

With the support of:



Salon international des techniques champenoises et effervescentes  
International exhibition of sparkling wine and Champagne making techniques



10<sup>th</sup> edition

**un engagement durable pour l'effervescence**

a sustainable commitment for sparkling wine techniques

Wednesday 14<sup>th</sup> to Saturday 17<sup>th</sup> October 2009  
Epernay, Millesium

## PRESS PACK

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and sponsored by AREV (Association of European Wine-growing Regions)*

*- subject to modification -*



REIMS ÉPERNAY

A Reims and Epernay Chamber of Commerce and Industry event

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## The Reims-Epernay CCI and the VITeff: 20 years serving companies in the sparkling wine sector

*With the 10th VITeff, the Reims-Epernay Chamber of Commerce and Industry is celebrating 20 years of supporting and promoting companies in the champagne industry and the entire sparkling wine sector*

20 years ago, aware that businesses working in the champagne sector (*vine growing and wine making equipment, high clearance tractors, bottling and discharge equipment, products for making and processing wine, packaging*) had to expand nationally and internationally to improve their competitiveness and innovation, **the Reims and Epernay Chamber of Commerce and Industry took on the VITeff to make it a unique professional exhibition devoted to the sparkling wine industry across the world** (*producers and distributors of sparkling wines and champagne, manufacturers and distributors of vine-growing and wine-making equipment and products, œwine-growers and technicians, etc.*).

This international event for champenoise and sparkling wine technicians gives professionals in the sector information on techniques and trends in sparkling wines and gives them an opportunity to present their new products and innovations. It is a way of meeting producers of sparkling wines from across the world, particularly champenois vineyards and professionals in the sparkling wine sector (*œwine-growers, winery managers, distributors*).

Over the years, the programme and the number of exhibitors has grown from 350 in 2003 to almost 415 in 2007 and the number of visitors from 16,000 in 2003 to 20,000 in 2007. Its international dimension has become increasingly prevalent with overseas delegations (17 in 2007), an increasing number of overseas contributors and visitors working for the opening of European markets to champagne exports. The VITeff is a great window on champenois know-how that inspires producers of sparkling wines from across the world.

***"It's really a complete exhibition on a technical level and it has the benefit of proposing a lot of innovation"*** according to Juan-Carlos Pina, a representative of the 200 producers of Argentinean wine present in 2007.

Ulrico Priore, one of the three creators of spumante d'Arapri, also made the trip in 2007 from the heel of the Italian "boot": ***"For several years we have been producing spumante using traditional methods in the region of Puglia. For us, VITeff is very good because it is the only exhibition devoted to sparkling wine where we can find specific equipment"***.

Since 2006, the Reims-Epernay Chamber of Commerce has been offering new services to professionals in the sector with an international watch (<http://veille.viteff.com>) on the economy and sparkling wine techniques and a

monthly newsletter sent to more than 6000 subscribers across the world. It is a real mine of information on the sparkling wine sector, (news, key figures, atlas, training, effervescence from A-Z, innovation) aimed at professionals and the press.

Lastly, the site was updated in order to make the search for information easier. All sections can now be accessed from the home page.

Some information such as country information sheets is only available on request. In the long-term, a subscriber area will give access to more information.

## A sustainable commitment to effervescence

***The 10<sup>th</sup> VITeff wants to be ecologically responsible and highlight the theme of sustainable development***

The VITeff will take place under the theme of sustainable development with the slogan **10<sup>th</sup> edition, a sustainable commitment for sparkling wine techniques** and proves it through its programming and organisation.

Already present in 2007, sustainable development will take centre stage in 2009.

### ■ The VITeff's commitment in terms of sustainable development

VITeff, through its organiser the Reims-Epernay CCI, has signed an eco-responsibility charter in which it undertakes to reduce its impact on the environment through its communication, transportation, purchasing, consumption management and eco-responsible waste and by raising the environmental awareness of its audience - both exhibitors and visitors (*complete charter at <http://www.viteff.com/Notre-charte>*).

VITeff's commitment to sustainable development is not simply "greenwashing"<sup>1</sup>, but the **conclusion of an overall approach following observations arising from previous VITeffs.**

At the 10<sup>th</sup> edition, the sustainable development approach will be highlighted in communication (dematerialisation, working with an ecological certified printer), transportation (encouraging alternative modes of transport, car sharing in partnership with [www.e-deplacements.fr](http://www.e-deplacements.fr)), waste management (sorting waste put in place before, during and after the exhibition) and an Eco-responsibility competition that will award the best "eco-contributor" to sorting.

**This eco-responsibility competition** will hand out two awards at the end of the exhibition:

- The VITeff 2009 Gold Eco Label will be given to the exhibitor who best meets the criteria of action mentioned below
- The VITeff 2009 Silver Eco Label will be for those that attempted to get as close as possible to it

Exhibitors should show a recognised eco-citizen attitude during VITeff when putting up stands, during the exhibition and when taking stands down. The methodology used for sorting and removing waste separating glass packaging should also be shown.

This eco-citizen attitude will be assessed as part of the exhibitor satisfaction survey at VITeff 2009 and when collecting waste daily.

The winning exhibitors will be listed on the VITeff web site with the Label awarded. The winner will be awarded one month's worth of interactive banner advertising on the VITeff virtual site.

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<sup>1</sup> use of ecological values without justification

## ■ The Energy Efficiency and Sustainable Development conference: ways of bouncing back

This conference will be organised on **Friday 16<sup>th</sup> October** from 10am to midday, in partnership with **ADEME** (The Environment and Energy Management Agency) and **the CIVC** (Interprofessional Champagne Wine Committee).

It aims to provide a global vision of the concrete and effective options available to winegrowers in the field of energy.

Great testimonials will support this theme in the areas of:

- **energy saving** concerning buildings and wine-growingœ (*interventions from the CIVC, the Nicolas Feuillatte Wine Centre and the Sat Manager consultancy*)
- **renewable energy** with photovoltaic energy and reducing wood (*interventions from the CIVC...*)
- **indirect energy** concerning transportation, voluntary CO<sub>2</sub> reduction charters by road haulers, space saving and cartons of six as well as bottle weight (*interventions from ADEME, CIVC, the Nicolas Feuillatte Wine Centre and Saint Gobain*)

=> *Free, reservation required*

## ■ The Health Communication Wine conference

The "Can we still talk about Wine in France and Europe?" conference will take place on **Thursday 15<sup>th</sup> October** from 10 am to midday run by Jean Michel Peyronnet with contributions from: Jose Ramon Fernandez - Secretary General of the CEEV (European Wine Business Committee), Rudolf Nickenig - Secretary General of Deutscher Weinbauverband, Jean Batillet - journalist at APV<sup>2</sup>, Sophie Signolles - President of "Univers du Goût en Champagne"...

=> *Free, reservation required*

## ■ Wine-growers technical day: "Tartaric stabilisation of wine"

The technical wine expert's day is organised by the French Wine Experts Union - Champagne Region, on **Thursday 15<sup>th</sup> October** from 8.30 am to 12.30 pm

=> *150€ inclusive of tax with lunch - Contact: Wilfrid Devaugermé - wdevaugerme@maisonburtin.com*

## ■ IFV (French Wine and Vine Institute) workshop

The IFV workshop on "Eco-design in wineries and vineyards" will take place on **Thursday 15<sup>th</sup> October** from 2:30 pm to 5:30 pm, in partnership with Adepta and *la Revue des Œnologues* that will publish a special supplement for the occasion.

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<sup>2</sup> Wine Magazine Association

This international workshop is aimed at all professionals that want to integrate new sustainable development challenges into the design of their vineyards (vine-growing buildings, cellars, equipment: low energy consumption (insulation and thermal regulation, renewable energy), optimal water management (economy and recycling, ecological treatment of effluents), as part of a harmonious landscape.

The following themes will be covered:

- "Ecological" architecture
- Vegetable walls and roofs
- Underground heat exchangers
- Geothermal science
- Solar panels
- Planted beds of reeds
- Methanisation of sub-products
- Energy recycling of vine stems and marcs

International experts and pioneer professionals shed some light on the different solutions that can be used:

- Christelle Lancelot (ADEME)
- René Moletta (University of Savoie)
- Reckson Mulidzi (ARC Infruitec, South Africa)
- Hervé Cividino (Loiret CAUE)
- Jaume Gramona (Cave Gramona, Spain)
- David Lefebvre (*Est agricole et viticole*)
- Dario Marengo (CCR Ingegneria, Italy)
- Arnaud Descotes (CIVC)

=> Free - Contact: Joël Rochard [Joel.ROCHARD@vignevin.com](mailto:Joel.ROCHARD@vignevin.com)

### The SITMAFGR Security conference

The SITMAFGR conference on "compulsory checks on pulverisation" will take place on **Thursday 15<sup>th</sup> October** from 10 am to midday.

=> Free, reservation required - Contact: Philippe RAVILLON [philippe@ravillon.com](mailto:philippe@ravillon.com)

### The René RENOÛ Prize awards ceremony

The National Association of Vine and Wine Elected Representatives (ANEV) and the International Federation of Wine and Spirits Journalists and Writers (FIJEV) will award, for the first time at VITEff - *partner of the prize in 2009 with the Wine Magazine Association (A.P.V)* - the René Renou Prize created in 2008.

This prize is given to the local government organisation that best worked in the previous year to defend and promote the cultural heritage of wine-growing. Candidates are communes, groups of communes, departments and French regions that have set up educational, environmental or wine tourism projects that are an example to and may be reproduced by other French local government organisations.

This prize is called René RENOÜ in honour of the wine-grower and former president of the INAO Wine Committee (1952-2006).

It comes with a trophy. A press pack is also produced that is distributed free of charge throughout the network of journalists and partners. The journalist who wrote the best article during the six months will also be rewarded when the competition is closed.

Projects will be selected by a mixed jury made up of managers from each partner.

## Effervescence to pleasure

*For its 10<sup>th</sup> anniversary, the VITeff is making its programme a celebration and invites all food lovers to pleasure tasting meetings*

When launched on 21<sup>st</sup> January, the VITeff teams set the tone of its 10<sup>th</sup> edition by organising a day with a gastronomic theme combining food and sparkling wine. This was an opportunity for participants to discover champagne in all its forms, to taste non-typical vintages and some fine quality food.

For its 10<sup>th</sup> anniversary, the VITeff team has chosen to develop the "tasting and pleasure" part of the exhibition combining descriptive tastings, gastronomic workshops and "gourmand" workshops.

### The Gastronomic Workshop with Champagne Star Chefs

**8 - gastronomic workshops** (4 a day, on 16<sup>th</sup> and 17<sup>th</sup> October - registration required: 30 €/workshop) the Champagne Star Chefs will enable producers, trainee sommeliers or chefs, caterers, journalists or "enlightened" amateurs to watch the live production of a recipe using champagne chosen from the winners of the Champagnes de la Propriété competition and champagne [Nicolas Feuillatte](#), partner of the VITeff. A **recipe book** the result of these workshops will be published and provide food and sparkling wine advice from the star chefs.

The draw between champagnes and chefs took place on 17<sup>th</sup> July at the Reims-Epernay CCI :

Chef	Restaurant	Champagne	Category of champagne	Day
Patrick Michelon	Les Berceaux	Delavenne	Brut sans année	Vendredi 16/10/09
Gilles Goess	La Briqueterie	Cuvée 225	Champagne Nicolas Feuillatte	Vendredi 16/10/09
David Marlien	Aux Armes de Champagne	Lequeux-Mercier	Blanc de Blanc	Vendredi 16/10/09
Dominique Giraudeau	Le Grand Cerf	Jacques Sonnette	Rosé	Vendredi 16/10/09
Jacky Louazé	Le Foch	Bonnaire	Demi-Sec	Samedi 17/10/09
Christophe Bernard	La Grillade gourmande	Fallet-Dart	Blanc de noir	Samedi 17/10/09
Didier Elena	Les Crayères	Henri Goutorbe	Millésime	Samedi 17/10/09
Vincent Dallet	Pâtisserie Vincent Dallet	Palmes d'or	Champagne Nicolas Feuillatte	Samedi 17/10/09

The [Les Etoilés de la Champagne](#)<sup>3</sup> Association aims to highlight Champagne's gastronomic wealth, to promote chefs, patisserie makers, bakers, and pork product producers in the region as well as promoting the food sector that contributes to France's gastronomic wealth.

## ■ Ateliers Gourmands by Educavin

**8 Ateliers Gourmands** (2 workshops a day for 4 days - registration required: 10 € before tax/workshop) are provided by Geoffrey Orban on his Educavin stand. He will show you classic and unusual combinations of flavours from France and elsewhere (China, Japan, Spain, Mexico, Scandinavia, South Africa, and Italy) and champagne.

These workshops are available to producers, restaurant owners, journalists, etc. Practical information sheets will be handed out at the end.

The champagnes used during these workshops will be the winners of the Champagnes de la Propriété 2009 competition and [Nicolas Feuillatte](#) champagne.

**Geoffrey Orban**, holder of a Master's degree in Champagne Wines, and French and European runner-up in 2006 of the **Concours des Ambassadeurs du Champagne**, has created [EducaVin](#) to develop training, events and consultancy in knowledge and tasting of wines. At the launch of VITeff 2009 on 21st January, he orchestrated the champagne tasting with gastronomic alliances.

## ■ The Epernay Champagnes de la Propriété competition

The Epernay Champagnes de la Propriété competition, organised by the Wine-growers Syndicate and the Reims and Epernay Chamber of Commerce and Industry, will show the winning wines (6 categories of champagne) and their typicality in association with food, on **Wednesday 14<sup>th</sup> October at 5:30 PM**, with Geoffrey Orban.

Created in 1978 by the Epernay Retailer Union and the Wine-grower's Syndicate, the Champagnes de la Propriété competition aims to promote the products of the champagne vineyards. The best champagne is created by winegrowers and cooperatives in six different categories are rewarded: bruts without year, blancs de blancs, blancs de noirs, vintages, rosés and demi-secs.

## ■ Descriptive tasting of sparkling wines South African CAP

Initiated in 2007, descriptive tasting allows the discovery of the typicality of foreign sparkling wines.

Organised with the Wine Experts Union - Champagne Region, the descriptive tasting

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<sup>3</sup> Members of the Les Etoilés de la Champagne" include: Vincent Dallet (Pâtisserie Dallet), Didier Eléna ([Les Crayères](#)), Jacky Michel ([L'Angleterre](#)), Dominique Giraudeau ([Le Grand Cerf](#)), Arnaud Lallement (L'Assiette Champenoise), Jacky Louazé ([Le Foch](#)), Patrick Michelon ([Les Berceaux](#)), Gilles Goess ([La Briqueterie](#)), M. Zeiger (L'Epine), M. Augé ([Le Royal Champagne](#)), Martial Berthuit ([Le Relais](#)), Pascal Tingaux (Château de Saran), Laurent Laplaige ([Le Millénaire](#)), Thibault Seurin-Moulin ([Châteaux de Courcelles](#)), M. Dantz (Trianon), Christophe Bernard (La Grillade Gourmande).

*To help save the environment, please only print this if necessary*

2009 involves sparkling wines from the Cap Classique region of South Africa. It will take place on **Thursday 15<sup>th</sup> October at 7 pm**, in the presence of invited South African producers.

=> *Contact: Wilfrid Devaugermé - [wdevaugerme@maisonburtin.com](mailto:wdevaugerme@maisonburtin.com)*

## An international rendez-vous

*To encourage exchanges between professionals in the sparkling wine sector across the world, VITeff is organising a single day devoted to international trade*

VITeff is offering sparkling wine professionals an opportunity to envisage exporting with training, meetings with experts and to develop their business by meeting professionals from across the world.

**A large number of foreign delegations and experts are expected at VTTEff 2009 providing opportunities for international business:** South Africa, Germany, United Kingdom, Argentina, Austria, Brazil, Bulgaria, China, Spain, the United States, Northern Europe, Hong Kong, Hungary, India, Italy, Japan, Luxembourg, Moldavia, Middle East, Portugal, Romania, Russia, Slovenia, Czech Republic and Ukraine.

### ■ Individual themed events

Organised by the *Champagne Viticole* and *Crédit Agricole du Nord Est*, these events all take place on **Friday 15<sup>th</sup> October 9 am to 1 pm and 4 pm to 6 pm**, on different practical subjects involving export:

- Adapting my communication
- How do I fix my export price?
- How do I make selling in Belgium easier?
- What are the obligations and rules of exporting?

### ■ Individual "country" events

Individual events with "country" experts will be available from **9 am to 1 pm and 4 pm to 6 pm**, pre-registration is essential.

Professionals can also get specific advice on targeted countries to develop their international business from representatives of Calyon - a *Crédit Agricole* subsidiary - and *Ubifrance* agricultural representatives in 35 countries/geographic zones:

- Africa and Middle East
- Germany
- South America
- China, Hong Kong, Japan
- United States
- Northern Europe
- United Kingdom/Ireland
- Italy
- Eastern Europe
- Portugal
- Russia

## ■ A focus on "opportunities for the champagne market"

A focus on the consumption of champagne in five countries (the United States, the United Kingdom, Hong Kong, the Middle East and Russia) will enable champagne professionals to form an opinion on the development of the international market.

**Thursday 15<sup>th</sup> October**

*Times: from 2 pm to 3.30 pm*

## ■ The European Technology Exchange

Champagne-Ardenne CRCI, in partnership with the Enterprise Europe Network and the Reims-Epernay CCI, is organising a technological exchange on **Wednesday 14<sup>th</sup> October between midday and 7 pm** as part of the VITeff to enable participants to talk to and find European partners in wine and sparkling drinks technology.

This event brings together manufacturers, technical centres and research institutes looking for or providing innovative technology and know-how in the field of wines and sparkling drinks and related technologies.

Everyone involved in this sector is invited, particularly the following specialities:

- Vine and wine equipment
- Wine-growing equipment
- Brewing and beer manufacturing equipment
- Packaging
- Manufacturers of fizzy and sparkling drinks (wines, mineral waters, beers, sodas, etc)

These are both pre-programmed individual events, information sessions on the latest trends in the sector during "Technological Focus" sessions and organised visits to public and private stakeholders in research and regional businesses in the vine growing and wine producing sector.

=> *Paying event (100€ before tax) and reservation required (before 6th October at [www.brokerage-event-viteff.com](http://www.brokerage-event-viteff.com)) - Contact: Jean-Bernard Massée [masee@champagne-ardenne.cci.fr](mailto:masee@champagne-ardenne.cci.fr)*

# Teaching, innovation, research to prepare for the future

*To discuss and prepare the sector for tomorrow, VITeff is promoting the trades and innovations that contribute to the wealth of the sparkling wine sector*

## ■ Champagne: an effervescence of jobs

Still today, hundreds of long-term jobs are available in the vine and wine sector. There is a wide variety of jobs from the vine to international commerce and including the vinification and champagne related businesses.

To get a complete overview of training (vocational to higher education) and job offers, the **Épernay Pays de Champagne Community of Communes** and the **Maison de l'emploi et des métiers d'Épernay et sa région** are providing a vine and wine sector employment and training area accessible to all during the exhibition.

This area will be made up of:

- a dynamic presentation, "from the vine to bubbles" (growing cycle of the vine, high-clearance tractors) and "wine expertise overseas" that will show the jobs and trades in the sector: vines, cellars, commerce, laboratories, etc. For 2009, a new dimension has been given as an objective to promote international trade and university courses in agro-resources (wine-growing, analysis)
- a "training partners" area
- an "Information-training" area
- conferences and workshops

## ■ Industries & Agro-resources (IAR) enterprise cluster conference

What are the applications of co-products from grapes? What properties do they have? For information on this subject, the IAR enterprise cluster is organising in partnership with the CCEPC (Épernay Pays de Champagne Community of Communes), a **conference on co-products made from Champagne grapes**.

This conference will take place on **Thursday 15th October from 10 am to midday**.

=> *Free, reservation required*

## ■ The Innovation Prize 2009

The Epernay Pays de Champagne Community of Communes is organising as part of VITeff, the **19<sup>th</sup> Innovation Prize competition** with the support of the Champagne-Ardenne Regional Council and the Champenois Enterprise Club with the support of Oséo, CIVC, IFV (French Vine and Wine Institute) and Europol'Agro.

This competition aims to **highlight the most innovative and environmentally**

**friendly techniques** in the vine growing and wine producing.

It is aimed at companies exhibiting at VITeff and laboratories and research teams in the following European countries: Germany, Belgium, Spain, France, Italy, the Netherlands, Poland and Switzerland.

The Innovation Prize has five sections:

- 1<sup>st</sup> Prize Viticulture
- 1<sup>st</sup> Prize Wine growing
- 1<sup>st</sup> Prize Packing and Packaging
- 1<sup>st</sup> Prize Environment
- 1<sup>st</sup> Prize International

It will be presented on **Wednesday 14<sup>th</sup> October**.

=> *Contact: Aymeric Tansini - [tansini@ccepc.fr](mailto:tansini@ccepc.fr)*

## Sector on the move: anticipating to better adapt

*To help professionals in the sparkling wine sector meet the challenges of changes in customer behaviour, VITeff is organising conferences and roundtables*

In the current context of economic crisis, the winemaking sector must look out, anticipate and innovate to adapt to markets more than ever. VITeff is proposing a series of roundtables and conferences both on "what works" and what the recession changes.

### ■ 8<sup>th</sup> Espace Champagne Meetings with Crédit Agricole du Nord Est

In a context of recession and changing consumer behaviour that is holding back luxury purchases, it seems important to redefine certain notions such as that of luxury products. Crédit Agricole du Nord Est carried out a study with IFOP on the values and behaviours around the luxury market to understand the expectations of consumers of luxury brands, particularly champagne.

The 8<sup>th</sup> Espace Champagne Meetings with Crédit Agricole du Nord Est will provide responses to the following questions:

- How do we define luxury?
- How do we learn how consumer behaviour is changing? Are these changes long term?
- What is the best way to face them?

These meetings will take place on **Wednesday 14<sup>th</sup> October at 2.30 pm.**

=> *Free, reservation required - Contact: Anais Chovet - [anais.chovet@ca-nord-est.fr](mailto:anais.chovet@ca-nord-est.fr)*

### ■ Provence Rosé Wines Conference

The "marketing of rosés wines, why such a craze?" conference will be presented by François Millo, director of the Provence Wines Interprofessional Committee. It will take place on **Thursday 15<sup>th</sup> October from 2 pm to 6 pm.**

### ■ Champagne Wine-Growers' Conference

- "If champagne didn't exist..."

Friday 16<sup>th</sup> October between 10 am and midday.

- **100 years of *Champagne Viticole***

Friday 16<sup>th</sup> October between 3 pm and 5.30 pm.

- **Managing a vineyard in a recession**

[AG2C](#) (a firm of accountants) will hold a conference on “managing a vineyard in a recession”. It will take place on **Friday 16<sup>th</sup> October**.

## **Roundtables**

These roundtables will offer debates on subjects at the centre of preoccupations around five major themes: the environment and organic produce with the participation of Joël Rochard - IFV, science and Vines and Wines with Christophe Clément - Stress, Defence and Plant Reproduction Laboratory (University of Reims Champagne-Ardenne), Regulations with Eric Champion - INAO, Innovation and Changes in Markets.

These will take place on 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> October in the television studio (*dates and times to be confirmed*).

## The day by day programme

See the complete programme as well as the different cocktail parties organised to which we cordially invite you.

WEDNESDAY, 14 <sup>TH</sup> OCTOBER 2009			
Time	Event		Room
11 am 1 pm	The Ateliers Gourmands organised by Geoffrey Orban - EducaVin. Price: 10 € including tax.		Hall Champagne
9.30 am	<b>Opening by:</b> <ul style="list-style-type: none"> <li>▪ Federico CASTELLUCCI, OIV Director General</li> <li>▪ Gilles GIULIANI, Deputy-Prefect of the city of Epernay</li> <li>▪ Philippe MARTIN, President of ANEV, Marne Deputy accompanied by ANEV parliamentarians</li> <li>▪ Jean Paul BACHY, President of the Champagne-Ardenne Region</li> <li>▪ René-Paul SAVARY, President of the Marne Regional Council</li> <li>▪ Laurent MADELINE, President of the Epernay Pays de Champagne Community of Communes</li> <li>▪ François CRAVOISIER, President of the Reims-Epernay CCI</li> <li>▪ José Ramon FERNANDEZ, Secretary General of the European Wine Businesses Committee</li> <li>▪ Dr Rudolf NICKENIG, Secretary General of Deutscher Weinverband</li> <li>▪ Bob LINDO, Chairman of the UK Vineyards Association</li> <li>▪ Christopher WHITE, CEO of Denbies Wine Estate</li> </ul>	off	Hall Champagne amphitheatre
Midday	Innovation Prize awards ceremony organised by the Epernay Pays de Champagne Community of Communes in partnership with the Champagne-Ardenne Region. Presided by Laurent MADELINE, President of the CCEPC.	off	Hall Champagne amphitheatre
1 pm	<b>VITeff 2009 opening cocktail</b>		Hall Jeroboam
Midday 7 pm	The Champagne-Ardenne CRCI, in partnership with the European Enterprise Network and the Reims-Epernay CCI is organising <b>European Technology Exchanges</b> . Price: 100 € including tax - registration required		Hall Mathusalem 2
2.30 pm	<b>The 8<sup>th</sup> Espace Champagne Meetings</b> , organised by Crédit Agricole du Nord Est on the theme of luxury goods		Hall Champagne amphitheatre
5 pm	<b>The 8<sup>th</sup> Espace Champagne Meetings</b> , organised by Crédit Agricole du Nord Est	off	Hall Balthazar
5.30 pm	<b>Diploma and medal ceremony for the winners of the Epernay Concours des Champagnes de la Propriété competition</b> by the Champagne Wine-Growers Conference and the Reims and Epernay Chamber of Commerce and Industry, presented by Geoffrey Orban from Educavin.		Hall Jéroboam
8.30 pm	<b>Prix Renou 2009 prize-giving</b> by The National Association of Vine and Wine Elected Representatives (ANEV) and the International Federation of Wine and Spirits Journalists and Writers (FIJEV) in partnership with VITeff.		
8.30 pm	<b>Gala dinner</b> organised by Champagne Nicolas Feuillatte	off	CVC Nicolas Feuillatte

THURSDAY, 15 <sup>TH</sup> OCTOBER 2009		
Time	Event	Room
8.30 am 12.30 pm	<b>Winegrowers technical days</b> by 'the Wine Experts Union - Champagne region on the theme of <b>Stabilising wines</b> . => Price: 150 € including tax - registration required	Hall Champagne amphitheatre
9 am to 1 pm  Then  2 pm 6 pm	<b>Individual theme events</b> presented by Champagne Viticole and Crédit Agricole du Nord Est, on <i>Optimising sales in Belgium, Fixing export prices, Communications tools</i> and <i>What are the obligations and rules of exporting</i>  <b>Individual country events</b> with representatives of Calyon - a Crédit Agricole subsidiary - and Ubifrance agricultural representatives of 35 countries/geographic zones: - Africa and Middle East - Germany - South America - Northern Europe - Etc.	Hall Mathusalem 2
10 am Midday	<b>Symposium "Can we still talk about Wine in France and Europe?"</b> with Jose Ramon Fernandez - CEEV Secretary General, Rudolf Nickenig - Secretary General of Deutscher Weinbauverband, Jean Batillet journalist at APV and Sophie Signole, President of Univers du Goût en Champagne.	Hall Champagne entrance hall
10 am Midday	<b>SITMAFGR Security conference on compulsory checks for pulverisation</b>	Hall Mathusalem 3
10 am Midday	Conference on <b>co-products of grapes and implementation of related models</b> organised by the IAR (Industries & Agro-resources) Enterprise Cluster in partnership with the Epernay Pays de Champagne Community of Communes.	Hall Mathusalem 1
11 am 1 pm	<b>The Ateliers Gourmands</b> organised by Geoffrey Orban - EducaVin. Price: 10 € including tax.	Hall Champagne
2 pm 3.30 pm	<b>Opportunities for the champagne market conference:</b> focus on the consumption of champagne in five countries (Russia, United Kingdom, Hong Kong, USA and the Middle East) organised by Crédit Agricole du Nord Est and Ubifrance.	Hall Mathusalem 1
2 pm 4 pm	<b>Conference on The marketing of rosé wines and the reasons for the craze</b> by François MILLO, Director of the Provence Wines Interprofessional Committee.	Hall Champagne entrance hall
2.30 pm 5.30 pm	<b>IFV workshop on Eco-design of cellars and vineyards: concept and examples</b>	Hall Champagne amphitheatre
7 pm 9 pm	<b>Descriptive tasting of Cap Classique</b> (South Africa) by the Union of Champagne Region Winegrowers	Hall Jéroboam

FRIDAY, 16 <sup>TH</sup> OCTOBER 2009		
Time	Event	Room
10 am Midday	Conference " <b>Energy Efficiency and Sustainable Development: ways of bouncing back</b> " organised in partnership with ADEME and CIVC.	Hall Mathusalem 1
10 am Midday	Conference " <b>If champagne didn't exist...</b> " organised by the Champagne Winegrowers Syndicate	Hall Champagne
10 am 6 pm	<b>Gastronomic Workshops</b> with the Star Chefs of Champagne. Price: 30 € including tax.	Hall Jéroboam
11 am 1 pm	<b>The Ateliers Gourmands</b> organised by Geoffrey Orban - EducaVin. Price: 10 € including tax.	Hall Champagne
2 pm 4 pm	Conference <b>Managing a vineyard in a recession</b> organised by AG2C	Hall Champagne
3 pm 5.30 pm	Conference <b>100 years of Champagne Viticole</b> organised by <i>la Champagne Viticole</i>	Hall Mathusalem 1

## **SATURDAY 17<sup>TH</sup> OCTOBER**

The theme of the day will be “Effervescence to Pleasure” with the Étoilés de Champagne's **Ateliers Gastronomiques** and the **Ateliers Gourmands** presented by Geoffrey Orban from Educavin.

Daily presentations by effervescence specialists will be held in the VITeff television studio from 8 am to 7 pm.

The Training and Employment Centre will be showing, Champagne: an effervescence of jobs - from Wednesday to Saturday

## Getting to VITeff 2009

Find out how to get to VITeff and about the reductions available depending on the method of transport at our site: <http://www.viteff.com/Acces>

This year, VITeff has also agreed a partnership with [www.e-deplacements.fr](http://www.e-deplacements.fr) to encourage car sharing as part of its sustainable development charter.

### Press accommodation

Once accredited by VITeff (*accreditation form attached*), you will be eligible for one night in a hotel in Epernay on Wednesday 14th October. For further information, contact [Delphine Déthune](#), VITeff's Head of Communications, on +33 (0)3 26 50 66 62.

If you want to prolong your stay to make the most of VITeff 2009, our site provides useful addresses for hotels: <http://www.viteff.com/Nouvel-article,36>

## Memo

<b>VITeff</b>	International exhibition of sparkling wine and Champagne making techniques
<b>Dates</b>	Wednesday 14 <sup>th</sup> to Saturday 17 <sup>th</sup> October 2009
<b>Times</b>	from 10 am to 7 pm.
<b>Place</b>	<b>Le Millésium Épernay - Pierry</b> 1 rue Jean Bagnost 51530 PIERRY <a href="http://www.lemillesium.com">www.lemillesium.com</a>
<b>Organisation</b>	Jean-Marc Cecon Commissioner general Reims and Epernay Chamber of Commerce and Industry 5, rue des Marmouzets B.P. 2511 51070 Reims cedex Tel: +33 (0)3 26 50 66 73 E-mail: <a href="mailto:jean-marc.cecon@reims.cci.fr">jean-marc.cecon@reims.cci.fr</a>
<b>Partnerships</b>	Sofia RIBEIRO Marketing manager Reims and Epernay Chamber of Commerce and Industry Tel: +33 (0)3 26 50 62 61 E-mail: <a href="mailto:sofia.ribeiro@reims.cci.fr">sofia.ribeiro@reims.cci.fr</a>
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<b>Frequency</b>	Biennial
<b>Exhibition space</b>	10,700 m <sup>2</sup> covered area 11,200 m <sup>2</sup> outside area or a total of 21,900 m <sup>2</sup>
<b>Key figures 2007</b>	<ul style="list-style-type: none"><li>• 447 exhibitors</li><li>• 20,000 visitors</li><li>→ 85% visitor satisfaction rate</li><li>→ 95.5 % of visitors satisfied with the quality of contacts</li><li>• More than 25 countries represented</li><li>• 100 new products and innovations presented</li><li>• 8 innovation prizes given out</li><li>• 2,700 participants in conferences</li></ul>
<b>Web site</b>	<a href="http://www.viteff.com">www.viteff.com</a> / <a href="http://www.viteff.eu">www.viteff.eu</a>

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## Medias



## Le VITEff remercie aussi



For the latest news on VITEff 2009, go to [www.viteff.com](http://www.viteff.com)