

PRESS RELEASE

The European Committee of Wine Companies (CEEV) gathers 27 EU Wine company leaders in Barcelona for its first “Club of CEOs” meeting.

Barcelona, 8 October 2019 – The present and future of wine is discussed in Barcelona by 27 leaders from some of the EU’s major wine companies during the first edition of the CEEV “Club of CEOs” meeting.

On 8th October, the European Committee of Wine Companies (CEEV) organised the first edition of its “Club of CEOs” in Barcelona, Spain.

It gathered around the table 27 senior representatives (see list below) from major wine companies from France, Germany, Italy, Portugal and Spain, to discuss the major threats and opportunities the EU wine sector is confronted with.

CEEV President and chair of the meeting, Jean-Marie Barillère, explains: *“We decided to organise the Club of CEOs meeting as an opportunity for EU wine company leaders to get together annually, to discuss among them the main issues at stake for our sector and shape the long-term strategy of CEEV.”*

Hosted by Mr Miguel A. Torres, President of the world-renowned Familia Torres winery, the meeting was followed by a visit to Torres’ historic *Mas La Plana* estate, at the heart of the Penedès region. *“It is a great honour for me to host the very first meeting of the CEEV Club of CEOs. I deeply believe in peer collaboration as the best way to ensure the sustainability and continuity of our sector, especially considering the challenges that await us in the forthcoming years”*, declared Mr Torres.

In this first edition, wine leaders discussed four key topics for the wine sector: the importance of international trade, the necessary actions to limit and adapt to climate change, consumers’ expectations concerning sustainable wine production and the defence of the concept of wine in moderation in our culture and society as part of a healthy lifestyle.

“It was important for our European trade association to touch base with the leaders of the wine companies we represent to better understand their vision on key issues. Threats and opportunities are today global and gathering wine leaders from different EU countries to share, discuss and coordinate was a welcomed initiative for everyone”, said Dr Ignacio Sánchez Recarte, Secretary General of CEEV.

This successful event will now take place every year, in order to feed the long-term strategy-planning of CEEV, in parallel with the day-to-day collaboration with its national member associations. The 2020 Club of CEOs meeting will take place in Portugal.

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Note to Editors:

Comité Européen des Entreprises Vins (CEEV – www.ceev.eu) represents the wine companies in the industry and trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. It brings together 23 national organisations and its members produce and market the vast majority of quality European wines, with and without a geographical indication, and account for over 90% of European wine exports.

LIST OF PARTICIPANTS

FRANCE

- Mr Jean-Marie Barillère *Moët & Chandon, Director of Champagne activities (and CEEV President)*
- Mr Gérard Bertrand *Vins Gérard Bertrand, President Director General*
- Mr Michel Chapoutier *M. Chapoutier SA, President Director General*
- Mrs Miren de Lorgeril *Lorgeril, President*
- Mr Paul François Vranken *Vranken-Pommery, CEO*

GERMANY

- Mrs Kathy Féron *Jacques' Wein-Dept, CEO*
- Mr Nikolaus Graf von Plettenberg *Sektmanufaktur Schloss VAUX AG, CEO*
- Mr Christof Queisser *Rotkäppchen-Mumm, CEO*

ITALY

- Mr Luigi Bersano *MGM Mondo del Vino srl, Export Sales Manager*
- Mr Sandro Boscaini *Masi Agricola spa, Chairman*
- Mr Alessandro Botter *Botter spa, President*
- Mr Lamberto Frescobaldi *Marchesi Frescobaldi, Chairman*
- Mr Piero Mastroberardino *Mastroberardino, President/CEO*
- Mr Sandro Sartor *Ruffino srl, President*
- Mr Daniele Simoni *Schenk Italia Wineries, CEO*
- Mr Federico Terenzi *Terenzi, Owner*
- Mr Domenico Zonin *Casa Vinicola Zonin, President (and CEEV Vice-President)*

PORTUGAL

- Mr Renato Berardo *Bacalhôa, President*
- Mr Eduardo Medeiro *Bacalhôa, Vice-President*
- Mr Martim Guedes *Aveleda, Co-CEO*
- Mr Antonio Soares-Franco *José Maria da Fonseca Vinhos SA, President/CEO*
- Mr Francisco Valadares Souto *Sogrape Vinhos SA, Vice-President*
- Mr John Symington *Symington Family Estates Vinhos SA, Chairman*

SPAIN

- Mr Ramon Raventós *Codorníu SA, CEO*
- Mr Emilio Restoy *Zamora Company, CEO*
- Mr Javier Suqué *Perelada & Chivite, CEO*
- Mr Miguel A. Torres *Miguel Torres, President and CEEV Board Member*

PICTURES

