



Protection of Georgian Wine Appellations Project

A project supported by the European Bank for Reconstruction and Development (EBRD), the Food and Agriculture Organization of the United Nations (FAO) and the Government of Canada.

Final Workshop, Tbilisi, 27 November 2007

Agenda

- 08:30** **Arrival of participants**
- 09:00** Opening note, *Ministry of Agriculture, Deputy Minister Ms Lily Begiashvili*
- 09:15** General presentation of the project objectives and achievements
Emmanuel Hidier, FAO, Economist
- 09:30** Improvement of technical standards and regulations
Frédéric Julia, FAO, International Wine Expert
- Proposed improvement of oenological standards (substances and practices) to be applied in Georgia;
 - Advantages for Georgia to adopt a regulation in line with EC Regulation 884/2001 on the documentation required for wine transportation;
 - Proposed Manual on Wine and Vine Regulations
- 10:00** The global context: the international debate on geographical indications and relevance for Georgia
Wolf Meier-Ewert, WTO
- 10:15** Legal protection of Georgian appellations
Victor Mosoti, FAO, Legal Officer
- Summary of the legal processes and assistance;
 - Key issues in bilateral agreements on the protection of wine appellations;
 - Presentation of the draft practitioners' guide to the national and international legal framework on wine appellations.
- 10:30** Q&A session, followed by coffee break
- 11:00** The role of public and private institutions to improve the protection of wine appellations
Emmanuel Hidier, FAO, Economist
- 11:15** Summary findings of FAO's study on export market opportunities for Georgian wines

- 11:45** Role of the Union of Georgian wine producers in the protection of Georgian wine appellations
Shalva Khetsuriani
- 12:00** Involvement of bilateral agencies and international financial institutions in the Georgia wine sector
- World Bank, **Ilia Kvitaishvili**
 - GTZ, *Ambros Dotzer*
 - US AID / AgVantage *Richard Harebrain*
- 12:45** Q&A session and conclusions of the main session
- 13:30** Lunch break
- 14:30** Working sessions
- **Working session 1:** How to approach new export markets? The cases of Scandinavia, Germany, the US, Canada, China, Hong Kong, the UK and Poland.
Moderator: Frédéric Julia, FAO, International Wine Expert
 - **Working session 2:** How to solve remaining legal issues?
Moderator: Victor Mosoti, FAO, Legal Officer
- 16h30** End of workshop