



# VINISUD 2008

France - Montpellier - Parc des Expositions  
18 – 19 – 20 février 2008

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

8ème Salon International des Vins & Spiritueux Méditerranéens

## HIGHLIGHTS AND LECTURES

### Permanent facility

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➤ **9.00 a.m.-7.00 p.m.**

**“Palais Méditerranéen”**

This vast permanent tasting area organised in association with the *Union des Œnologues de France* [French Association of Wine Specialists] offers you a flavour of the rich variety of wines from the Mediterranean region.

Explore the “Palace” while enjoying exhibitions by the painter Paul Davison and the photographers Alain Marquina and Alain Reynaud.

**Hall 12**

### Monday 18<sup>th</sup> February

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➤ **11.00 a.m.**

**Official opening of the VINISUD exhibition**, in the presence of international, national and regional personalities and featuring a procession of bacchic, epicurean and cultural associations, By the President of the Languedoc-Roussillon Region and Bernard de ROQUETTE-BUISSON, President of Vinisud.

**Reception hall**

➤ **2.30 p.m. – 4.00 p.m.**

**The strategic plan: an essential tool for states, regions and businesses**

➔ Comparing and contrasting examples of strategic plans

- COUNTRIES (Australia, Spain etc.)
- REGIONAL (Intersud and Inter-Rhône),
- BUSINESSES (e.g. Cave de Montagnac, Cave de Beaumes de Venise),

➔ Presentation of the methods employed by strategic consultancies such as Eurogroup, Wine Intelligence and Ernst & Young

Strategic plans are not the preserve of the multinationals, but are also useful to SMEs, wine cooperatives and wine growers from private estates.

**By Vitisphère**

**Conference centre**

➤ **3.00 p.m. – 4.30 p.m.**

**The promotion of wine and the prospects for the Chinese market**

**By Château Saint Estève, Anhui Cactus company and the Suneon Chinese company**

**Conference centre**

➤ **5.00 p.m. – 6.30 p.m.**

**How to develop the international image and profile of a wine estate, beyond PR....**

**By Guillaume Jourdan – Associate Partner of DrinksMediaWire.**

**Conference centre**

**Tuesday 19<sup>th</sup> February**

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➤ **9.15 a.m. – 10.30 a.m.**

**How to capitalise on the unparalleled potential of the Northern American markets**

Sopexa gives insight on how to capitalise on the new generation of wine drinkers, and the ever-changing distribution channels and import regulations while facing a fierce competition.

**By Anabell BASSAT, Sopexa USA, Director of Account Services & Business Development and Yanick COUTIÉ, Sopexa Canada, Director of Account Services & Business Development**

Conference centre

➤ **9.15 a.m. – 10.30 a.m.**

**Marketing discourse: How can we succeed in our discourse, package ourselves and deal with the “stress” of commercial competition?**

The BUYER/SELLER relationship is becoming ever more fraught. Too many encounters are conditioned by the "fear of failure". The discourse prepared often struggles to make an impact... This lecture will offer specific answers to this problem.

**By I.D VIN, Galatée Faivre**

Conference centre

➤ **9.30 a.m. – 11.00 a.m.**

**Towards sustainable development.**

Why? How? Leading cooperatives involved in the initiative give their personal accounts.

**By ICV – Institut Coopératif du vin - Vitisphère**

Conference centre

➤ **2.30 p.m. – 4.30 p.m.**

**Globalization and competitiveness: opportunities and threats for the French wine industry**

The globalisation of wine is very much in a transitional period, with everything in flux. It is the cause of great controversy.

In the company of international players and influential individuals, Jean Clavel will debate the new challenges and their impact.

At the end of the session, Jean Clavel will sign copies of his book about the globalisation of wine ("Mondialisation des vins"), published by Editions Féret of Bordeaux.

**By Jean Clavel, with a contribution by INRA Economie, coordinated in partnership with Vitisphère...-**

Conference centre

➤ **4.30 p.m. – 6.30 p.m.**

**Paradigm shifts in the American consumer's online wine consumption habits.**

American consumers are turning to Internet in ever growing numbers to find information and purchase wines. We will examine who these consumers are, key trends in their behavior, and discuss what wine makers and marketers need to know to benefit from this very fast growing audience.

**Par Global Wine & Spirits**

Conference centre

➤ **4.30 p.m. – 6.30 p.m.**

**Expand exportations with Credit Agricole**

**By the international experts of the Crédit Agricole.**

Conference centre

**Wednesday 20<sup>th</sup> February**

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➤ **9.15 a.m. – 10.30 a.m.**

**How to capitalise on the high potential of countries outside the European union ?**

**“Asia : understand, explore and develop your sales on one of The markets of the 21st century – Examples of South Korea and China “**

Asia is a complex but fascinating continent, a melting pot of cultures and consumer trends, strong identities and specific business practices. This makes it a very attractive destination for wine exports and for exploring different marketing techniques. With the added complication of ferocious competition and tangible and non tangible barriers to entry, Sopexa offers insight into this complex puzzle and outlines solutions and ideas to best lead your wines to the newfound consumers on this continent.

**By Bertrand GIRARD, SOPEXA - Director of Global Markets & Director of Sopexa Asia and Myong-Joo IM, Director of SOPEXA SOUTH KOREA**

**Conference centre**

➤ **10.00 a.m. – 11.30 a.m.**

**"Transport and logistics: new ways of conquering markets"**

- The macro-economic context in view of the restructuring of transport to and from wine-producing areas.

- The new multi-modal services available for the conquest of European markets.

- International logistics: new turnkey solutions for the conquest of export markets.

**By Septimanie Export, Sud de France Professional Transport and Logistics Association, Languedoc-Roussillon Region**

**Conference centre**

➤ **11.00 a.m. – 12.30 a.m.**

**Wine e-business or how do you sell your wine over the Internet?**

It is clear that wine e-business is a growth market. The evidence is there: an ever-growing number of people are surfing the net and it is a boom time for e-business in general.

Employing specific examples, the leading players in the sector will give us a presentation on the market, its mechanisms and its potential.

**By Vitisphère**

**Conference centre**