**FIVS 2025 Brussels Meetings**

**18-19 March**

**At White & Case LLP**

**37 rue de la Science, 1000 Brussels, Belgium**

**WINE FUTURES: ALIGNING FOR SUCCESS**

**Programme Snapshot**

With the outlook for wine remaining challenging in 2025, FIVS “The Voice of Wine” is working to strengthen and realign to support our members and the wine sector in these transformative times.

Our March meetings will focus on how we will deliver our new FIVS 3-year Strategy. During the sessions, we will identify the key actions FIVS will do over the coming period and consider how to align our tasks with the strategies of our most important stakeholders, including the World Health Organization (WHO), the Organisation Internationale de la Vigne et du Vin (OIV), and the Food and Agriculture Organization of the United Nations’ (FAO) Codex Alimentarius Commission. Led by the Committee Chairs, this year’s meetings will focus more on our committees and their workplans than previous conference-style gatherings.

The meetings (open to FIVS members only) are expected to run from **9 AM on Tuesday, 18 March and will conclude with lunch at 1 PM on Wednesday, 19 March**. We have liaised with other major wine organisations holding in-person meetings in Europe to ensure our dates and times are the optimum fit for as many of our members as possible.

All timings will be confirmed as the programme develops. At present, we will aim to have our **FIVS General Assembly on 18 March** and plans are afoot for a **networking dinner** that evening. A registration fee (tbc) will apply and be payable at the point of booking your participation.

**Accommodation**

A discounted hotel rate may be found through our hosts White & Case. Please

[use this link to make your booking](https://www.marriott.com/event-reservations/reservation-link.mi?id=1737111042629&key=CORP&guestreslink2=true&app=resvlink). Other hotels and accommodation in the vicinity are available through public websites, and further discounted rates may be available through White & Case soon.

**Sponsorship**

We would welcome volunteers to sponsor our events and invite you to get in touch if you have an idea on how you might [support our Brussels meeting](mailto:kgeronimo@fivs.org).

We look forward to seeing you in Brussels!

**FIVS “THE VOICE OF WINE”**

**FIVS STRATEGIC PLAN 2024-27**

FIVS aims to support and improve the understanding, operation and future needs of the international wine community.

**VISION**

*A thriving, dynamic and responsive international wine sector that generates sustainable economic growth in a fair operating environment and promotes responsible production and consumption of the world’s most recognised and culturally significant drink.*

**MISSION**

*We will shape an optimal global business environment for wine through effective, united advocacy that promotes sustainability, responsibility and innovation; and ensures that the economic and cultural value of wine is fully recognised worldwide.*

**ELEVATOR PITCH**

FIVS aims to support and improve the understanding, operation and future needs of the international wine community.

*FIVS is THE global voice of wine, advocating for wine and associated sectors, building effective relationships with and representing interests to international and intergovernmental stakeholders to ensure an operating environment free from distorting barriers.*

*FIVS takes a global perspective, working with others to engage with and contribute meaningfully to the work of key international organisations, including the World Health Organization (WHO), the Organisation Internationale de la Vigne et du Vin (OIV) and the Food and Agriculture Organization of the United Nations’ (FAO) Codex Alimentarius Commission. FIVS will engage in markets where there is no presence or voice for wine producers.*

**PRIORITIES:**

1. **Wine & society** – to be the respected international voice for wine, promoting responsible consumption and making the case for wine as a cultural asset. We will advocate for evidence-based policies to combat harmful drinking and make the case for moderation as a practice.
2. **Wine & sustainability** – to establish and build the wine sector’s position as an innovative leader in sustainable agricultural, environmental and production practices.
3. **Trade & global economics** – promoting sustainable economic growth and advocating for fair access for wine in all markets, for the sector and consumers alike, globally.
4. **Rules & standards** – Making the case for workable and fair rules and standards of production to support a sustainable and competitive operating environment that encourages innovation and promotes quality.

We work towards these priorities through targeted initiatives in response to common pressures and opportunities. We conduct effective, united advocacy with our identified key audiences. We are a conduit for rapid acquisition and dissemination of information.

**ORGANISATIONAL PRIORITIES**

It is important that FIVS itself is fit for purpose and structured, skilled and funded in a way that supports delivery of the organisation’s vision, mission and priorities. To that end, we will undertake a review of our organisational structure and administrative processes alongside a light re-brand to a new name.

A diagram of a wine bottle

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