

## Phase 2

Phase 2 of the project consisted in implementing a series of concrete activities aimed at limiting the counterfeiting of Georgian wines. Activities were defined after the endorsement of the Recommendation Note prepared under Phase 1 by key wine sector stakeholders. The activities of Phase 2 were summarized in an Action Plan that received formal approval from the Government of Georgia, the EBRD, and the Government of Canada – as donor to the project. The Action Plan is presented hereafter.

- Action Plan for Phase II
- *Activity I* - Working Group on Institutional Framework

The aim of activity 1 was to encourage the Government of Georgia to create a more structured forum of discussion between public authorities and the private sector to improve the legal and institutional framework of the Georgia wine sector. To do that, the FAO team created an informal Working Group consisting of key wine sector stakeholders and exposed its members to international best practices. Working Group members were exposed to international best practices through (i) a Study Tour which took place in Italy in July 2007 and (ii) a series of notes and documents that were circulated by the FAO team.

- (i) A Study tour on Italian appellations took place in July 2007. The study tour was designed to improve the capacity of Georgian wine producers' to stimulate demand for their products in the global market. The tour included a seminar on "*How Italy protects and promotes its wine appellations?*", with presentations by representatives of the Italian wine sector. The seminar was followed by a series of visits to associations involved in the protection and promotion of wine appellations (*consorzi*), laboratories and wineries in three different regions. Attached are the seminar agenda, the study tour agenda, the list of participants, a diagram describing how the Italian wine sector is organized and a description of the regulatory framework of the Italian vine and wine sector.
- (ii) Among other documents, the FAO team circulated information on how tasting commissions, involving wine sector representatives, are organized in other wine producing countries. Further discussions on how to improve the institutional framework of the Georgian wine sector will also take place at the occasion of the final workshop of the project in November 2007.

The main outcome of activity 1 was an improvement of institutions involved in the wine sector and improved coordination between private and public stakeholders. The Government of Georgia decided to create a committee, involving private and public stakeholders, to discuss any further policy, legal or institutional development. While public institutions like the Ministry of Agriculture and SAMTREST are still understaffed and lack financial resources to accomplish their important missions, there were improvements: the role of SAMTREST was better defined in the latest amendments to the Wine Law, a wine tasting commission – drawing from international examples – was created, and laboratories are working better – thanks to the combined efforts of Government, GTZ and other donors. In the private sector, the most active association remains the Union of Georgian Wines Producers but associations in charge of defending and promoting individual appellations (similar to the Italian *consorzi*) have also started to emerge.