

Press release

20-21 JUNE 'ACT FOR CHANGE' SYMPOSIUM PROGRAMME: THE CHALLENGES FACING THE WINE AND SPIRITS INDUSTRY FOR 2030

10 May 2022 – Vinexposium, the world's leading organizer of wine and spirits events, is once again drawing on its expertise to provide support for the industry.

As part of Bordeaux Wine Week, Vinexposium will be organizing the Symposium 'Act for Change' on June 20 & 21 at the Cité du Vin. The series of debates will aim to understand, discuss and decipher the industry's future and reflect upon sustainable solutions moving forward.

The two days also fit within a bigger picture, examining the role and uptake by the wine and spirits industry of the wide-ranging agenda set by the United Nations and COP 26.

On 20 and 21 June, experts and industry members from around the world will gather to understand and take on board the major changes to come and their impact on the production, consumption and distribution of wines and spirits in 2030.

Monday 20 June

The first day of the symposium will focus on deciphering major changes to come and will emphasise the 3 key aspects which will continue to play a vital role for the industry over the coming years.

- 9:30 am: **Fine wines: what is the future?**

After the keynote address by Christophe Navarre, chairman of the Vinexposium board, the Act for Change symposium will start with a discussion between Olivier Bernard of Domaine de Chevalier, former chairman of the UGCB, and Xavier Rousset MS, restaurateur and founder of TRADE, on the future of fine wines.

- 11:00 am: **Changing consumer patterns: which organoleptic profiles will appeal to consumers in 2030?**

Will the aroma and flavour profile of wines and spirits change by 2030? Which endorsements and environmental certifications will consumers demand at production level? This first panel discussion – moderated by Jane Anson, founder of janeanson.com – will examine this multi-faceted issue through the lens of the 2030 consumer, with the noteworthy participation of Cathy Van Zyl MW, associate editor of Platter's South African wine guide.

- 2:30 pm: **Changing consumer patterns: which packaging will appeal to consumers by 2030?**

How does sustainability impact the choice of wine and spirits packaging? With a panel of experts including Damien Barton Sartorius from Château Langoa Barton and partner of Borough Wines, Lucy Britner, editor-in-chief of *Drinks Retailing*, will focus on the many innovations mapping out a more environmentally-friendly future for wines and spirits.

- 4:00 pm: **Climate change and winegrowing: what are the consequences?**

Winegrowers are on the front line of climate change. A plethora of specialist resources and consultants have emerged in recent years but what are the priorities and how can we help growers identify them and anticipate the future? This impactful theme, moderated by consultant and author Rupert Joy, will be discussed with a panel of stakeholders involved in research and noteworthy initiatives in the industry across the globe. Speakers will include Nathalie Ollat, who holds a PhD in agronomic sciences, is a research engineer at INRAE and director of the Ecophysiology and Functional Genomics of Grapevines research department.

- 5:45 pm: **Digitalisation and wine & spirits**

Digitalisation is everywhere. It is increasingly playing a part in day-to-day vineyard management, through weather forecasts and irrigation for example. This seminal interview conducted by Robert Joseph will turn the spotlight on Cyril Grira, Industry Director Retail at Google France.

Tuesday 21 June

Drawing on the conclusions of the previous day, the second day of the Symposium 'Act for Change' will address the role of innovation in the transformation of vineyard and winery practices and the revolution in distribution of wines and spirits in tomorrow's world.

- 9:00 am: **Geopolitics and wine & spirits**

The world is regularly subjected to upheavals that have a direct impact on production overheads (price of inputs, glass, transportation...) and sales (customs duty, market closure...). How can they be tackled? Christophe Navarre, chairman of the Vinexposium board, will welcome Thomas Gomart, director of the French Institute of International Relations (IFRI) to shed light on these issues.

- 10:15 am: **Production and agro-ecology: what innovations can we expect in the future?**

Which responsible changes should be incorporated into tomorrow's viticulture? How can we help producers identify good practices and what role should the authorities play? This panel discussion, led by journalist Tamlyn Currin, will bring together a comprehensive panel of producers from a number of French and international wine regions, including Katie Jackson, vice-president sustainability at Jackson Family Wines, along with technological and digital innovation experts and political figures.

- 2:30 pm: **E-commerce or ultra-local: which factors will influence the wine and spirits business in 2030?**

Globalisation, e-commerce, the rise in prices and decarbonisation of the supply chain, price transparency on the Internet, a plethora of information for the consumer... How can and should producers and marketers reinvent themselves to adapt to and benefit from current trends? This panel discussion, moderated by Drinks Business editor-in-chief Patrick Schmitt, will round off the Symposium with a panel specialising in wine and spirits distribution and communications with tomorrow's consumer, including Fabrice Bernard, president of Millesima.

- 4:30 pm: **The future of wine and spirits in 2030**

Christophe Navarre, chairman of the Vinexposium board, will discuss thoughts about the future the industry must build in the light of ongoing changes and future developments, based on experience, in an interview with Robert Joseph.

This event confirms Vinexposium's commitment to the industry and aims to provide practical solutions to the short and medium-term developments in vineyard practices and sales techniques within the industry.



About BORDEAUX WINE WEEK

Bordeaux Wine Week is an unprecedented unifying event, initiated by the CCIBG (Bordeaux Gironde Chamber of Commerce and Industry), the CIVB (Bordeaux Wine Council), the OTCBM (Bordeaux Tourism & Conventions), Vinexposium, UGCB (Union des Grands Crus of Bordeaux) and the Cité du Vin, and supported by the City of Bordeaux, the Metropole of Bordeaux and the New Aquitaine Regional Council.

About VINEXPOSIUM

Vinexposium is the world's leading organizer of wine and spirits trade events with a portfolio of iconic and recognized events and digital solutions available 365 days a year on Vinexposium Connect.

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