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John Barker takes the helm at the International Organisation of Vine and Wine (OIV)

With an impeccable record, Dr. Barker brings a new era of leadership to the wine industry's international governing body

Friday, June 9, 2023



In an unprecedented turn of events, Dr. John Barker, hailing from New Zealand and an accomplished legal expert, has been elected the new Director-General of the International Organisation of Vine and Wine (OIV) during the organization's 21st General Assembly. The picturesque city of Jerez de la Frontera, an emblematic beacon in the world of wine-making, was the backdrop for this historic occasion.

Taking place on June 9, 2023, this momentous election marks a significant chapter in the OIV's rich history. Dr. Barker's victory was not just a win, but a triumph. Securing 139.4 of the 142.8 total weighted votes, he received overwhelming support as 46 of the 47 eligible member states expressed confidence in his leadership. He is set to replace the outgoing Spanish Director-General, Pau Roca, in January 2024 – a year that holds profound significance for the OIV as it coincides with the "International Year of Vine and Wine" and the organization's centennial celebrations.

An insight into John Barker's illustrious career

Born on October 7, 1968, in New Zealand, Dr. John Barker boasts a stellar academic and professional background. A double major graduate in Law and Arts from the University of Auckland, he went on to complete a doctoral research in Law and Geography titled "Different Worlds: Law and the Changing Geographies of Wine in France and New Zealand" in collaboration with INRA-ENESAD at the Université de Bourgogne in Dijon, France.

His rendezvous with the OIV dates back to 2005 when he began his journey as an expert representing New Zealand. His ascent was marked by his chairmanship of the Legal and Economic Commission between 2009 and 2012 before taking on the role of Deputy Chairman of the Commission until 2014. Parallelly, Dr. Barker held the position of General Counsel for New Zealand Winegrowers between 2004 and 2014. This tenure saw him managing government and industry relations, international affairs, regulations, membership issues, and spearheading the Wine Export Certification Service.

Furthermore, his consulting experience is equally diverse, serving clients from New Zealand, Australia, the United Kingdom, the United States, France, Georgia, Moldova, Canada, Singapore, and Japan.

A beacon of hope for OIV's future

In his candidacy speech, Dr. Barker emphasized the OIV's ability to lead diverse elements at an international intergovernmental level. He conveyed his profound motivation in bringing his wealth of experience and commitment to such a venerable

organization.

Expressing gratitude to the members for the trust bestowed upon him, Dr. Barker regarded it a great privilege to serve the OIV. He exhibited fervent enthusiasm in working with the members to advance the interests of the OIV and the vine and wine sector in its centenary year.