

III Black Sea WINEMAKING FORUM

General Information

Black Sea Winemaking Forum

Background information

The Third Black Sea Winemaking Forum (hereinafter “the Forum”) is a specialized comprehensive branch event, which will be held mostly in the B2B format, but this event stresses the fact that the wine industry is now driven mostly by the consumers. Nowadays the annual consumption of still and sparkling wine in the Eurasian Economic Union (EAEU) countries is about 7L per capita (age +15) that is two times lower than it was in the same republics in Soviet times and several times lower than it is now in the majority of the other European states. Russia as the largest net importing country of the region produces only about 25% of total national wine production volume from the grapes grown on its own territory.

The EAEU countries consumer wine market is for sure very close to the strong growth. Here are going to be also the significant changes in the supply sector: the old beneficiaries like Moldova, Bulgaria and Georgia are not ready to give up their traditional markets where they dominated for the centuries. In Russia, Armenia and Azerbaijan as well as in some other countries of the region the ambitious national plans are developed to increase the wine production volume. Despite the falling rates of the regional currencies, the West European net exporting countries and their New World challengers are actively working to keep their market positions, which they just historically recently reached in the net importing countries of the region.

The conference is traditionally held in the framework of the Forum. It is devoted to the forecasts and the analysis of the main trends in the wine market sector. The prospects of regional international cooperation in wine production is also will be discussed. The market risk in our turbulent region is very high, but now there are new growing market possibilities to implement the most ambitious projects at lower price.

The participants of the Forum will have an opportunity not only to work at the conference, but they will get acquainted also with the products of the winemaking and related companies participating at the exhibition to be held in parallel with the discussion sessions. The Forum is an year by year growing platform of the networking opportunities for the winemakers, importers, distributors and retailers, suppliers from the related industries, heads of the associations, market analysts, wine critics, experts and marketing specialists. It is also a suitable place for the contacts between the participants of the market and the representatives of the state authorities, responsible for the regulation and the development of the sector.

The Forum is organized in the framework of the 2016 program of the Black Sea Economic Cooperation (BSEC) Organization Business Council. The Forum is held also on the sidelines of the meeting of the Council of Ministers of Foreign Affairs of the BSEC. Exhibition-presentation of the companies - partners of the Forum will be also presented to the Ministers of Foreign Affairs and official and business delegations of the BSEC countries.

Black Sea Winemaking Forum

History

I Black Sea Winemaking Forum was held on 3-4 July 2014 in Gagauzia, autonomous republic in Moldova. Gagauzia is a bright example of the wine region, It has the highest density of the vineyards area per capita in Eastern and Central Europe. This region almost completely depends on the winemaking industry. Winemaking for Gagauzia is more than just a sector of agriculture, it is the most important part of the history and culture and the main basis for the economic and the development of this unique nation: Turkic speaking people, professing Christianity, living at the crossroads of the civilizations and the traditions.

About 150 participants representing more than 10 countries took part in the first Forum. The General Partners of the first Forum were Government of Gagauzia and Gorchakov Foundation, the official partners were famous winemaking companies : “KVINT” and “DIONIS CLUB”. The partners of the Forum were companies: “Tomai-Vinex”, “Vinuri de Comrat”, “Invinprom” and others.

Kuban, as the biggest wine region of Russia, producing 40% of the national volume of grapes and wine for two days was the venue for the conference and exhibition of II Black Sea Winemaking Forum. The Forum was held on 2-3 July 2015 in Krasnodar. It was attended by more than 300 participants, representing 18 countries.

The General Partners of the second Forum were Gorchakov Foundation and companies “DIONIS CLUB” and “Actis”. Official partners of the Forum were the Union of Viticulturists and Winemakers of Russia and the following companies: “ABRAU-DURSO”, “Massandra”, “VS&Ani Yard SA”, “Kuban-Vino”, “Planeta Vin”, “Interfin”, “Winexpert”, “Della Toffola Group”, “Ruscam Glass Packaging Holding”, “CCL Kontur“.

The Organizational Partners were companies “Tartcomvin”, “Imprimsystem”, “MiT”, “Complex-Bar”, “MONIN”. Media Partners were Portal of the Russian Alcohol Market “Alcoexpert”, Center of the Federal and Regional Alcohol Market Studies, Russian Association of Sommeliers, portal “Drinks. Technologies and Innovations”, portal “VINMOLDOVA.MD”, Internet catalogue "Goods Matrix," portal “Info Drink”, Internet portal of the equipment suppliers “Oborud.info”, the magazine “TASTE GUIDE: RESTAURANTS”, etc.

Black Sea Winemaking Forum

Mission

Forum is held to support the practical cooperation mechanisms: networking of the traders and producers; mutual promotion of the products on the relevant international and regional markets; assistance in the legal protection on the markets in different countries of the region; analytical networking in the formation of the consolidated opinions for the market researchers and analysts; lobbying and the mutual support in informing about the decisions made (or intended to be made) by the relevant government authorities, responsible for the regulation and the development of the winemaking sector.

The annual meetings of the Forum determine basic directions for its other activities as a permanent body: they are exhibitions, tasting workshops, conferences, wine and spirits competitions.

Black Sea Winemaking Forum can also organize other types of activity to reach its goals.

Black Sea Winemaking Forum has its own brand logo, which may be used by the participants in their documentation and product labeling.

The Forum pays a special attention to the establishment of a special international system of independent ratings for wine products of companies-participants.

Forum participants consider the Black Sea region as an area united not only by similar moderate resort-style climate and geographical peculiarities, but also as a region unified by the traditional culture of winemaking and relevant cuisine.

The peoples of the Black Sea region countries traditionally have friendly attitude towards each other, they respect the traditions of the production and consumption of wine and culture of the feasts, they have very good mutual knowledge of the regional ethnic cuisines. The Black Sea region is the most affordable and a favorite destination for the tourists from the neighboring countries, including the countries which do not have a direct access to the Black Sea.

Winemaking requires protection of geographical and cultural uniqueness, because it is closely tied to the place of origin of vine and wine production. The preservation of the traditions, the support of the authentic winemaking production is the basic aim of the Black Sea Winemaking Forum participants.

Black Sea Winemaking Forum

Participants

Participants of the III Black Sea Winemaking Forum can be any public or state organization or association, state or private company working in the winemaking or related sectors of economy from the countries of the Black Sea Economic Cooperation Organization (BSEC) system. BSEC includes: the participating countries – Azerbaijan, Albania, Armenia, Bulgaria, Greece, Georgia, Moldova, Russia, Romania, Serbia, Turkey, Ukraine; countries having an observer status – Austria, Belarus, Germany, Egypt, Israel, Italy, Poland, Slovakia, USA, Tunisia, France, Croatia, the Czech Republic; and the countries cooperating with the BSEC as sectoral dialogue partners – Hungary, UK, Iran, Republic of Korea, Slovenia, Montenegro, Japan. The participants from other states are also welcomed, they will have an observer status on the conference and full status at the exhibition.

The owners, managers and employees of the private and state enterprises representing the winemaking and related sectors of the agriculture; the importers, distributors and retailers, the heads of the relevant professional associations and unions; market researchers, sommeliers, wine critics, experts and analysts, the lawyers and legal experts in the field; journalists and the representatives of the relevant media; the official trade representatives from the countries of the region responsible for the winemaking sector; the officials responsible for the vitiviniculture regulation and development from the state and interstate authorities; officials and non-governmental representatives working in the vitivinicultural sector on the local and regional levels from the famous and newly developing Black Sea wine regions will take part in the conference and at the exhibition of the III Black Sea Winemaking Forum.

The chief executives of the International Organization of Vine and Wine (OIV) confirmed the participation. The representatives of the relevant departments of the Eurasian Economic Commission, Ministries of Foreign Affairs and Ministers of Agriculture and other regulatory authorities from several countries of the region will take part in the Forum. Conference and exhibition in the framework of the third Forum will be visited by chief executives and experts from the Permanent International Secretariat of the BSEC and from the BSEC Business Council, responsible for support and development of small and medium enterprises in winemaking industry and in agro tourism. During the Forum, the Representatives of the Black Sea Trade and Development Bank will inform the participants about the implementation of the regional infrastructure projects and support programs for the small and medium enterprises both from the BSTDB portfolio and from the BSEC new partner financial structures such as the Asian Infrastructure Investment Bank, the BRICS New Development Bank and the Silkroad Foundation.

Black Sea Winemaking Forum

Place, Theme, Registration

III Black Sea Forum Winemaking Forum will be held on 30 June - 1 July 2016 in the famous Black Sea resort Sochi city, in the conference center of the famed ***Radisson Lazurnaya*** hotel, which was fully reconstructed in 2013 before the XXII Winter Olympics.

Basic Theme of the Forum: *The Development of the Regional International Cooperation Mechanisms in the Vitivinicultural Sector.* "The Regional International Cooperation" notion has two meanings in the context of the Forum's discussions: the first is the cooperation between the winemaking market actors from the Black Sea region countries; the second is the cooperation between wine regions of the different countries of the region. The Black Sea Winemaking Forum will be focused on both directions.

The Forum is held to support the following practical cooperation mechanisms:

- networking of the traders and winemakers;
- mutual promotion of the products on the relevant international and regional markets;
- raising awareness of sector participants about the legal developments on protection of the geographical indications and about the regional vitivinicultural uniqueness;
- creation of the independent regional wine ratings;
- analytical networking in the formation of the consolidated opinions for the market researchers and analysts;
- assistance in the legal protection on the markets in different countries of the region;
- mutual support in informing about the decisions made (or intended to be made) by the relevant international and state authorities, responsible for the regulation and the development of the winemaking sector.

The Forum's discussions will focus also on the international and national consumer trends and innovative marketing strategies, as well as on the international cooperation mechanisms and new trends in the development of enotourism.

To receive the Forum's registration form please send a request to the Forum's operator e-mail: blackseawinemaking@gmail.com. In response you will be sent a registration form and the terms of the participation for the conference, exhibition and wine rating (optional). The Forum's organizers also offer different promotional packages for the companies wishing to be a partner of the Forum. The Forum also offers the partner agreements for the Media.

The basic language of the third Forum is Russian, consecutive English translation is provided upon request.

Black Sea Winemaking Forum

The Competition and the Ratings "Black Sea Wines"

The Competition and the Ratings "Black Sea Wines 2016" will be held on the sidelines of the III Black Sea Winemaking Forum. The Jury will consist of the leading experts from the countries of the region. Co-chairmen of the Jury: Stanimir Stoyanov (Chairman of the Union of Oenologists of Bulgaria) and Anatoly Korneev, (Executive Director of the Russian Association of Sommeliers)

The competition and the ratings will be based on the blind tasting procedure. The Jury will use the 100 point evaluation system. All wines scored more than 80 points, will be posted in the special bilingual section (detailed information about each wine and its rating will be given in Russian and English languages) on the Forum's web site and on the Internet resources of the relevant partner branch and corporate media. These ratings will give a start for the new independent platform for the Black Sea Region wines international evaluation, which is needed by the for the consumers especially from the Russian speaking world, who in general cannot follow the usual world known English ratings.

The samples of the still-white, still-red and still-rose wines; as well as the samples of the fortified and the sparkling wines can be submitted for these ratings and competition tasting.

The Competition "Black Sea Wines 2016" will be held in the following 5 Grand Prix categories: 1) the best still unoaked white wine; 2) the best still oaked white wine; 3) the best still red wine, vintage 2014 or younger; 4) the best red wine, the 2013 vintage or older; 5) the best rosé wine. The best wine in all 5 categories of each participating country from the Black Sea Economic Cooperation Organization (BSEC) will be also announced. The best wine in each of these 5 categories will be announced in the common nomination for the wines from the countries, which are not members of the BSEC.

The fortified and the sparkling wines this year will be assessed by the Jury only for compiling of the wine rating, these types of wine will not take part in the competition. This year the spirits cannot be accepted for the rating and competition. The companies which do not take part in the Forum, can submit the sample for the competition and ratings only upon the special decision made by the Forum's Board.

Participation in the 2016 "Black Sea Wines" ratings and competition is free! Participating companies wishing to submit their wines for rating and competition must register each sample separately using the registration form provided with this info sheet **until 10 June 2016**. The registration form has to be sent to the Forum's address **blackseawinemaking@gmail.com**

The product samples (each sample in the volume not less than 2 bottles for *0.75 l* or equivalent) have to be submitted by Forum's participants to the Jury in the restaurant *"Peter the Great"* at the hotel *"Radisson Lazurnaya"* before **15:00 on 29 June 2016**. It is better to submit samples by 28 June 2016, starting from 10:00 am. The samples can be also sent in advance, starting from 20 June 2016. The representatives of the Forum's Board will stay in Sochi hotel *"Radisson Lazurnaya"* from 20 June 2016 (see the contacts of the Board on next page). The wine samples can be sent also by express mail (the DHL is preferable) to the hotel *"Radisson Lazurnaya"* until **20 June 2016**. The exact address and the name of the contact person will be sent to the competition and ratings participants as soon as they register each sample by sending the completed registration form.

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