



MILANO 2015  
FEEDING THE PLANET  
ENERGY FOR LIFE  
Official Participant

## Report Template for EU Events at EXPO

Event Title :	Competitiveness of EU wine	Date:	23 October
Event Organiser:	C2/E5		
Event Target Group:	Experts, producers, importers and national representatives.		
Rapporteur:	Chiara Imperio/Stefano Cinti		
<b>Event Concept</b>			
<p>The policy objective of improving the competitiveness of wines from the European Union is central to the Wine Common Market Organisation (CMO).</p> <p>The past few years saw a marked improvement in the market situation, with a significant increase in exports and in the trade balance. While the expansion in new markets is impressive, market shares of EU wines in some key foreign markets and even in some Member States continue to decrease due to the competition of third country wines.</p> <p>In order to build on the current situation and to further advance those policy objectives aiming at a continued improvement in the situation of the EU wine sector, it is necessary to understand and to reflect on ways of contributing to it, taking into account the challenges to be faced in the coming decade.</p>			
<b>Expected Outcomes</b>			
<p>The objective of this conference was to share concrete experiences to shed light on some of the strengths and also on the shortcomings of the EU wine sector, as well as discuss ways to improve the competitiveness of EU wines worldwide towards the competition from wine-producing third countries.</p>			
<b>Main Conclusions</b>			
<ul style="list-style-type: none"><li>• EU wine's identity, connection with the territory, varieties of wines are all strengths that need specific and new ways of marketing in order to be communicated to consumers in the world. In this regard several proposals were made: simpler names – easy to pronounce, build EU brand umbrellas, specific formation of the consumers, collective/generic marketing, seeking the proximity with the consumer (e.g. restaurants/new ways of tasting prestige wines).</li><li>• Need to extend Free Trade Agreements in order to have conditions for a fair competition in the world markets with other countries that have already established advantageous agreements for their producers.</li><li>• Rules and norms (specifications for PDO and PGIs) should be related to quality and not hamper creativity.</li><li>• EU legislation should continue to support promotion and investments and to target regional markets, especially in big countries and emerging markets.</li></ul>			
<b>What follow-up actions emerged from this event?</b>			
<p>Overall, the awareness of the factors that may affect EU wine competitiveness can help us in better addressing our legislative activity. In particular, it emerged clearly from the conference that the sector needs to be further supported, especially as regards the measure of promotion and investments.</p>			

Furthermore, some of the findings of this event, i.e. the need of free trade agreements with other countries and the dismantling of technical and tariff barriers, will be shared with DG TRADE and the colleagues of DG AGRI dealing with wine at international level as important factors to boost the competitiveness of EU wine in the world market.

On the marketing issues raised, we will follow with attention the future developments of the sector.