



## AGENDA

**Hyatt Regency San Francisco, Bayview Room A & B**

### **Sunday, September 18, 2011**

**8:45am – 9:00am      Check-in / Distribution of Seminar Materials**

**9:00am – 9:10am      Welcome Remarks / Seminar Goals**

Ms. Julia DOHERTY, Chair, APEC Sub-Committee on Standards and Conformance (USA)

Mr. Robert P. KOCH, President and CEO, Wine Institute (USA)

**9:10am – 9:25am      Keynote Address**

**Introduction:** Mr. James FINKLE, President, FIVS; Constellation Brands, Inc. (USA)

Honorable Michael MOORE, New Zealand Ambassador to the U.S. (NZL)

**9:25am – 10:25am      Session One, Part A  
**APEC Wine Trade and Regulatory Coherence****

This panel will discuss overarching APEC themes and principles related to regulation, including Good Regulatory Practices, mechanisms to advance greater regulatory coherence and how regulatory cooperation can advance shared objectives, such as food safety.

**Moderator:** Ms. Sirma KARAPEEVA, New Zealand Ministry of Economic Development (NZL)

#### **Speakers**

Mr. Jon FREDRIKSON, Gomberg, Fredrikson & Associates (USA)  
“Overview of APEC Region Wine Trade”

Mr. Tony BATTAGLENE, General Manager, Strategy & International Affairs, Winemakers Federation of Australia (AUS)  
“APEC Wine Trade and Regulatory Coherence”



## Seminar on Key Issues in Wine Regulation

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Dr. John BARKER, General Counsel, New Zealand Winegrowers (NZL)  
“Regulatory Coherence in Wine Regulation and Trade”

Ms. Gail DAVIS, Director, U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) International Trade Division (USA)  
“Review of Certification Compendium”

**10:25am – 10:40am Tea / Coffee Break**

**10:40am – 12:30pm Session One, Part B  
Economy Presentations**

APEC economy presentations will focus on current practices and regulation of certification, oenological practices, food additives/processing aids and labeling of wine.

**Moderator:** Ms. Gail DAVIS, Director, U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) International Trade Division (USA)

**Speakers:** (Broken into groups of four) Questions may follow after each presentation.

Mr. Joaquin ALMARZA Agriculture and Livestock Service (CHL)  
“Regulation of Wine in Chile”

Mr. HAN Yi, Deputy Director, Division of Industrial Food, Import and Export Food Safety Bureau, AQSIQ (CHN)  
“Regulation of Chinese Wine Imports”

Dr. Nami GOTO-YAMAMOTO, Director, Fundamental Research Division, National Research Institute of Brewing (JPN)  
“The Japanese Wine Regulatory System”

Mr. Jongsoo KIM, Deputy Director, Liquor Safety Management Taskforce, Food Safety Bureau, Korea Food & Drug Administration (KOR)  
“Regulation of Wine in Korea”

Mrs. Alejandra Vargas ARRACHE, Director for International Trade Rules, Ministry of the Economy (MEX)  
“Regulation of Wine in Mexico”

Mr. Alfredo San MARTIN, President, Peru Technical Standardization Committee on Alcoholic Wine Beverages (PER)  
“Past, Present and Future of the Wine Industry in Peru”

Mr. Minghui TANG, Deputy Director-General, National Treasury Agency, Ministry of Finance (CT)  
“The Health, Safety, and Related Regulations of Wine in Chinese Taipei”



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Ms. Prem MALHOTRA, Director, International Affairs Bureau, Thai Industrial Standards Institute (THA)  
“Thai Regulations on Alcoholic Beverages”

**12:30pm – 2:00pm Lunch**

**2:00pm – 3:15pm Session Two, Part A**

### **The Importance of International Organizations and Standards**

This panel will provide an overview of international trade agreements, the roles played by Codex Alimentarius & JECFA and opportunities for cooperation and information exchange in these fora.

**Moderator:** Mr. James CLAWSON, President, JBClawson International (USA)

### **Speakers**

Mr. Tony BATTAGLENE, General Manager, Strategy & International Affairs, Winemakers Federation of Australia (AUS)  
“Overview of the International Framework of Organizations and Agreements”

Dr. Dennis KEEFE, Office of Food Additive Safety, U.S. Food and Drug Administration (USA)  
“Case Study of the CODEX Committee of Food Additives Related to Wine Trade”

Ms. Lori TORTORA, International Trade Specialist, Processed Products & Technical Regulations Div., USDA Foreign Agricultural Service (USA)  
“Would you like an Export Certificate with your Wine?”

Ms. Julia DOHERTY, Chair, APEC Sub-Committee on Standards and Conformance (USA)  
“Technical Requirements, WTO Rules and Wine Trade”

**3:15pm – 3:30pm Tea / Coffee Break**

**3:30pm – 5:15pm Session Two, Part B**

### **Best Practices in Wine Regulation**

This panel will review models for collaboration specific to trade in wine including the World Wine Trade Group’s (WWTG) Mutual Acceptance and Labeling Agreements; Certification MOU; Wine Regulators Forum; and Regulation Matrix. Key themes include transparency and confidence building.

**Moderator:** Mr. Wade ARMSTRONG, Principal Adviser Trade Policy, New Zealand Ministry of Foreign Affairs & Trade (NZL)



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### Speakers

Mr. Robert KALIK, World Wine Trade Group (USA)  
“WWTG Mutual Acceptance/Labeling Agreements”

Mr. Federico MEKIS, International Legal Advisor, Wines of Chile (CHL)  
“Wine Regulators Forum Pesticide MRL Matrix”

Mr. Dan PASZKOWSKI, President/CEO, Canadian Vintners Association (CAN)  
“Bilateral Agreements”

**5:15pm – 5:30pm**    **Day One Wrap-Up:** Mr. Philip GREGAN, President/CEO, New Zealand Winegrowers (NZL)

**6:00pm – 8:00pm**    **Wine Reception** held at the Historic Ferry Building overlooking San Francisco Bay  
Coblentz Patch Duffy & Bass, 1 Ferry Building, Suite 200, San Francisco  
Wines provided by the Napa Valley Vintners

### Monday, September 19, 2011

**8:00am – 9:15am**    **Session Three**  
**Regulator-to-Regulator Session: Sharing of Current Practices and Recent Developments (Continental breakfast to be served)**  
This regulator-only, facilitator-led discussion will focus on identifying regulatory concerns and objectives of government officials, particularly those from the non-producing and emerging economies with a view to identifying and opportunities for future engagement and collaboration to advance shared objectives. Topics may include innovative grape-based products, low alcohol and flavored wine products.

#### **Opening Remarks:**

Mr. William FOSTER, Assistant Administrator, Headquarters Operations, TTB (USA)

#### **Facilitator:**

Dr. Gina L. Myers (USA)

**9:30am**                **Buses depart hotel for Livermore**



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**10:30am**

**Arrive at Concannon Vineyard**, 4590 Tesla Road, Livermore

**Welcome Remarks:** Mr. Brian VOS, Concannon Vineyard / The Wine Group (USA)

**10:45am – 12:00pm** **Session Four**

### **The Role of Laboratory Testing in Wine Regulation and Trade**

Quality and safety systems and protocols are integral elements in the business models and regulatory approaches taken in the wine sector. This panel will discuss how laboratory testing and methods support these quality and safety systems, how these systems relate to the overarching regional and international standards and conformance infrastructure. The session will focus on how these systems facilitate trade in wine while providing safety and quality assurance.

**Moderator:** Dr. Greg HODSON, Chief Technical Regulatory Liaison, E&J Gallo Winery (USA)

### **Speakers**

Mr. Gordon BURNS, ETS Laboratories (USA)  
“ISO Accreditation and Certification Requirements in the 21<sup>st</sup> Century”

Dr. Abdul MABUD, Director Scientific Services Division, TTB (USA)  
“TTB’s Laboratory Certification Process, and Wine Sampling and Testing Programs”

Mr. Warren STONE, Director of Science Policy, Compliance & Inspection, Grocery Manufacturers Association (USA)  
“Testing to Verify Product Safety Systems”

Mr. Steve GUY, General Manager, Compliance and Trade, Wine Australia (AUS)  
“The Australian System, Certification and the Advantages to Consumers and Producers”

Dr. George SOLEAS, Senior VP, Logistics and Quality Assurance, Liquor Control Board of Ontario (CAN)  
“Quality Assurance Program at the Liquor Control Board of Ontario: Why test? Who benefits?”

**12:00pm**

**Lunch**



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### **12:15pm – 2:00pm Lunch Continues**

#### **Session Five**

#### **Next Steps: Opportunities for Improving Regulatory Coherence**

A facilitator-led discussion on the conference goals, themes, outcomes and possibilities for future work. Moderators will summarize the themes from their panels.

#### **Facilitator:**

Dr. Gina L. Myers (USA)

- Outcomes Statement
- Investigate opportunities, including in international venues such as Codex, for future engagement to continue the dialogue among WRF participants, with the goal of promoting greater regulatory coherence through cooperation.
- Future Wine Regulators Forum meeting on the margins of Vinexpo Asia-Pacific (Hong Kong, 29-31 May, 2012) or CODEX.

### **2:00pm – 2:15pm Concluding Remarks and Outcomes Statement**

Ms. Julia DOHERTY, Chair, APEC SCSC (USA)

### **2:15pm - 3:15pm Concannon Vineyards Tour and Tasting**

### **3:15pm Bus #1 takes two regulators from each economy to TTB Lab**

#### **4:15pm Tour of TTB Compliance Laboratory**

490 N. Wiget Lane Walnut Creek, California

**(Bus #1 will arrive back in San Francisco at approximately 6:30pm, depending on traffic)**

### **3:15pm Bus #2 takes non-regulators to San Francisco (Bus #2 will arrive in San Francisco at approximately 4:15pm)**