



2018 FIVS Global Trade Policy Conference - FIVS Elects Its President

Brussels, Belgium - 18 April 2018 - At today's annual General Assembly, the [FIVS](#) Members present and voting unanimously reelected Greg Hodson, Chief Technical Regulatory Liaison of E. & J. Gallo Winery, as the President of the Federation.

In accepting the position, Mr. Hodson said, "I am deeply honoured to continue to serve as President and look forward to building upon the foundation we have laid over the last few years. We have made great advances in fashioning FIVS to play a unique and important role for the industry, promoting its economic, social and environmental sustainability, but much remains to be done. I look forward to working with the Presidential Council, the Secretariat, and the members, all of whom have been instrumental in the progress we have made to date."

Vice-President Ignacio Sánchez Recarte remarked, "I am delighted that FIVS members have chosen to re-elect Greg. He has demonstrated outstanding leadership over the past three years and has been the intellectual architect in repositioning the Federation to focus comprehensively on the 'three pillars' of sustainability. Greg also has been the force behind rejuvenating the FIVS Committees and Working Groups. He is a superb choice."

At this 74th FIVS General Assembly, the members also elected Michael Lurie, Senior Vice-President, Brand Strategy of Constellation Brands, as one of three FIVS Vice-Presidents and re-elected Bruno Kessler, President of the French Association of Bottlers and Distributors (AFED), as the Secretary of the Federation.

The FIVS Conference, held on 16 and 17 April at the Warwick Brussels Hotel, attracted over 70 participants from 18 different countries. FIVS Assistant Treasurer Kurt Moore observed, "This conference, focusing as it has on the effects of new and emerging technologies, has given all of us much to think about, particularly in relation to how these novel approaches are challenging existing public policy norms."

The first day of the meetings included presentations on the application of novel approaches throughout the life-cycle of alcohol beverages, including in harvest, production, and sale. The second day focused on "hot topics" such as the emergence of very restrictive regulatory proposals around the world, the increased introduction of sustainable environmental practices, and innovative technologies to combat counterfeit activity. The meetings also featured a panel comprising high-ranking trade officials from the European Union, Australia, and the United States, as well as presentations by Monika Christmann, President of the International Organisation of Vine and Wine, and Portman Group Chief Executive John Timothy. The concluding reception recognised FIVS's new partnership with Wine in Moderation, the organisation which works to promote moderate consumption of wine and to inspire a healthy lifestyle.

About FIVS: A Paris-based, non-profit organisation founded in 1951, FIVS serves all sectors of the alcohol beverage industry. The organisation has 56 members from 24 countries/regions and includes companies, distributors, importers, exporters, and trade associations. The next FIVS meeting, open to FIVS members and other interested parties, will be held in Hawaii on the 8 and 9 October 2018. **For more information about FIVS, its activities, or upcoming meetings, please visit www.fivs.org or contact the FIVS Secretariat.**