

Vinexpo green symposium set to shape the future of world wine - Bordeaux May 14, 2019

Submitted by: Vinexpo

Monday, 29 April 2019

London, April 29, 2019 -- The impact of climate change on global wine businesses is poised to reshape the future of world wine growing, visitors to Vinexpo Bordeaux will hear on May 14 at a major Symposium.

They will also discover world-leading climate-change insiders and wine-makers working together to find strategies and practical programmes for tackling issues such as the impact on vineyards, vineyard management, winemaking and the spirits industry.

The first international Vinexpo Symposium, entitled Act for Change, The impact of climate change on the wine and spirits business is a truly global event featuring speakers from Europe, North and South America, Australia and Hong Kong.

A particular emphasis is placed on the economic and consumer dimension of climate change and the projection of a new economic geography of wine.

The line-up of scientists, academics and wine industry professionals features, among others Gregory V Jones of the Evanstad Centre for Wine Education, Evenstad Chair of Wine Studies, Professor of Environmental Studies, Linfield College, Oregon. Named one of the most influential people in the world of wine, Mr Jones has recorded the keynote opening address.*

International wine-makers are represented by Miquel Torres Jr (Spain), Edwardo Chadwick (Chilli), Katie Jackson (Jackson Family Wines), Dan Johnson of the Australian Wine Research Institute and Jose Luis Benitez, President of The Spanish Wine Federation, among others.

Other distinguished speakers include Laurent Panigai, Deputy Director of the Nicolas Feuillatte Champagne and Wine Centre; Michel Jarraud, former Secretary General of the World Meteorological Organisation, Jeannie Cho Lee, the award-winning author, writer, wine critic and judge who is currently a professor at the Hong Kong Polytechnic University where she helped launch the MSc in International Wine Management, and, not least, Catherine Le Page, Director of the National Interprofessional Cognac Bur.

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The Symposium focuses on three over-riding concerns: the impact of climate change on global vineyards, vineyard management and winemaking, the wine economy.

In round-table discussions following these presentations, climate change producers and economic specialists from wine and spirits organisations will tackle practical subjects such as 'How to produce and adapt in unstable conditions' to 'How do wine producers integrate climate change into their business strategy', and 'Who are the winners of climate change'.

Opening a month earlier this year and running for four days from May 13 to May 16, Vinexpo Bordeaux 2019 is themed on the phrase Shape the Future to position itself as the international wine and spirits exhibition that understands the key concerns of all professionals in the wine and spirits industries

*The Impact of Climate Change on Global Vineyards takes place on from 10am, Tuesday, May 14 in Room 8, Hall 2

On a related theme, WOW! World of Organic Wine, returns following its highly successful debut in 2017 when 9% of winemakers said they were satisfied or very satisfied with their participation at the exhibition. The WOW! event-within-an-event showcases growers of organic and biodynamic wines.

Registration for free media access to the exhibition: <https://register.vinexpobordeaux.com>

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