

# The World Wine Trade Group has become a global leader on issues related to wine trade since its inception in 1998.

The group works to facilitate international trade in wine, while ensuring regulators can appropriately protect consumers, through information sharing, discussion of regulatory issues in wine markets, and joint actions for the removal of trade barriers. The World Wine Trade Group (WWTG) consists of government and industry representatives from Argentina, Australia, Canada, Chile, Georgia, New Zealand, South Africa, the United States and Uruguay.



## WWTG mission

The WWTG advocates for a successful, competitive and growing global wine industry, operating in international markets, and for the removal of trade distortions and the elimination of unjustified or unnecessary barriers to trade.

The WWTG recognizes the unique characteristics of each country's regulatory system and works towards the mutual acceptance of winemaking practices and harmonization of labelling regulations, rather than the imposition of prescriptive regulatory approaches.



## WWTG successes

The interaction between government and industry in the WWTG has contributed to the uniqueness and success of the group. Significant achievements that facilitate international trade in wine include:

### Agreement on Mutual Acceptance of Oenological Practices (MAA)

MAA parties recognize that each party has established acceptable mechanisms for regulating wine-making practices, and in turn agree to accept the wine-making practices of all other parties. The MAA is intended to facilitate trade in wine, and to avoid the imposition of unnecessary obstacles to trade, through parties permitting the importation of wine produced in another party that is produced in accordance with that other party's laws, regulations and requirements related to wine-making practices and the mechanism to regulate them.

### WWTG Labelling Agreement and Protocol

The Labelling Agreement enables the trade of wine between WWTG markets without having to redesign labels for each individual market. The protocol to the Labelling Agreement provides for a degree of further harmonization of rules regarding alcohol tolerance, variety, wine region and vintage.

### WWTG Wine Regulatory Principles

Non-binding good regulatory principles are endorsed by WWTG members. They cover many topics including testing, standards, analytical methods, measurement uncertainty, limits of detection, expiration date labelling and the presence of naturally occurring substances.

### Memorandum of Understanding (MOU) on Certification Requirements

Noting that the MAA already provided that routine certification should not be required between parties for oenological practices, this same approach was extended with the Certification MOU to compositional aspects of wine that are not defined as oenological practices.

### Fostering International Collaboration

Outreach to non-member wine producing and consuming countries is a key component of the WWTG. The work of the group has led to expanded international collaboration through projects such as the APEC Wine Regulatory Forum and the International Wine Technical Summit.

## WWTG Member Wine Exports



**\$8.2B**

US dollars annually



**30%**

of world wine exports



**31%**

of world wine production

### Participation in WWTG

The WWTG welcomes participation from non-member governments and industry representatives.

The WWTG typically meets twice a year with one annual meeting hosted by the rotating Chair and a second meeting often held in a non-member country.

Non-member countries and industry organizations are encouraged to participate in the meetings as Observers.

If you are interested in learning more about the WWTG or would be interested in participating as an Observer, please contact [admin@wwtg.org](mailto:admin@wwtg.org).

**“As a founding member of the WWTG since its creation in 1998, Argentina has benefited greatly from its longstanding participation in the group. This successful collaboration between governments and industry has led to meaningful successes which have improved the trade environment for wine and supported growth in our exports.**

Eng. Claudia Quini, National Institute of Vitiviniculture –  
Instituto Nacional de Vitivinicultura, Argentina



**“The WWTG has been an invaluable forum for the wine sector to raise and share information on specific trade concerns from around the world and collaborate with governments to address these concerns in a number of multilateral settings.”**

Damien Griffante, Australian Grape and Wine

