



Bordeaux – Paris  
10 days

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# Workshop on Franco-Indian wine business development



To attain these objectives, to provide the momentum, and promote quality wine movement between France and India, EICEBD proposed to organize the 10 days intensive workshop proposed to persons (both businessmen and students) from wine and allied wine sectors such as wine tourism, grape farming, imports wine products (Corks, barrels, wine books, etc.)

The ten days workshop at Bordeaux and Paris will involve of business discussions, seminar, wine tourism, meetings with Chambers of Commerce, wine testing, visits to châteaux / castles, plilling of wines with French and Indian food, Bordeaux and Paris tourism. To finish : A workshop participation certificate shall be awarding to the Indian delegates.







## Background:

France is historically one of the biggest quality producers of wine and India is experiencing a major boom in this sector as the Indian market for wine is growing at 25-30 per cent per year. Even though it may still be a small market, its potential is attracting an increasing number of overseas producers. India is in effect a giant market with over a billion inhabitants, even if it is a small player on the global wine map. The national consumption of wine is estimated at 5 million litres a year, with one million litres imported wine. The per capita consumption is less than 5 ml, but most expect this to double in a few years. The demand is increasing mainly because of the changed perception of wine in India and also due to changing lifestyles

Another factor that could boost wine is the promotion of wine tourism as an increasing number of vineyards start to open their gates to tourists seeking overnight stay amidst the vineyards. As the wine is becoming more popular in the Indian market, the Indian producers have started to increase their production and the imports are also growing at a healthy rate. It has become a necessity, almost an obligation, for the foreign producers to be present in India and to grow their network here. The majority of imports originate in Europe but other countries are also coming up, notably the United States, Australia, South Africa, Chili etc. The competition is becoming more and more severe and the leaders have to struggle to retain their position. But India is not an interesting market only for selling the French wines, but also for their technology, know-how and skills in developing the Indian wine industry. On the one hand, the Indian wine is getting better known around the world, with its major brands

Thus it is proposed to set up a dedicated centre for the development of Indo-French cooperation in the wine industry. With registered offices in France, EICEBD will act as a nodal B2B centre for the development of bilateral relations in this space. EICEBD will have a wide scope of activities covering the entire gamut of the wine industry – from farm to flute/grapes to glass. It will organise regular events to promote interaction and exchange between the enologists and students from India and France, but also serve as a platform for anyone seeking information/technical assistance or technology transfer in this domain.

## Overall Objectives of EICEBD:

- Bring together on the same platform French and Indian grape growers and wine makers to exchange state-of-the art information and experience on science and technology of wine making.
- Provide information on the latest equipment and experts/consultants in the field of vineyards and wine making.
- Provide marketing opportunities for wine growers from India and France.
- Promote 'quality wine movement' and 'wine network for health' as good practices among Indians.
- Share the experience on the cooperative movement and government policies in the area of wine making and marketing in France and India.

## Short term and long term goals:

- Establish an exchange programme between entrepreneurs, distributors, researchers and students. The First Wine Summit will be a launching pad for such exchanges.
- Establish web centre and data base for the information on market, technology, equipment suppliers and experts
- Promote good practices among the society regarding wine drinking including organic wines in India.

## Approach:

- Launch the idea in the summit and hold regular exchanges there after.
- Engage distributors, syndicates, associations, educators, students, policy makers and entrepreneurs.
- Involve the French, Indian Ministries and respective chambers of commerce.
- Network with consultants and enthusiasts interested in such collaboration.

