

OIV-PRIVATE SECTOR INAUGURAL STRATEGIC DIALOGUE

COMET BERCY

40 avenue des terroirs de France
75012 Paris

PROGRAMME MONDAY, 7 OCTOBER

Organised by



09.30-10.00 ARRIVAL & REFRESHMENTS

Coffee, tea, and pastries available

10.00-10.10 WELCOME

Chair: **Julie Hesketh-Laird**, CEO, FIVS
Introduction

Theme for the day: ENGAGING WITH THE OIV ON THE INDUSTRY'S STRATEGIC PRIORITIES

A focus on the importance of strategic dialogues between the wine sector and the OIV to outline FIVS' current and future goals.

- Inclusive dialogue and open mindedness
- The Chatham House Rule

10.10-10.45 SCENE SETTING

Chair: **Julie Hesketh-Laird**, CEO, FIVS

Keynote speaker:

Simon J Evenett, Professor of Geopolitics & Strategy at IMD Business School

A contextual presentation by Simon, who will join virtually, to frame the discussions on the global context, geopolitical trends, and their impact on economies, businesses, as well as consumer behaviour. How should the wine sector and supply chain adjust? What are the implications for intergovernmental organisations including the OIV? How do we prepare for an uncertain future?

10.45-11.30 WINE IN NUMBERS TODAY & TOMORROW

Q&A

A brief tour of the globe through value/volume and trends.

- Global – **Giorgio Delgrosso**, Head of Statistics & Digital Transformation, OIV
- South America – **Patricio Parra**, Managing Director R&D Consortium, Vinos de Chile
- Europe – **Ignacio Sánchez Recarte**, Secretary General, Comité Vins
- Asia Pacific – **Sarah Wilson**, General Manager Advocacy and General Counsel, New Zealand Wine
- Africa – **Christo Conradie**, Stakeholder Engagement, Market Access & Policy Manager, South Africa Wine
- North America – **Charles Jefferson**, Vice President, Federal & International Public Policy, Wine Institute

11.30-12.00 COFFEE BREAK

Networking opportunity

12.00-12.45	OIV: AN OVERVIEW	<u>Yann Juban</u>, Deputy Director General, OIV
	Q&A	A short session to set out who the OIV represents, what it does and how it operates presently, its committee structure, and current engagement methods.
12.45-13.30	OIV'S STRATEGIC DIRECTION	<u>John Barker</u>, Director General, OIV
	Q&A	The proposed vision and direction of travel for the OIV, as the organisation is developing its Strategic Plan 2024-2029, aiming for adoption at its General Assembly later in October.
13.30-14.30	NETWORKING LUNCH	Standing buffet Wine sponsored by Cordier by InVivo and Castel Frères
14.30-15.30	COMPANY PERSPECTIVES	Moderator: <u>Karissa Kruse</u>, President & CEO, Sonoma County Winegrowers
	PANEL DISCUSSION	<ul style="list-style-type: none"> - <u>Seyma Bas</u>, Senior Manager, Brand Strategy and Global Innovation, Constellation Brands - <u>Gordon Burns</u>, President and Technical Director, ETS Laboratories - <u>Marie Museux</u>, Responsible Drinking & Marketing Manager, Global Public Affairs, Moët Hennessy
	Q&A	<p>Insights from companies on current opportunities and challenges, current and future trends and shifting consumer preferences. What do those “at the sharp end” need from intergovernmental partners?</p>
15.30-16.10	PUTTING IT ALL TOGETHER: WHERE DO OUR STRATEGIC PRIORITIES ALIGN?	Identification of the private sector's strategic priorities going forward and areas for future potential engagement.
	INTERACTIVE SESSION	<ul style="list-style-type: none"> - Which topics have we covered today where private sector priorities best align with the current and future work of the OIV? - Can we identify benefits for both the private sector and OIV of continued strategic dialogue? - How might we develop these events into something more regular?
	20 MINS GROUP WORK TO ADDRESS THE QUESTIONS	
	20 MINS FOR GROUP FEEDBACK	
16.10-16.25	REFLECTIONS ON THE DAY	Feedback on the day
	INTERACTIVE SESSION	<p>A rapid session for participants to offer immediate feedback about the event:</p> <ul style="list-style-type: none"> - What worked well from today's session? - How could the session have been “even-better-if”?
16.25-16.30	WRAP UP AND NEXT STEPS	<u>Julie Hesketh-Laird</u>, CEO, FIVS
16.30-18.00	WINE RECEPTION	Wine sponsored by Cordier by InVivo and Castel Frères

Event focus and aims

FIVS (the global wine alliance) is facilitating the first strategic dialogue between the private sector and the OIV. We hope that this will be the first of regular strategic dialogues.

This first event focuses on the imperative for a strategic dialogue and why it is important, what the OIV and sector's priorities are now and into the future, what our core areas of mutual interest are going forward and how we might structure future dialogues to ensure they are inclusive, focussed, relevant and timely.

Ways of working

This event aims to be inclusive. We encourage open dialogue and to facilitate this, the meeting will be held under the "Chatham House Rule". The Rule stipulates "When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

In practice, this means that while participants are free to discuss the event with colleagues, there will be no press or media present nor any post-event media briefings, and no external communications are planned about the event. Participants are expected to respect the Chatham House Rule.

Event attendees

We expect attendance from the OIV secretariat plus wine companies and trade bodies globally from wine producing countries and main markets. The event aims to be inclusive, and we encourage companies and trade bodies and federations big and small to join the event.

This is a hybrid event: Attendance can be in person in Paris and there is the option of joining remotely.

Event themes

- The global backdrop: The macro-context of wine in the global economic, social, and natural environment
- Insights into the current health and state of the global wine sector
- Current opportunities and challenges for the sector including wine and societal impacts, trade, wine standards and sustainability