

With the support of :



Biennale internationale des techniques champenoises et effervescentes  
International biennial of sparkling wine and Champagne making techniques

9<sup>th</sup> edition

Wednesday 17 to Saturday 20 October 2007  
Epernay, France

## PRESS KIT

- Programme subjected to modification -



*The VITeff is an event from the Chamber of Commerce and Industry of Reims and Epernay*

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Biennale internationale des techniques champenoises et effervescentes  
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## FROM 17 TO 20 OCTOBER 2007, MEET UP WITH THE WORLD OF SPARKLING WINES AT VITEFF (FRANCE)

*For its ninth edition, VITEff is highlighting two important subjects for sparkling wines: the environment and marketing*

The international sparkling wine industry will be gathering from Wednesday 17 October to Saturday 20 October 2007 at the Millesium Exhibition Centre in Epernay (France) for VITEff - the international biennial of sparkling wine and champagne making techniques.

**400 exhibitors and 20,000 visitors** are expected for this major international event dedicated to professionals in the sparkling wine industry (producers and distributors of sparkling wines, manufacturers and distributors of vine-growing and wine-making equipment and products, oenologists, technicians etc.).

Delegations from ten countries are already planning to participate in VITEff 2007: from Germany, Argentina, Bulgaria, Chile, Spain, Italy, Moldova, Romania, Slovenia, and the Ukraine.

VITEff provides a four-day opportunity to learn about the latest techniques and trends in the world of sparkling wines. It is an occasion for making contacts, exchanging ideas at conferences and enjoying the lively atmosphere of the workshops on innovations and developments in the industry.

For its ninth edition, VITEff is highlighting two subjects which are of major concern to all professionals in the sparkling wine industry: the **environment and marketing**.

Under the patronage of the OIV<sup>1</sup>, VITEff 2007 offers a varied and full programme of conferences, workshops and competitions:

- **The VITEff Innovation Prize** organised by the Communauté de Communes Epernay Pays de Champagne. This competition singles out the most innovative and environment-friendly vine-growing and oenological techniques. Sponsored by Oséo, the CIVC (Comité Interprofessionnel des Vins de Champagne - *Interprofessional Champagne Region Wines Committee*), the ITV (Institut Technique des Vins - *French Technical Institute for Wine and Vine Growing*) and Europol'Agro, the competition has eight prize categories, including an "applied research project" and "Vine and Wine Coproduct" prize that welcomes participants from all over Europe.

<sup>1</sup> Organisation Internationale des Vins - *International Organisation of Vine and Wine*

- **Oenologists' Technical Day** organised by the French Union of Oenologists, on the making of sparkling rosé wines.
- **European Brokerage Event** organised by the *Relais Innovation Grand Est Centre (Innovation Relay Center)* on the subject of "**sparkling wine and sparkling beverage technologies**" (vine-growing, oenology, packaging, traceability, beer, etc.). This enables businesses, technical centres and research laboratories to develop their innovations and meet international technological and commercial partners.
- **The 6<sup>th</sup> "Espace Champagne" Meetings** organised by the Crédit Agricole du Nord Est, in partnership with the RVI (*Revue Vinicole Internationale - Wine Making Magazine*) will focus on "**Competitiveness and Creation of value: the challenge for sparkling wines**".
- **Tasting of Champagne wines** awarded at the Vinalies 2007, organised under the guidance of the Union of Oenologists in the Champagne Region.
- **Biodiversity workshop** organised by ITV France, in partnership with Vitis Planet.
- **Conference on the development of grape coproducts** organised by the Communauté de Communes Epernay Pays de Champagne in partnership with the internationally oriented Industries & Agro-resources competitiveness cluster.
- **Conference « 10 years to save the balance in the Champagne Région »** organized by the General Union winegrowers

[www.viteff.com](http://www.viteff.com)

all about the exhibition of the sparkling sector  
and the complete programme !

## Key figures of the sparkling wine industry

**Sparkling wines worldwide market > 2 milliards of bottles (about 170 millions of crates)**

**Worldwide consumption of sparkling wines in 2005:**

16,004 millions hl (+8,41 % in comparison with 2001)

Projection 2010 : 17,615 millions hl (+10,07 %)

Source : Vinexpo / IWSR 2007

**The main drinker countries**

| Country       | Production part of sparkling wines |
|---------------|------------------------------------|
| Germany       | 22 %                               |
| France        | 16,9 %                             |
| Russia        | 9 %                                |
| United-States | 7,7 %                              |

(Vinexpo / IWSR 2007)

**More than 50 countries produce sparkling wines**

**4 countries elaborate 77 % of the worldwide production of sparkling wine:**

| Producers | Production part of sparkling wines |
|-----------|------------------------------------|
| France    | 27 %                               |
| Germany   | 24 %                               |
| Italy     | 13 %                               |
| Spain     | 13 %                               |

**The 6 main producers of sparkling wines:**

**France**

| Sparkling wines production | Sparkling wines consumption   | Sparkling wines exportations   | Sparkling wines importations        |
|----------------------------|---|--|-------------------------------------|
| 3,89 millions hl (2004)    | 2,711 millions hl (2005) <sup>1</sup><br>-2,83 % since 2001                             | 1,475 millions hl (2006) <sup>2</sup> :<br>+ 10,5 % aver one year<br>2,27 milliards €: + 14 % in<br>comparison with 2005 | 90 thousands hl (2006) <sup>2</sup> |
|                            | 2,679 millions hl (projection<br>2010) <sup>1</sup><br>-1,18 % between 2005<br>and 2010 |  |                                     |

1) source : Vinexpo / IWSR 2007

2) source : Viniflor Infos n° 142 April 2007

**The sparkling wines sales in 2005**

Appellations      Numbers of sold necks      Exportations

| Appellations                 | Numbers of sold necks | Exportations |
|------------------------------|-----------------------|--------------|
| Champagne                    | 307,5 millions        | 42 %         |
| Crémant d'Alsace             | 22,1 millions         | 14 %         |
| Val de Loire                 | 25,5 millions         | unreported   |
| Whose Saumur                 | 9,2 millions          | 23 %         |
| Vouvray                      | 7,6 millions          | 6 %          |
| Crémant de Bourgogne         | 8,36 millions         | 19 %         |
| Blanquette de Limoux         | 5,6 millions          | 26 %         |
| Crémant de Limoux            | 2,8 millions          | 18 %         |
| Clairette and Crémant de Die | 9 millions            | unreported   |

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR, Vinexpo 2007

## Germany

| Sparkling wines production | Sparkling wines consumption      | Sparkling wines exportations | Sparkling wines importations |
|----------------------------|----------------------------------|------------------------------|------------------------------|
| 20 millions d'hl           | 3,7 litre par an et par habitant | N.C.                         | 1,2 millions d'hl (2003)     |

Figures 2004

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR

## Italy

| Sparkling wines production | Sparkling wines consumption | Sparkling wines exportations | Sparkling wines importations |
|----------------------------|-----------------------------|------------------------------|------------------------------|
| 1,9 millions d'hl          | 1,1 millions d'hl           | N.C.                         | 100 millions d'hl (2002)     |

Figures 2004

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR

## Spain

| Sparkling wines production | Sparkling wines consumption | Sparkling wines exportations | Sparkling wines importations |
|----------------------------|-----------------------------|------------------------------|------------------------------|
| 250 millions de cols       | 93 millions de cols         | N.C.                         | 70 millions d'hl             |

Figures 2003

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR

## The United-States

| Sparkling wines production | Sparkling wines consumption | Sparkling wines exportations | Sparkling wines importations |
|----------------------------|-----------------------------|------------------------------|------------------------------|
| N.C.                       | 114 048 000 litres          | 65 millions de litres        | 396 millions d'hl (2003)     |

Figures 2004

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR

## Russia

| Sparkling wines production | Sparkling wines consumption | Sparkling wines exportations | Sparkling wines importations |
|----------------------------|-----------------------------|------------------------------|------------------------------|
| 140 millions hl            | 1 l by year and inhabitant  | unreported                   | 12,5 millions l              |

Figures 2005

Source : Ministry of Agriculture and Fishery, OIV, UBIFRANCE and VINIFLHOR

***If you want more information about the countries producing sparkling wines, refer you to the countries' slips on our website: [www.viteff.com](http://www.viteff.com) / The intelligence.***

## VITeff 2007 : memo

|                               |   |
|-------------------------------|---|
| <b>VITeff</b>                 | International Biennial of sparkling wines and Champagne making techniques   |
| <b>Dates</b>                  | From Wednesday 17 <sup>th</sup> to Saturday 20 <sup>th</sup> of October 2007  |
| <b>Hours</b>                  | From 9 a.m. to 7 p.m.   |
| <b>Place</b>                  | Millesium<br>Epernay - France   |
| <b>Registrations/logistic</b> | Jean-Marc CECCON<br>VITeff Organisation committee<br>Chamber of commerce an industry of Reims and Epernay<br>5, rue des Marmouzets<br>B.P. 2511<br>51070 Reims cedex<br>Phone: +33 (0)3 26 50 66 73<br>E-mail: <a href="mailto:jean-marc.ceccon@reims.cci.fr">jean-marc.ceccon@reims.cci.fr</a> |
| <b>Organisation</b>           | Chamber of commerce an industry of Reims and Epernay<br>Economical Development Management<br>Philippe D'OLIVEIRA<br>Phone: +33 (0)3 26 50 62 88<br>E-mail: <a href="mailto:philippe.doliveira@reims.cci.fr">philippe.doliveira@reims.cci.fr</a>   |
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| <b>Press relations</b>        | Delphine DETHUNE<br>Chamber of commerce an industry of Reims and Epernay<br>Communication Management<br>Phone: +33 (0)3 26 50 66 62<br>E-mail: <a href="mailto:delphine.dethune@reims.cci.fr">delphine.dethune@reims.cci.fr</a>   |
| <b>Specificity</b>            | International meeting   |
| <b>Periodicity</b>            | Biennial  |
| <b>Surface of exhibition</b>  | 11 000 m <sup>2</sup> covered surface<br>14 000 m <sup>2</sup> outside<br>Total: 25 000 m <sup>2</sup>  |
| <b>Key figures 2005</b>       | 390 exhibitors<br>21 000 visitors   |
| <b>Website</b>                | <a href="http://www.viteff.com">www.viteff.com</a> / <a href="http://www.viteff.eu">www.viteff.eu</a>   |

# VITeff 2007 : partners

## Comité d'organisation / Organisation committee



## Avec le soutien de / Sponsored by



## Collège scientifique et technique / Scientific and technical college



## Le VITeff remercie aussi / The VITeff also thanks



## Médias



## Nos autres partenaires / Other partners



## Programme

Find all the programme of the VITeff 2007, and the main cocktails where you are welcomed.

### WEDNESDAY 17 OCTOBER 2007

| Hour         | Event  |     | Hall                              |
|--------------|--|-----|-----------------------------------|
| 8 am 5 pm    | <b>Employment workshop</b> organized by the <i>Communauté de Communes Epernay Pays de Champagne</i> , the SGV and the Chamber of Agriculture   |     | Hall Jéroboam                     |
| 9 am to 7 pm | <b>Water Plan Workshop</b> organized by the CIVC and the Marne Chamber of Agriculture  |     | Exhibition halls                  |
| 9.30 am      | <b>Inauguration in the presence of :</b> <ul style="list-style-type: none"> <li>○ Janez SUMRADA, Ambassador of Slovenia in France</li> <li>○ Peter HAYES, President of OIV</li> <li>○ Federico CASTELLUCCI, Chairman of OIV</li> <li>○ Christian PATERMANN and Michel COOMANS from the European Commission</li> <li>○ Nicolae GRIGOREANU, Counselor Minister of Romanian Embassy</li> <li>○ Melinda GYORGY, Economic Counselor of Romanian Embassy</li> <li>○ Philippe MARTIN, Chairman of ANEV and member of French Parliament (Marne Departement) coming with ANEV members</li> <li>○ Norbert SOMOGYI, Scientific Counselor of Hungary Embassy</li> <li>○ Enrique CASTANE FERNANDEZ, Counselor for Agriculture in the French Spain Embassy</li> <li>○ Martin NISSEN, first Counselor for Agriculture in the German Embassy in Paris</li> <li>○ Dimitar YANCHEV, Bulgarian Commercial and Economic Counselor in France</li> <li>○ Yves BENARD, Chairman of the Wine, Spirit and other Alcoholic Beverage Committee</li> <li>○ Thierry GASCO, Chairman of the French Union of Oenologists coming with Eastern European Countries Oenologists</li> <li>○ Valeriu V. COTEA, Romanian Wine and Vine Employers' organization</li> <li>○ Jean-Marie LABORDE, CEO of Rémy Cointreau</li> <li>○ Pierre-Emmanuel TAITTINGER, CEO of Champagne Taittinger</li> <li>○ Bernard MARY, CEO of Crédit Agricole du Nord Est</li> <li>○ Francesco TADDONIO, Wine Director of Pernod Ricard</li> <li>○ Anne LUBERT, Head of Marketing of Freixenet</li> <li>○ Steve CHARTERS, Head of the Reims Management School Chair of Champagne Management...</li> </ul> | off | Tent                              |
| 10 am        | The European Brokerage Event on the subject matter <b>"Technologies of wine and sparkling drinks"</b> organized by the Innovation Relay Centre for the <i>Grand Est</i>  |     | Hall Jéroboam                     |
| 11.30 am     | Innovation prize giving by the <i>Communauté de Communes Epernay Pays de Champagne (CCPEC)</i> under the presidency of Michel BOULONNAIS, President of CCEPC, and with the presence of Jean-Paul BACHY, President of Champagne Ardenne Regional Council, Patrick LEBRUN, SGV President and Régis COUTANT, President of the "Club des   | off | Conference room<br>Hall Champagne |

|         |  |     |                                    |
|---------|--|-----|------------------------------------|
|         | Entrepreneurs Champenois”.   |     |                                    |
| Midday  | <b>VITeff 2007 opening cocktail</b>  |     | Hall Mathusalem 1                  |
| 1 pm    | <b>Comparative tasting of the world sparkling wines</b> organized by the Union of Oenologists Champagne region   |     | Hall Mathusalem 2 and Mathusalem 3 |
| 2.30 pm | The 6th Event Espace Champagne, around the theme <b>“Competitiveness and Added value - the sparkling wine challenge”</b> organized by the Crédit Agricole of the Nord Est  |     | Conference room<br>Hall Champagne  |
| 5 pm    | <b>6<sup>th</sup> Event Espace Champagne Cocktail</b> organized by the Crédit Agricole of the Nord Est   | off | Catering room                      |
| 5.30 pm | The medal and graduation prize giving ceremony <i>Concours des Champagnes de la Propriété d’Epernay</i> organized by the General Union of Champagne winegrowers and the <i>Chamber of Commerce and Industry</i> of Reims and Epernay |     | Hall Mathusalem 1                  |
| 9 pm    | <b>Gala evening on the theme “DREAM TRAVEL”</b> organised by Nicolas Feuillate   | off | CVC Nicolas Feuillate              |

**THURSDAY 18 OCTOBER 2007**

| Hour                | Event  |     | Hall                                |
|---------------------|--|-----|-------------------------------------|
| 8 am 5 pm           | <b>Employment workshop</b> organized by the <i>Communauté de Communes Epernay Pays de Champagne</i> , the SGV and the Chamber of Agriculture   |     | Hall Jéroboam                       |
| 9 am to 7 pm        | <b>Water Plan Workshop</b> organized by the CIVC and the Marne Chamber of Agriculture  |     | Exhibition halls                    |
| 8.30 am<br>12.30 pm | Technical Day of Oenologists, around the theme <b>“Preparation of rosé sparkling wines”</b>  |     | Conference room<br>Hall Champagne   |
| 8.30 am<br>12.30 pm | The wine committee from the Crédit Agricole on the subject matter:<br><b>“Support by the Crédit Agricole for the wine-growing operators in the operations of acquisition merger”</b>             | off | Amphitheatre of the Community Hotel |
| 9 am<br>1 pm        | <b>ADEPTA meeting:</b><br>- The sparkling wines in the East European countries<br>- Presentation of the ADEPTA French offer in matters of technology for the sparkling wines                     | off | Catering room                       |
| 9 am to midday      | Conference on the subject matter “The compulsory controls of the viticultural machines on the vineyard - what checks for which equipment?” by the SITMAFGR                                       | off | Mathusalem 1                        |
| 10 am to midday     | Conference on the improvement of the coproducts around the theme: <b>“The use of coproducts from the grape in Champagne”</b> organized by the CCEPC and the IAR competitiveness area of activity | off | Mathusalem 1                        |
| 1 pm to 3 pm        | <b>The oenologists lunch</b>   | off | Balthazar Restaurant                |
| 2.30 pm to 5.30     | <b>“Bio diversity”</b> workshop by ITV France  | off | Conference room<br>Hall Champagne   |
| 6.30pm to 8 pm      | <b>Presentation and Tasting of wines from Champagne awarded at the VINALIES 2007</b> organized by the Union of Oenologists of France <i>Region Champagne</i>                                     | off | Mathusalem 1                        |

**FRIDAY 19 OCTOBER 2007**

| Hour         | Event  |  | Hall             |
|--------------|--|--|------------------|
| 8 am 5 pm    | <b>Employment workshop</b> organized by the <i>Communauté de Communes Epernay Pays de Champagne</i> , the SGV and the Chamber of Agriculture |  | Hall Jéroboam    |
| 9 am to 7 pm | <b>Water Plan Workshop</b> organized by the CIVC and the Marne Chamber of Agriculture  |  | Exhibition halls |

|                    |  |     |                                 |
|--------------------|--|-----|---------------------------------|
| 9 am to 10.30 am   | <b>“Grape-picking”</b> breakfast of the AGILOR team from the Crédit Agricole du Nord Est   | exp | Tent. Booth 106, aisles D and F |
| 10 am to midday    | Conference « <b>How to manage the Champagne asset ?</b> » organised by the Union CGT Marne   |     | Mathusalem 1                    |
| 10 am to midday    | Conference on <b>“10 years to save the balance in the Champagne Region”</b> organized by the General Union winegrowers                     | off | Conference room Hall Champagne  |
| 2.30 pm to 5.30 pm | Conference on the theme: <b>“Export, follow the guide!”</b> organized by the <i>Champagne Viticole</i> and the Credit Agricole du Nord Est | off | Mathusalem 3                    |

All the days, till the 20<sup>th</sup> October, you have speeches of experts in sparkling wine on the VITeff TV Plateau from 8 am to 7 pm