



**Asia-Pacific
Economic Cooperation**

2011/SOM3/SCSC/SEM/022

Session 1, Part A

Overview of APEC Region Wine Trade

Submitted by: Gomberg, Fredrikson & Associates

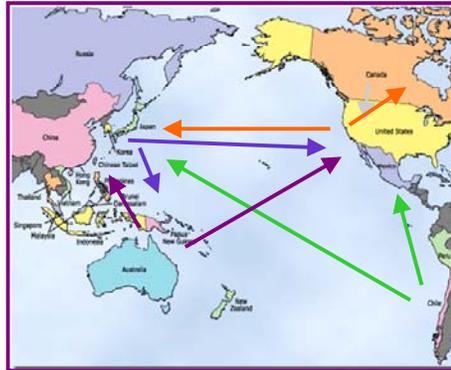


**Seminar on Key Issues in Wine Regulation
San Francisco, United States
18–19 September 2011**

Overview of APEC Region Wine Trade

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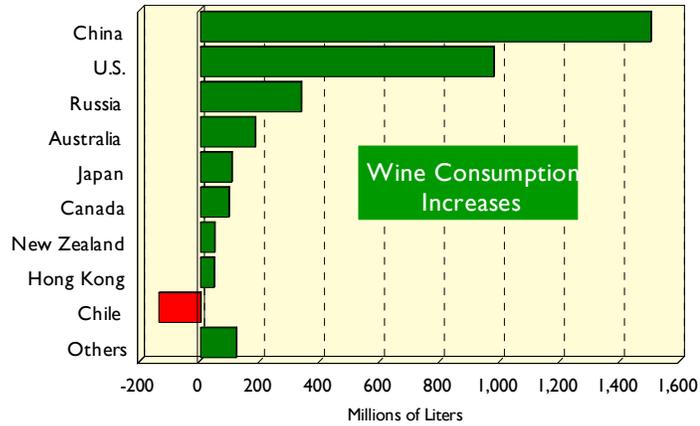


°APEC Region Wine Trade

- APEC region trade in rice, grape and other fruit wine has grown dramatically in importance for both exporting and importing member economies.
- Wine consumption is rising steadily in most APEC economies and the outlook is promising for continued wine consumption growth.
- APEC economies have become significant factors both in the global wine trade and within the APEC Region.



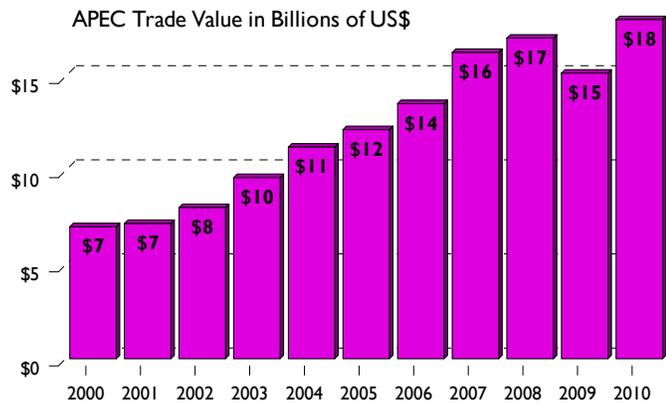
Change in Wine Consumption by Economy Since 1990 Consumption Has Grown Considerably in Most APEC Economies



Sources: OIV, TDA, Global Wine Statistical Compendium



The Value of Total Wine Trade in APEC Economies Rose to US\$18 Billion in 2010 from US\$7 Billion in 2000

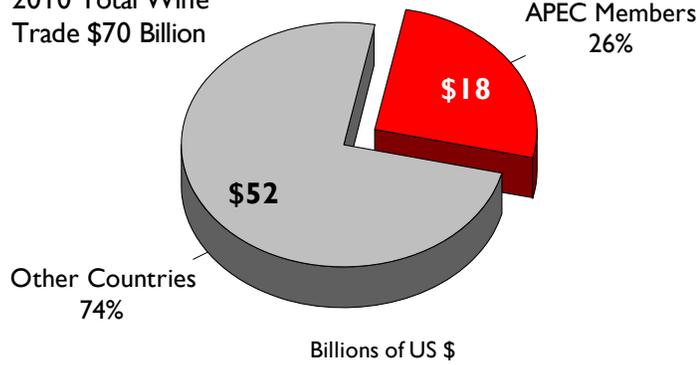


Source: Global Trade Information Services.



APEC Economies Made Up More than One-Quarter of All Global Wine Trade in 2010, Up from 21.8% in 2000

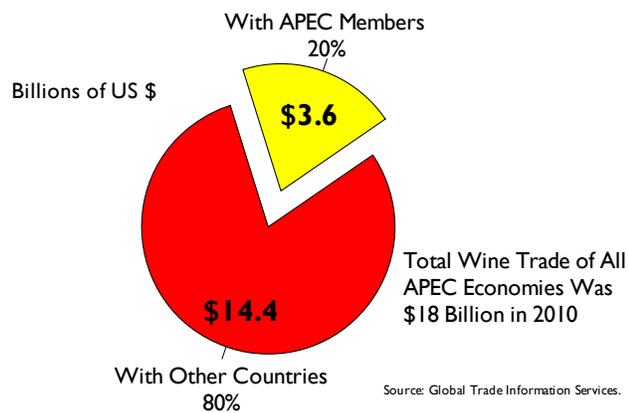
2010 Total Wine Trade \$70 Billion



Source: Global Trade Information Services.



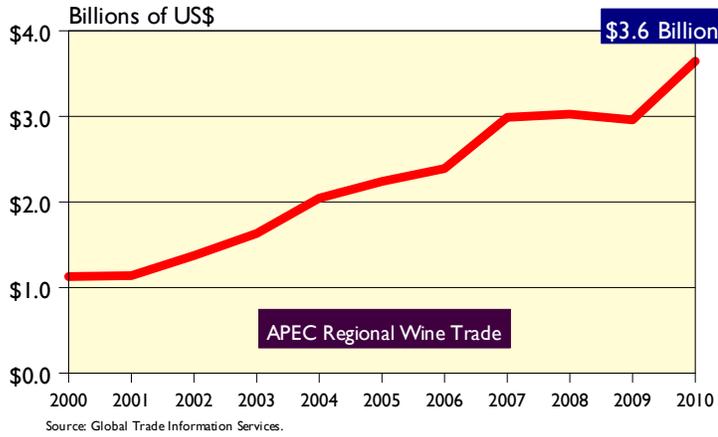
About One-Fifth of APEC Members' Global Wine Trade Is Carried Out Within the APEC Member Economies



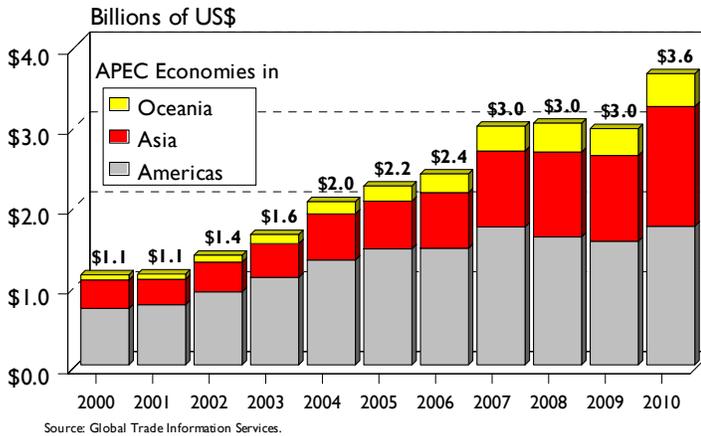
Source: Global Trade Information Services.



APEC Regional Wine Trade, 2000 to 2010 Trade Value More than Tripled to US \$3.6 Billion



APEC Regional Trade, Wine Imports by Region Trade in All Regions Expanded Rapidly Since 2000



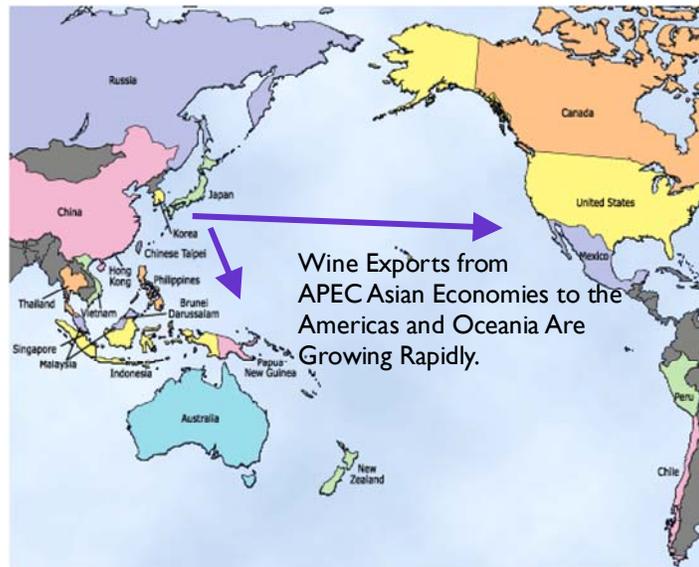
Value of Wine Exports from APEC Economies in All Regions
In Millions of US \$

Exported To	2000	2010	% Change
Americas	\$ 709.0	\$1,736.6	145%
Asia	\$ 355.8	\$1,498.8	321%
Oceania	\$ 63.3	\$ 410.1	548%
Total	\$1,128.1	\$3,645.5	223%

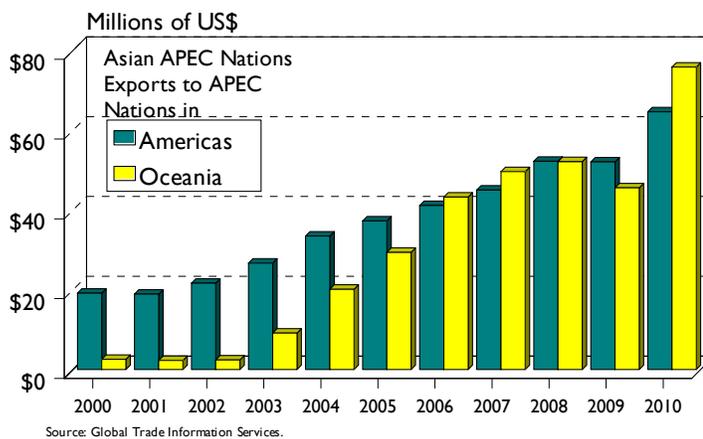
Source: Global Trade Information Services



APEC Countries



Wine Exports from APEC Asian Economies, 2000 to 2010 Asian Wine Exports to Other APEC Economies Grow Rapidly



Value of Wine Exports from APEC Economies in Asia In Millions of US \$

Exported To	2000	2010	% Change
Americas	\$ 19.1	\$ 64.6	237%
Asia	\$ 146.7	\$ 523.4	257%
Oceania	\$ 2.6	\$ 75.8	++%
Total	\$ 168.4	\$ 663.8	294%

Source: Global Trade Information Services



Value of Wine Exports from APEC Economies in Americas
In Millions of US \$

Exported To	2000	2010	% Change
Americas	\$ 376.7	\$ 719.7	91%
Asia	\$ 141.5	\$ 578.1	309%
Oceania	\$ 3.9	\$ 4.7	19%
Total	\$ 522.1	\$1,302.5	149%

Source: Global Trade Information Services



Value of Wine Exports from APEC Economies in Oceania
In Millions of US \$

Exported To	2000	2010	% Change
Americas	\$ 313.2	\$ 952.3	204%
Asia	\$ 67.6	\$ 397.4	488%
Oceania	\$ 56.8	\$ 329.6	480%
Total	\$ 437.6	\$1,679.3	284%

Source: Global Trade Information Services



° Outlook & Conclusions

- The outlook for continued wine trade growth among the APEC economies is promising.
- However, future trade expansion will be obstructed by a wide variety of costly Non-Tariff Barriers (NTBs) affecting APEC member economies and private industry.
- Eliminating these burdensome NTBs will reduce the costs of cross-border wine trade, stimulate demand, and increase sales.
- More coherent regulations throughout the region will assist small and midsize enterprises by saving them the time and expense of dealing with differing compliance regulations throughout the region.

