

THE EU WINE SECTOR

THE EU WINE SECTOR IN A NUTSHELL

3 216 000

ha of vineyard surface

1 717

PDO and PGI

67%

weight in volume of GI wines in EU wine exports

90%

weight in value of GI wines in EU wine exports

67%

part of EU wines protected by a GI

€11.6

billion in exports outside the EU

€8.9

billion positive trade balance

3

million direct full-time jobs

Comité Européen des Entreprises Vins

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THE EU IS THE WORLD LEADER

45% of wine-growing areas

63% of production in value

52% of global consumption

70% of exports in value

EU WINE EXPORTS HIGHLY CONTRIBUTE TO THE EUROPEAN ECONOMY

Exports of wine contribute with more than €9.5 billion each year to a positive effect of the EU trade balance.

The wine industry employs over 3 million people in Europe and many of these jobs depend on the continuation of exports.

Our sector is deeply rooted in Europe and cannot be relocated. The link with the territory is best materialized in our wines with Geographical Indication such as *Rioja, Champagne, Port, Sicily, Mosel...* whose specific quality and reputation are attributable to the concrete geographical origin.

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Comité Européen
des Entreprises Vins

THE EU WINE SECTOR WELCOMES THE UPCOMING EU-VIETNAM FTA

WINEinMODERATION

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Comité Européen des Entreprises Vins (CEEV) represents the wine companies in the EU. It brings together 23 national organisations from 12 EU Member States, as well as Switzerland and Ukraine.

CEEV members produce and market the vast majority of quality European wines and account for over 90% of European wine exports.

THE VIETNAMESE MARKET

The upcoming EU-Vietnam FTA should level the playing field for EU wine, hence increasing even more EU wine exports to Vietnam.

This upcoming FTA is particularly important given that other major wine exporting countries are also set to experience further significant tariff liberalization for their exports to Vietnam, notably via the Trans Pacific Partnership (TPP) agreement and the ASEAN Economic Community. It is crucial for EU wines to limit the period of competitive disadvantage.

THE EU WINE SECTOR EXPECTS SEVERAL BENEFITS FROM THE EU-VIETNAM FTA

- Customs duties will be fully eliminated for wines after an 8-year transitional period.
- 86 key wine Geographical Indications will be protected in Vietnam at the entry into force of the agreement.
- The rules of origin contain a non-alteration clause that will facilitate the use of regional hubs by EU exporters. Logistic hubs are crucial to the distribution model of EU wine in the Asean region.
- The possibility for EU approved exporters to self-certify the EU origin will simplify customs procedures.
- Vietnam has committed to improving the conditions for the distribution and sale of wines.

CEEV now expects the European Parliament's consent so that EU wines can benefit from the agreement to gain competitiveness as soon as possible.

EXCELLENT PERFORMANCE FOR EU WINE EXPORTS TO VIETNAM IN 2018: €31.7 MILLION

EU wine exports to Vietnam (in M EUR)

