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The global wine trade's new frontier: demystifying Non-Tariff Measures

From barriers to breakthroughs: charting a course for the wine trade's future

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Panorámica de Dijon. Foto: Wikipedia

On October 3, 2023, the International Organisation of Vine and Wine (OIV) will host an important forum set against the picturesque backdrop of Dijon, France. This is no ordinary gathering. With the global wine industry at a crossroads, key stakeholders and trade experts will delve into the pressing challenges and opportunities posed by non-tariff measures (NTM) on the trade of vine and wine products.

The forum's roster of speakers and attendees reads like a who's who of international trade and industry leaders. The event will be presented by Pau Roca, the OIV Director-General; Olivier Becht, the French Minister Delegate for Foreign Trade, Attractiveness, and French Nationals Abroad; Jean-Marie Paugam, the Deputy Director General of the World Trade Organization (WTO); John Barker, the OIV DG elect; and other esteemed representatives from UNCTAD, OECD, and ITC.

The Challenge of Non-Tariff Measures (NTM)

Central to the forum's agenda is a comprehensive exploration of NTMs. These are policy measures, other than tariffs, that can influence trade. Historically, the wine industry's interaction with these measures has been complex. As the vitivinicultural sector expands its global footprint, it encounters a myriad of NTMs, each with its unique implications.

While some measures serve as trade barriers, others promote sustainable development or augment transparency. However, a common thread among many NTMs is their lack of visibility and understanding. For many industry players, the nuances of these measures remain shrouded in uncertainty.

Towards a Comprehensive Action Plan

The Vine and Wine World Trade Forum aims to chart a clear path forward. By facilitating a comprehensive discourse on NTMs, the OIV envisions a detailed action plan to bolster trade development. This plan will underscore the importance of continuously monitoring and studying NTMs, all with an eye on diminishing barriers to international trade in vine and wine products.

Moreover, the forum aspires to be more than just a one-off event. By congregating representatives from international trade organizations, private sector experts, scientists, and ambassadors, the OIV intends to inaugurate a recurring dialogue platform. This platform's mandate is clear: to foster discussions on trade challenges and discover fresh development prospects for industry stakeholders.

As the global vine and wine industry evolves, its interplay with international trade dynamics will only intensify. Forums such as the one in Dijon play a pivotal role in ensuring that industry stakeholders navigate this intricate landscape with clarity, conviction, and collaborative spirit.