A new chapter for the OIV under John Barker

Steering the OIV into a new century

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As the sun rose over the picturesque town of Dijon, France, the International Organisation of Vine and Wine (OIV) welcomed a new era under the leadership of John Barker, marking its 100th anniversary with a blend of tradition and forward-thinking. The inauguration of Barker as the Director General of the OIV was not just a ceremonial passing of the torch; it was a testament to the enduring legacy and evolving vision of an institution that has been at the heart of the global vine and wine community for a

century.

The significance of the occasion was palpable as Barker took the stage, surrounded by the esteemed OIV President Luigi Moio, dignitaries, and professionals from the vine and wine sector. Barker's appointment comes at a pivotal moment, as the OIV celebrates its centennial year and embarks on a journey into the next century with renewed vigor and ambition.

2024 presents a unique opportunity for the OIV to reflect on a century of milestones and to chart a course for the future. Barker's vision for the year and beyond is rooted in a deep appreciation for the organization's heritage and a keen eye on the challenges and opportunities that lie ahead. He sees the centennial as a chance to bolster the commitment of member countries, elevate the OIV's stature, and anticipate the future of the vine and wine sector with optimism and strategic foresight.

The OIV has long been a beacon of leadership and collaboration, guiding its members through the evolving landscapes of viticulture, enology, and market dynamics. Barker's leadership comes at a time when these challenges are compounded by the pressing issues of climate change and sustainability. He emphasizes the intrinsic connection between wine, vine products, and their geographical origins, highlighting the economic and cultural significance of authenticity and integrity.

The announcement of the OIV's new 5-year Strategic Plan (2025-2029) under Barker's guidance promises to set an ambitious agenda focused on scientific research, sustainability, and the adaptation of the sector to climate change. This plan aims to not only address the immediate needs of the vine and wine community but to lay the groundwork for enduring prosperity and resilience.

Moreover, Barker is set on revitalizing the OIV's structures and processes to better meet the expectations of its members and to navigate the complexities of the global vitivinicultural landscape. His commitment to expanding the OIV's membership and enhancing its recognition worldwide underscores a vision of inclusivity and global cooperation.

As the OIV looks forward to its next 100 years, the memory of Pau Roca, the former Director General, serves as a poignant reminder of the passion and dedication that have fueled the organization's journey. The tribute to Roca by President Moio was a moving homage to a figure whose contributions have left an indelible mark on the OIV and the wider wine world.

Under John Barker's stewardship, the OIV is poised to embrace its second century with a blend of respect for its rich history and an unyielding drive towards innovation and collaboration. As the organization embarks on this new chapter, it does so with the collective spirit and dedication of its members, guided by a strategic vision that seeks to honor its past while forging a sustainable, dynamic future for the vine and wine sector.