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Celebrating 100 Years: Wine Ministers Raise a Glass to the Future

OIV Celebrates Centennial and Charts Future Course

Friday, April 12, 2024



As glasses clinked in the historic city of Brescia, Italy, the air was rich with the aroma of celebration and a touch of Italian finesse. This wasn't just any gathering; it was the Ministerial Wine Meeting, hosted by the Italian Minister for Agriculture, Francesco Lollobrigida, marking a milestone 100 years for the International Organisation of Vine

and Wine (OIV). Held on April 12, 2024, this prestigious event brought together ministers, ambassadors, and representatives from 20 countries, underlining the global importance of the wine industry.

The spotlight of the event was on OIV's centennial, a testament to its enduring legacy and pivotal role in shaping the wine world. John Barker, the Director General of OIV, couldn't hide his enthusiasm as he spoke about the journey and the future of the vine and wine sector. "2024 is an exceptional year for the OIV, marking 100 years since its creation," Barker shared. He highlighted the challenges of climate change and shifting consumer trends, stressing the critical discussions initiated by Minister Lollobrigida about wine's economic, social, and cultural significance.

Unveiling Challenges and Setting New Priorities

The meeting wasn't just a celebration but also a platform for serious dialogue. Nations shared their visions and priorities, recognizing the pressing challenges of climate change and sustainability. The consensus was clear: the wine sector isn't just about the beverage; it's a cultural gem, intertwined with health, well-being, and innovation.

The discussions extended to adapting to new consumption patterns, emphasizing the need to protect the integrity of wine while promoting quality and innovation. The gathering served as a precursor to further discussions scheduled for the Ministerial Conference in France later in the year, promising more in-depth exploration of these urgent topics.

OIV's Role Reinforced

Under Barker's leadership, the OIV reaffirmed its position as the scientific and technical cornerstone for the wine industry globally. Barker outlined how the OIV would continue to provide guidance, set standards, and communicate key information across the sector. "The Ministerial gatherings, the new headquarters, and a new strategic plan will give the OIV great momentum as it enters its second century," he explained.

The dialogues and decisions from Brescia are set to culminate at the upcoming Ministerial Conference in France, alongside the 45th World Congress of Vine and Wine. This event will also see the inauguration of the new OIV headquarters at the Hôtel Bouchu d'Esterno, marking another significant chapter in OIV's history.

Celebrating the International Year of Vine and Wine

2024 isn't just significant for its centenary; it's also been declared the "International Year of Vine and Wine." This designation is more than ceremonial; it's a year-long campaign to highlight the wine industry's contributions and challenges, ensuring that wine continues to flow at the heart of global cultural and social events.

As we reflect on the Brescia meeting's outcomes, it's evident that the world of wine is on a cusp of transformation, driven by a blend of tradition and innovation. For enthusiasts and professionals alike, the future promises exciting developments as we continue to celebrate and safeguard this beloved beverage. So, let's raise our glasses to the next hundred years of vine, wine, and thriving cultures.