



EUROPEAN PLATFORM OF THE MEDITERRANEAN WINE-GROWING REGIONS

The Protected Geographical Indication Pays d'Oc wines, the varietal wines French leader with an annual production of more than 6 millions of hectolitres, wish to gather and federate, around the concept of the wine under quality labels, the actors of the Mediterranean regions of Europe who share with them the defence of the wine industry, around common ambitions and issues.

The objective of this actors' coalition is promoting on the European scale all the Mediterranean partners' future actions.

A meeting is organised on the
Thursday, the 20th of June 2013, at 2 p.m.

Committee of the Regions of the European Union

Room VM1 - 2, rue Van Maerlant, 1040 Brussels

The gathering of the European regions wine-making actors will enable to talk with a united voice around the defence of the wine-making quality labels, by the creation of a European platform.



Identity document and invitation required at the entrance.

Thanks for confirming your attendance
at the latest on the June 14th, 2013

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PROGRAM

- **WELCOMING AND INTRODUCTION 2 P.M.**
 - President Jacques GRAVEGEAL's words about the meeting challenges.
 - European regulatory state of play of the wine industry, as part of the PAC's negotiations.
 - First participants' round table, presentation of the attending wine producers per country and per wine-growing region.
 - Overview by Pays d'Oc about the necessity to create a Mediterranean platform of the PGI wines.

- **FIRST WORKSHOP 3:30 P.M.**
 - Identification of the common challenges for the wine-growing industries' producers and actors of the different attending regions:
 - "Territory and Quality"
 - "Labelling and Traceability"
 - "Sustainable development and Wine tourism"

- **BREAK 5:15 P.M.**

- **SECOND WORKSHOP 5:30 P.M.**
 - Common planned actions
 - ➔ Creation of the Mediterranean platform

- **CLOSING TASTING 6:30 P.M.**

