



BORDEAUX

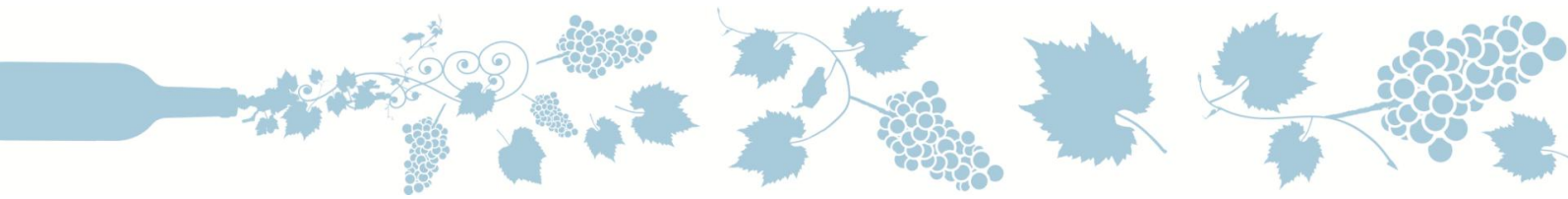
# Conseil Interprofessionnel du Vin de Bordeaux



MASTERS of WINE®

Presentation by Georges Haushalter, Vice-Chairman of the CIVB

25<sup>th</sup> June 2010



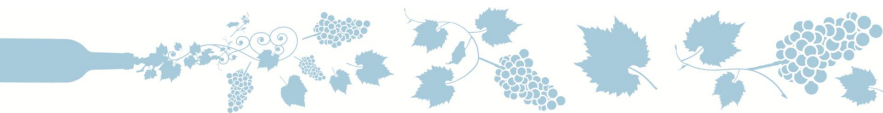
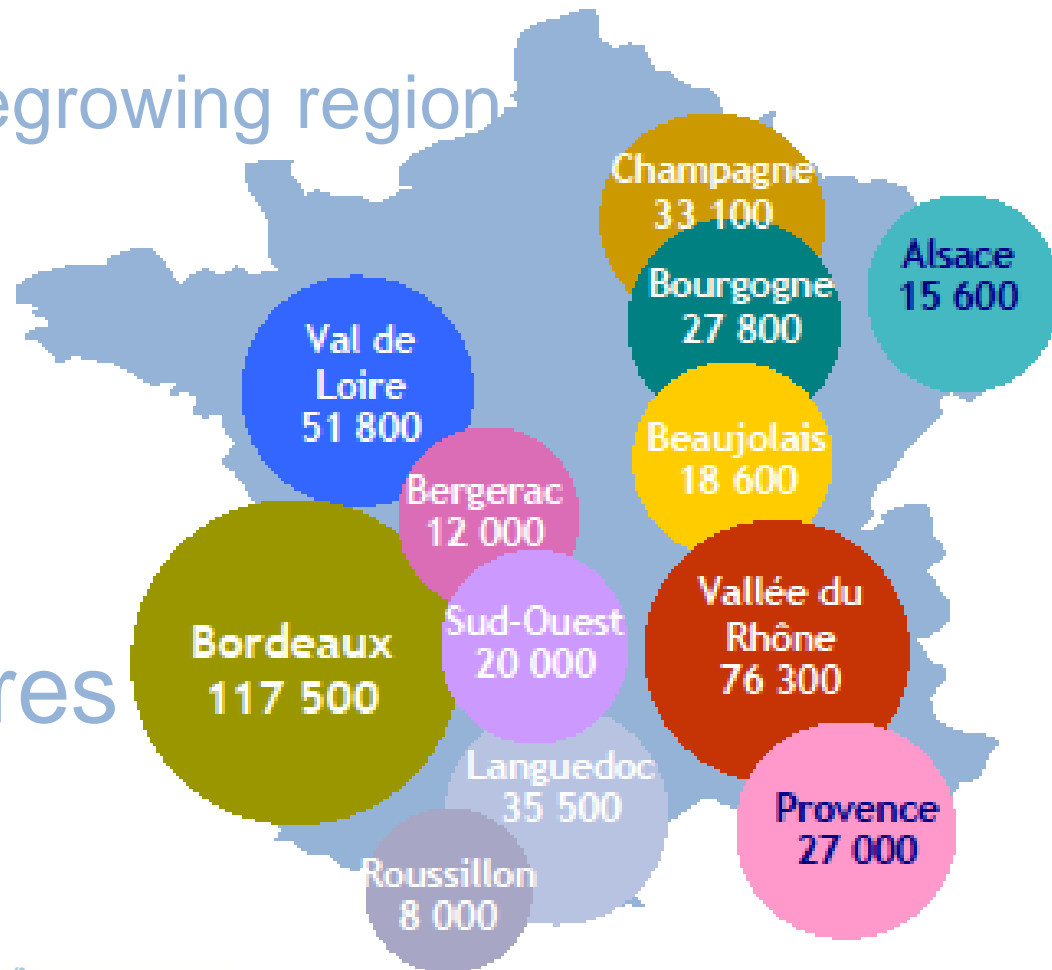
# Bordeaux Wines

## Production & Economics

# Bordeaux Wines: Production

The largest AOC winegrowing region in France

- 60 AOCs
- 117 500 hectares of vines



# Bordeaux Wines: Production and Economics

## Wine professionals

- 8 650 winegrowers
- 300 negociants
- 93 wine brokers
- 42 cooperatives
- 55 000 direct and indirect jobs
- For every 10 permanent employees in the wine-production industry in France, 4 work in the Gironde department.

## Harvest

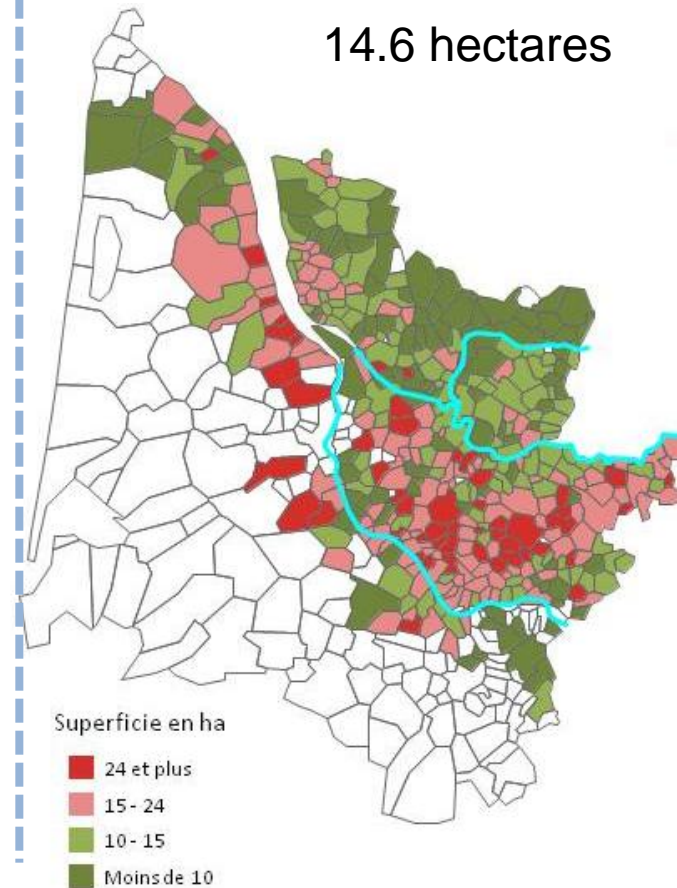
- 2009: **5.7 million hl**  
(+20% compared with 2008)
- 2008: 4.8 million hl

## Production

- Blended wines
- 80% red wines

## Average size of estates:

14.6 hectares



Représentation pour 3 exploit<sup>o</sup> ou plus



# Bordeaux Wines: Economics in 2009

## Bordeaux wine sales in 2009

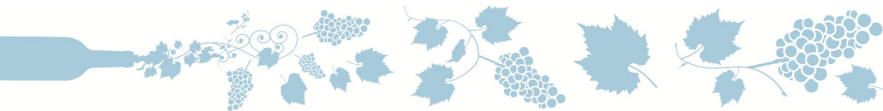
- 4.96 million hectolitres, or 661 million bottles,
- 3.37 billion Euros turnover

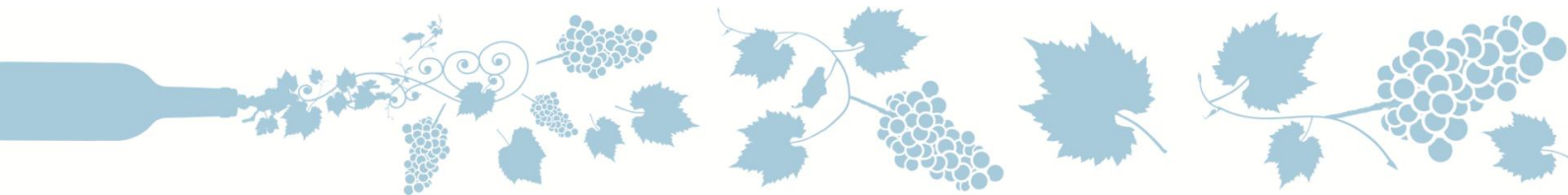
### The 10 main export destinations for bottled Bordeaux wine in 2009

- Germany 33 million bottles
- Belgium: 31 million bottles
- United Kingdom: 26 million bottles
- China: 18 million bottles
- USA : 15 million bottles
- Japan: 15 million bottles
- Canada: 9 million bottles
- Switzerland: 8 million bottles
- Netherlands: 8 million bottles
- Hong Kong: 6 million bottles



### Bordeaux wines in French exports , in value in 2009

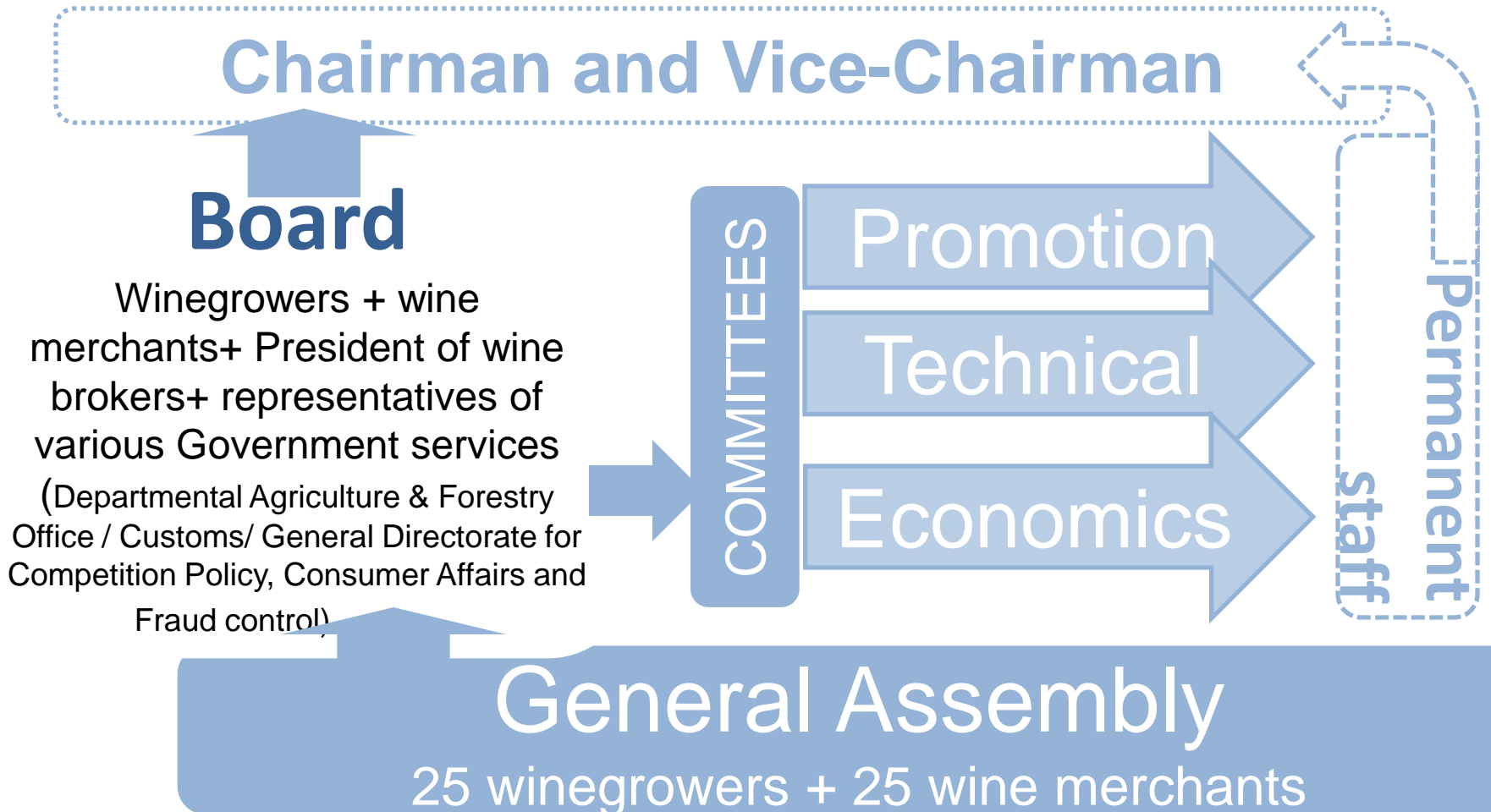




BORDEAUX

Conseil Interprofessionnel  
du Vin de Bordeaux  
Founded in 1948  
Organisation & Management

# The CIVB : Organisation and Management



# The CIVB: Organisation and Management

Budget for 2010 = 27 million Euros

**Three fundamental principles: representativeness/ equality/ unanimity**

- Regulatory authority of the Ministry of Finance and Ministry of Agriculture
- Managed by elected wine professionals
- The Chairman of the CIVB is elected for a term of 3 years and is alternately a winegrower or a wine merchant
- A team of permanent employees in Bordeaux and throughout the world.

## Missions

Promotion

Economics

Research & Quality

Public interest activities



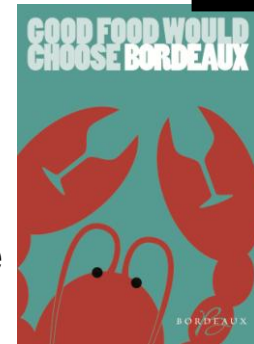
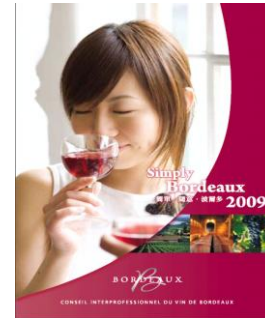


# The CIVB : Promotion

## Sustain sales in 21 countries

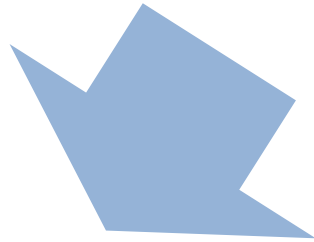
BUDGET for 2010: 20.8 million Euros, of which 5 million Euros of European funds

- Approximately 400 promotion campaigns annually
- More than 170 thematic press trips organised
- Developments of the web platform for the various markets
- An international Bordeaux Wine School to provide training courses for the general public, as well as for retail and distribution professionals
- National advertising campaigns, with the collective brand name “Bordeaux Wines”

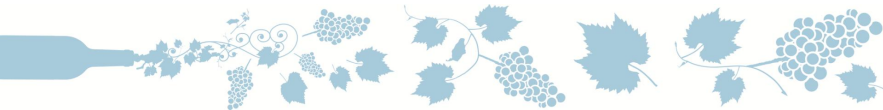
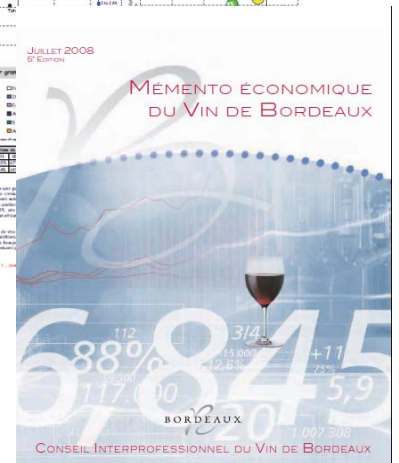
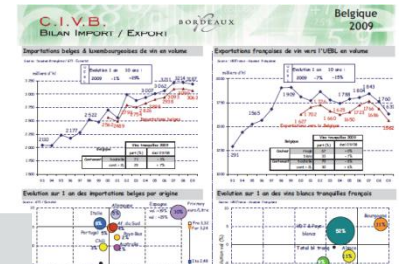


# The CIVB: Economics

Understand the market and its trends



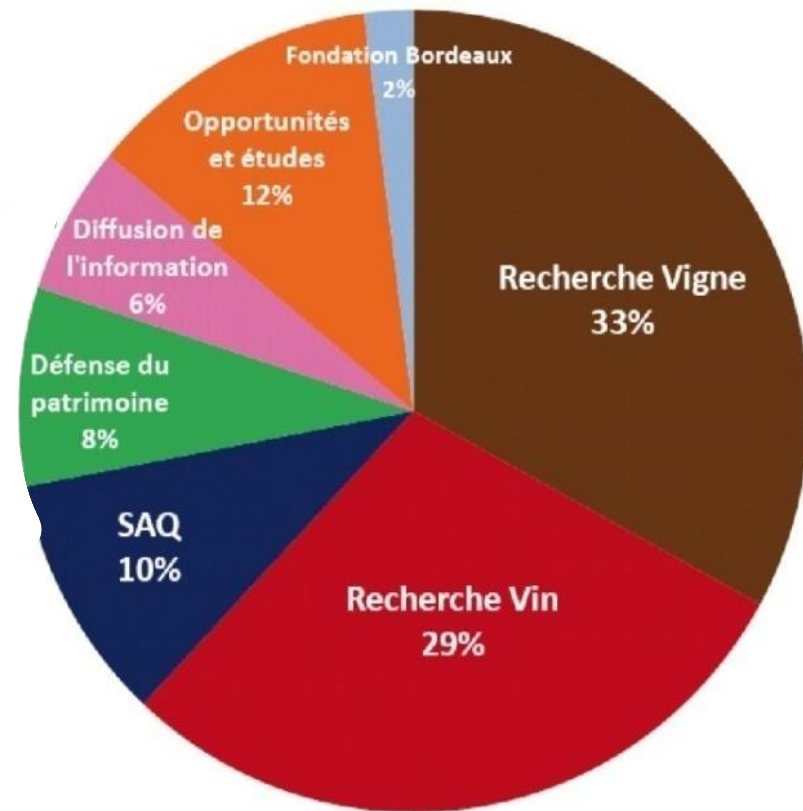
- Analyse data concerning offer and markets
- Analyse consumer trends
- Forecast market trends



# The CIVB: Technical

- Fund **research and experiments** (three-year programmes)
- Adapt to new compliance standards for **the environment and food safety**
  - Protect the **quality and typical characteristics** of Bordeaux wines

BUDGET for 2010: 2.15 Million Euros

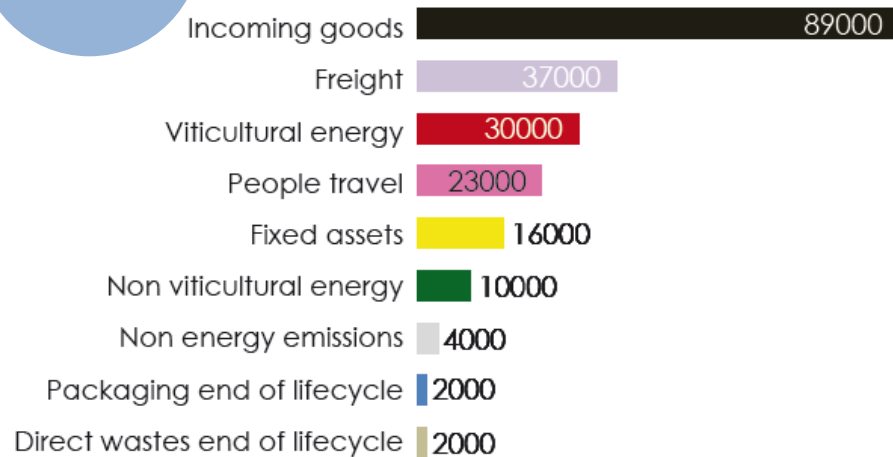


# The CIVB: Technical

## The Bordeaux wines environmental commitment

Stage  
1

### The Carbon Balance



Stage  
3

### The Environmental Management System

Stage  
2

### The Climate Plan

“Bordeaux wine 2020 Climate Plan”  
2020 objective : Achieve a 40 000 tCO<sub>2</sub>e reduction :

- 20 % reduction in total emissions
- 20 % energy conservation
- 20 % renewable energy
- 20 % water conservation



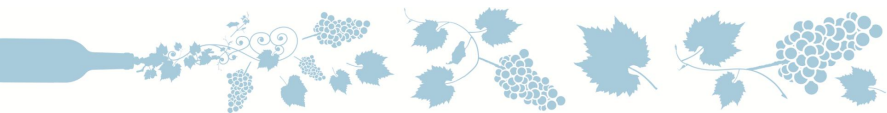
# The CIVB : Public interest role

Protection of our appellations

Action against the anti-alcohol lobby

Safeguard of terroirs

Wine tourism



CIVB  
BORDEAUX<sup>®</sup>

