



## Wednesday, 2 December workshops in detail

### ➤ **Aid managed by FranceAgriMer: the wine CMO**

*Eric Rosaz, wine sector representative of FranceAgriMer*

**Wednesday 2 December at 10 am**

FranceAgriMer is offering sector professionals an overview of management schemes of the wine CMO's various measures.

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### ➤ **The carbon footprint of the wine-growing sector**

*Animated by Sébastien Kerner - French Institute of Vines and Wine*

**Wednesday 2 December at 11 am**

Using energy - either directly or indirectly - generates greenhouse gas emissions which contribute to the climate change that we are currently experiencing. This workshop is being held by the IFV and will provide an overview of the ADEME's new Carbon Footprint tool®, a system for quantifying the extent to which a wine farm contributes to the greenhouse effect. It also includes analysis functions designed to improve the sector's energy performance - all in a bid to minimise climate change.

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### ➤ **How to up-sell.**

*Moderated by La Vigne*

**Wednesday 2 December at 12 pm**

Moderated by Bertrand Collard, Editor-in-Chief of *La Vigne*, this workshop will present testimonials from traders who have succeeded in developing their offerings. They will relate their experiences, demonstrating the up-selling process step by step, and end the presentation with questions from attendees.

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### ➤ **Opportunities and constraints on the Chinese market for French wines**

*Animated by Hervé Henrotte, Head of the Wines, Spirits, Beverages Department – Ubifrance*

**Wednesday 2 December at 2 pm**

Is China the new El Dorado for French wines? Or just a decoy? The dramatic increases in sales are not necessarily a guarantee of profitability, and an in-depth knowledge of this market is important if disappointments are to be avoided.

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### ➤ **Industrialising the sector in order to produce the wines requested by the markets**

*Animated by Bruno Kessler, Oenovia and Patrick Ducourneau, Vivelys*

**Wednesday 2 December at 3 pm**

More details will be available soon...

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### ➤ **Financing a wine-growing facility**

*Animated by Jean-Pierre Couderc, lecturer at Montpellier SupAgro, Department of Economic, Social and Management Sciences & Institute of advanced studies in viticulture and wine*

**Wednesday 2 December at 4 pm**



This highly practical workshop will look at the main issues involved in financing a wine-growing facility: What kind of business plan should be put together? How much capital is required? What sort of relationship should you have with the banks?

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