully compliant with the WTO Technical Barriers to Trade Agreement.
- The essence of the MAA is that wine made in accordance with oenological practices permitted in one signatory country may be imported into any other signatory country regardless of the rules applying to oenological practices in the importing country. This agreement recognizes the legitimacy of different approaches to winemaking and has obviated the need for certification of winemaking practices between signatories.
- For winemakers, exporters and importers the implications of the Agreement are profound, ensuring access to WWTG markets without the costs of barriers to trade based on differences in oenological practices.



Agreement on Requirements for Wine Labeling and its Protocol

- The purpose is to accept common labeling information and to minimize unnecessary labeling-related trade barriers. The Agreement (2007) allows a producer to have one label that can be used across all major wine markets, including by harmonizing the presentation of the information required by all countries and placing it in a “single field of vision”.
- Gains are made from economies of scale and savings achieved from label printing and production line costs (because of fewer stoppages). The Agreement also benefits consumers by ensuring that important items of information on the bottle are easily locatable within a single field of vision.
- The 2013 Protocol builds on the Labeling Agreements standards by requiring participating countries to allow for the importation and sale of wine from other signatories, provided it meets minimum standards for labeling related to alcohol tolerance, vintage, variety and region. The Protocol provides enhanced access to markets and enhances predictability about regulation.



MOU on Certification

The MOU states that participating countries should not require certification related to vintage, varietal or regional claims for a wine unless they have legitimate health or safety concerns about such claims. If participants find certification to be necessary, the MOU encourages them to accept certificates issued by the official certification body of the exporting country. The MOU seeks to reduce the need for routine certification requirements, while protecting the rights of each participant to require certification for health and safety reasons and does not affect members' international rights or obligations.

While there are currently few instances of such composition certification requirements between the WWTG parties, the MoU establishes an important principle within the WWTG.



Arrangement on Information Exchange, Technical Cooperation and Counterfeiting

This agreement encourages participants to exchange information on their wine laws, regulations, policies, standards, labeling administration, import and export certification arrangements with one another. The agreement is significant in efforts to curb counterfeit wine worldwide.

Good Regulatory Principles (Tbilisi, Cape Town and Neuquén)

The principles seek to remove unnecessary obstacles to international wine exports, bringing in more regulatory coherence in the international wine trade. They cover areas related to: avoidance of unnecessary analysis; relevant standards; regulatory cooperation; common systems of units; expression of regulatory limits; analytical levels; accreditation; validation of analytical methods; authentic samples; measurement uncertainty; communication on enforcement activity; limits of detection; expiration date labeling; wine-specific limits; harmonization of references; and presence of non-pesticide substances in wine.



Other Actions

- **Improved Understanding of Global Wine Issues:** Information sharing is at the core of the WWTG, including on trends in wine production and sales, the state of wine issues in international fora, labeling and IP issues, etc.
- **Joint Action at WTO, OIV, Codex:** Coordination among WWTG members is promoted, being the WWTG a platform to coordinate similar approaches to avoid unnecessary barriers to wine trade.
- **Outreach to developing Wine Economies:** WWTG welcomes the participation from countries that share its trade facilitation objectives, promoting the presence of observers for possible consideration of future membership. The interest of the extension of WWTG principles and relationships to new countries, has culminated in the creation of the APEC Wine Regulators Forum. The International Wine Technical Summit also builds off the WWTG Tbilisi, Cape Town and Neuquén Regulatory Principles.
- **Strategic Initiatives and Action Plans:** The industry has developed a Strategic Plan with specific goal and objectives, while the WWTG strategic review is now in place to ensure that the Group remains focused on current and anticipated challenges in international wine trade.



CONCLUSIONS

- The WWTG is an important force in the international wine market, on the basis of the mutual interest of its Members to facilitate international wine trade and to avoid the application of trade obstacles, in the benefit of consumers, producers, exporters and importers.
- The WWTG success has helped rejuvenate international thinking on international wine trade issues. The Group looks forward to the continuous outreach to new countries with interest in possible future membership, in order to continue to promote a successful, competitive, and growing global wine industry, operating in international markets.
- Further information on the Group can be found at:
<https://www.trade.gov/td/ocg/wwtg.htm> and
<https://www.wwtg-gmccv.org/>



THANK YOU!!!