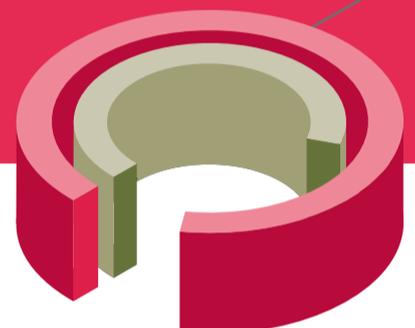
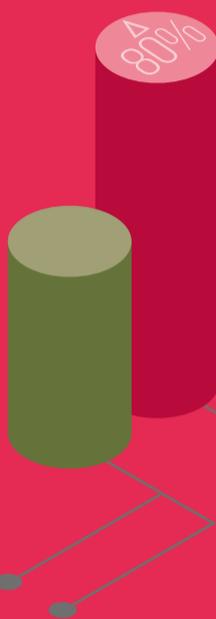


# EU TRADE POLICY REVIEW

## FACTS AND FIGURES

### TRADE IS THE KEY DRIVER FOR THE EU WINE SECTOR'S GROWTH

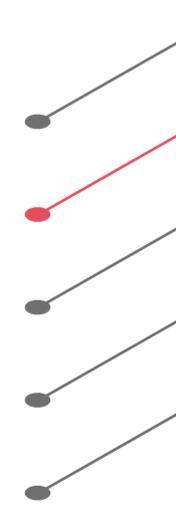
- **40%** of EU wine is consumed outside Europe.
- EU wine exports have increased by **80%** in the last ten years (2010-2019).
- Wine is the most exported EU foodstuff, accounting for:
  - » **8.3%** of total EU agricultural exports.
  - » **€ 12.1** billion in exports value in 2019.
  - » **20%** of the EU agri-food trade balance surplus.
- There are **1 612** wine PDOs and PGIs which represent **90%** in value and **67%** in volume of EU wine exports.



## OUR KEY RECOMMENDATIONS

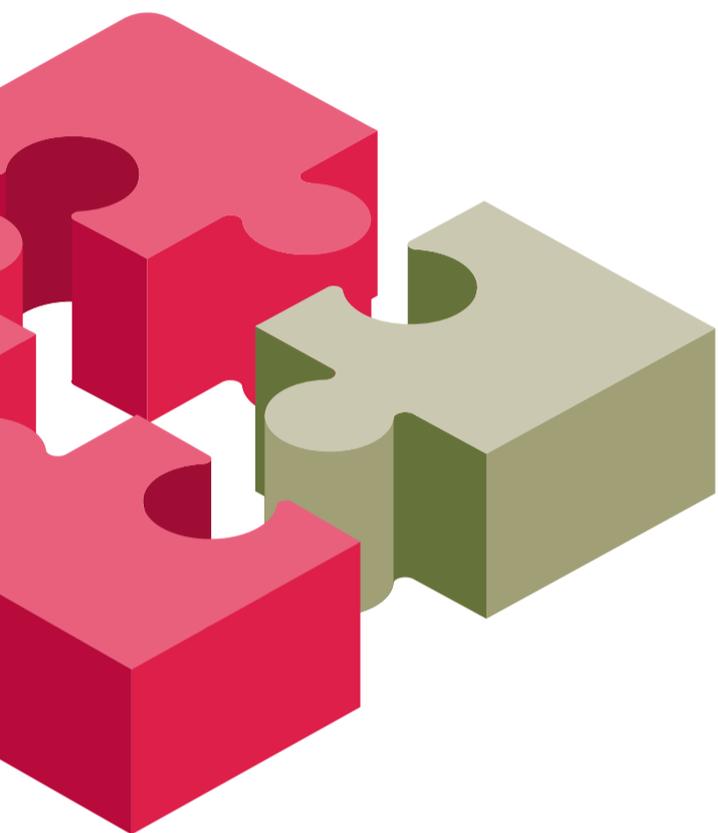
### 1 | TO IMPROVE THE WINE SECTOR'S RESILIENCE

- Accelerate or initiate **bilateral agreements** with key partner countries to ensure a level-playing field with our main competitors. Our priority markets are **US, UK, China, ASEAN economies, Russia and India**.
- Promote **sectorial deals** on wine with key trade partners to solve specific concerns and trade barriers, in within or in parallel to broader agreements.
- **Solve** swiftly the **WTO trade dispute on aircrafts** which is heavily penalizing the EU wine industry. **Preserve** the wine sector from **unrelated** retaliatory measures in future.
- Ensure the effective **implementation and enforcement of agreements** so that they deliver the promised benefits for EU companies, employees and citizens.
- Effectively **use trade dispute mechanisms**, whether bilateral or multilateral.
- Keep the **protection of Geographical Indications** and the fight against their misuse very high in the EU trade agenda. The existing 1 612 EU wine PDOs-PGIs account for **90% of EU wine exports**.
- Enhance the **CMO promotion tools** for wines, which have proved efficient and decisive in helping wine companies to find new export markets or to increase their presence in markets already open.
- Firmly **reject any protectionist attempt** by third countries to restrict the access to their markets to EU wines under spurious health, social or religious pretexts.



## 2 | TO SUPPORT WINE SMES

- Place **SME-intensive sectors** at the heart of bilateral and multilateral negotiations.
- Cut the **red-tape** and costs related to **import and customs procedures** in third countries, they are the first non-tariff barrier for wine exporting SMEs.
- **Remove** swiftly the increasing number of **technical barriers** to wine trade, as they push SMEs away from markets.
- Ensure regular and systemic **dialogue** with the **wine industry** all along the conception, negotiation and implementation of trade agreements.



## 3 | TO STRENGTHEN THE MULTILATERAL TRADE FRAMEWORK

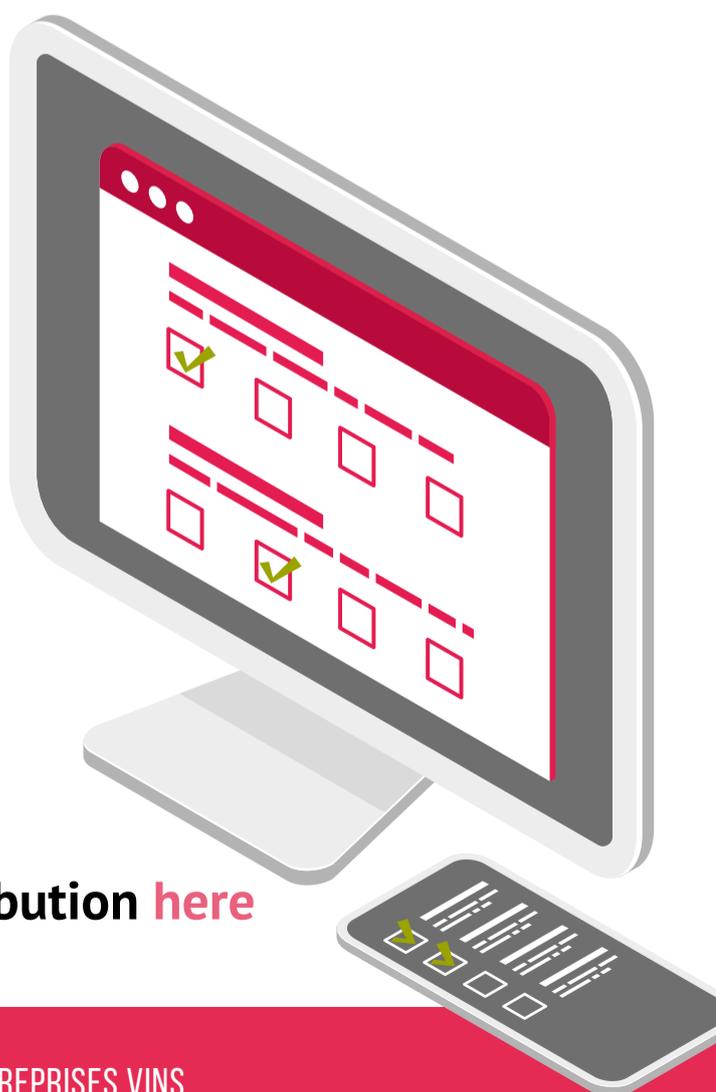
- Keep **active engagement** to modernize and enhance the role of the WTO.
- Honour WTO rules and principles. **Comply with WTO rulings.**
- **Promote the international standards** set up by relevant international bodies such as **Codex Alimentarius** and the International Organisation for Vine and Wine (**OIV**), including through bilateral agreements.

## 4 | TO FACILITATE THE TRANSITION TOWARDS A GREENER ECONOMY

- Speed up the upcoming **organic equivalence agreements** with third countries to promote exports of EU organic wines.

## 5 | TO SUPPORT THE DIGITAL TRANSITION

- Accelerate the dematerialization of **import procedures**.
- Support **e-labels** to reduce the logistics arrangements of wine companies exporting worldwide.
- Support wine companies' efforts to access new markets and consumers through **e-commerce**.



See our full contribution [here](#)

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