

TRADE REVIEW 2022

Launch Event



Programme

8 September 2022

Thon EU Hotel - rue de la Loi 75 - Brussels





A SPIRIT OF RECOVERY

spiritsEUROPE represents European spirits producers. Trade is of critical importance to our sector: 2/3 of our sales in value are generated outside of the EU.

Every year, we organise a trade event in Brussels to showcase our export performance, take stock of the latest developments affecting our members' trade activities and discuss how trade policy can support the continuous growth of our exports.

The theme of this year's event will be the role that trade (and trade policy) can play as part of a sustainable recovery, in light of unprecedented economic and geopolitical challenges (from COVID to growing trade and geopolitical tensions and the war in Ukraine). We will explore the impact of these challenges on companies' operations, prospects and needs – and in turn, trade policy, as well as the implications and opportunities stemming from new strategies with fast growing regions – not least the EU Indo-Pacific strategy. We also intend to focus on the role that trade policy could play to support industry's efforts to increase their resilience through greater diversification of exports.

16:30 - Registration

17:00 - Opening

- **Welcome - Ulrich Adam**, Director General of spiritsEUROPE
- **Keynote speech - Michael Scannell**, Deputy Director General at European Commission, Directorate General for Agriculture and Rural Development
- **Trade Review 2022** - Presentation by **Pauline Bastidon**, Director, Trade & Economic Affairs- spiritsEUROPE

Panel Discussion

Moderator: Darya Galperina - Chairwoman of the International Trade Committee of spiritsEUROPE & Head of International Trade, Pernod Ricard

- **Eduardo Bryant Cerezo**, Economic and Trade Counsellor - Permanent Representation of Spain to the European Union
- **Gunnar Wiegand**, Managing Director for the Asia and the Pacific - European External Action Service (EEAS)
- **Julia Nielson**, Deputy Director - Trade & Agriculture Directorate, OECD
- **Luisa Santos**, Deputy Director General - Business Europe
- **Nicolas Ozanam**, Director General of FEVS (Fédération des Exportateurs de Vins et Spiritueux)

18:30 - Drinks Reception

20:00 - End

Biography of speakers



Ulrich Adam has been Director General of spiritsEUROPE since January 2018.

Prior to joining spiritsEUROPE, he was Secretary General of the European Agricultural Machinery Industry Association (CEMA) from 2013 until 2018.

Previously, he worked for 9 years in the Brussels office of the international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture.

A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).



Michael Scannell is Deputy Director General in DG Agriculture and Rural Development. He began work in the European Commission in 1991 as an economist in the Directorate General for Economic and Financial Affairs. He subsequently worked in the cabinets of Commissioners for Employment and Social Affairs and Health and Food Safety between 1995 and 2002, specializing in public health, agriculture, trade and food safety related issues. He took up a position as Head of Unit in the then DG SANCO in 2002, where he had responsibility for international relations in the food safety and animal health area, notably in the WTO and CODEX. He subsequently took up the position of Director of the Food and Veterinary Office in 2010, where he oversaw audits on safety related issues in the food and medical devices areas. He moved on to the position of Director for International Relations in DG SANTE in 2006 before moving to DG AGRI in 2018 as Director for Markets. In 2019, he was appointed Acting Deputy Director General and was confirmed in this position in July 2020.



Pauline Bastidon is Director of Trade & Economic Affairs at spiritsEUROPE since June 2020. Within spiritsEUROPE, she leads on trade policy, covering all markets outside of the EU, both in terms of trade strategy, market access issues and trade negotiations, as well as horizontal issues, such as illicit trade and e-commerce. She is also Chair of FoodDrinkEurope's Trade Expert Group and Vice-Chair of the European Commission civil society dialogue on the international aspects of agriculture.

Prior to her role at spiritsEUROPE, Pauline was Head of Global and European Policy and Head of the Brussels Office of Logistics UK (formerly known as FTA), where she worked for five years. In that capacity, she was responsible for international policy, with a focus on trade facilitation and supply chain issues, representing the interests of the UK logistics industry, from logistics providers to retailers and manufacturers.

Prior to her role at FTA, Pauline worked for almost 8 years in trade associations in Brussels and London on a wide range of policy issues, from trade to regulatory and digital issues. She holds a Master Degree in European Policy from Sciences Po Bordeaux, France and a Bachelor in Politics from Cardiff University, UK.



Biography of speakers



Gunnar Wiegand is Managing Director for Asia and the Pacific in the European External Action Service (EEAS) since January 2016. He is responsible for EU relations with 41 countries, from Afghanistan to Fiji – and he has passed through exciting stations in his career. As a policy advisor, he was there when Spain joined the EU. As an associate of a political foundation, he has been involved in the support for the consolidation of new democracies in Southern Europe and Eastern Europe. In 1990, shortly before the German reunification, he began to work for the European Commission, first as a so-called GDR consultant, and later focused on the transformation processes in the former Soviet Union.



Eduardo Bryant Cerezo is economist and international trade expert with significant experience in European institutions. He was born in Madrid, Spain, in 1960. He studied Economics and he has been State Official on Trade and Economics since 1987.

In the Spanish Administration, he has held various positions of responsibility in the Trade and in the Economy Departments. He has had extensive work experience in the areas of trade policy with various geographical areas and in foreign trade of industrial products. In the Economy Department, he worked in the Cabinet of the Secretary of State (2003-2006).

He has been Counsellor at the Spanish Economic & Commercial Offices in Cairo, Egypt (1989-94) and Ottawa, Canada (1998-2003). He was also posted to the Permanent Representation of Spain to the EU as Counsellor in the economic area (2006-2011). During that period, he participated in the Spanish Presidency of the Council of the EU in 2010.

He worked for the European Commission as National Expert in the Directorate-General for Neighbourhood and Enlargement (DG NEAR) managing relations with Turkey (2012-2018). He is currently Trade Counsellor at the Permanent Representation of Spain to the EU since 2020, dealing mainly with trade policy issues with Asian, African, Caribbean and Pacific countries, United Kingdom, Generalised System of Preferences and development cooperation. He has experience in trade negotiations.



Julia Nielson is Deputy Director of the OECD Trade and Agriculture Directorate (TAD). She has over 20 years' experience in multilateral trade and development, strategy and management. She has previously worked at the World Bank Group (WBG), including in the office of the then-President of the WBG, Bob Zoellick, and began her international career in the Australian Department of Foreign Affairs and Trade.



Biography of speakers



Luisa Santos is Deputy Director General at BusinessEurope, responsible for international relations and Chair of BusinessEurope's EU-UK Task Force. She was a member of the TTIP Advisory Group and is now a member of the Expert Group on EU trade agreements of the European Commission. Her principal experience is in trade and the textiles sector, having acted first as the chief representative for the Portuguese textile industry in Brussels, later as Trade and Industry Manager for Euratex - the European Apparel and Textile Confederation. She was also the manager responsible for international partnerships – including a joint venture in India – for a leading Portuguese textile company. Her academic background is law and management.



Nicolas Ozanam, a law and business administration graduate, began his career in the banking sector before joining the wine and spirits sector.

He spent several years in Champagne where he was first Secretary General of the CIVC, the Champagne inter-professional organisation, then General Manager of the Syndicat Général des Vignerons de la Champagne. He returned to the national level to take up the position of Director General of both FEVS (Federation des Exportateurs de Vins et Spiritueux de France) and UMWIN (Union des Maisons et Marques de Vin).

He is also a national expert for the International Organization of Vine and Wine and chairs the "External Trade" committee of the European Committee of Wine Companies (CEEV).



Darya Galperina is the Head of International Trade at Pernod Ricard SA which she joined in 2010.

In her current position of the Head of International Trade at Pernod Ricard she leads the company's strategy on international trade and represents Pernod Ricard on a number of European and international trade and external policy forums. She chairs the international trade committee of European spirits association, spiritsEUROPE, and she is a board member of the World Spirits Alliance, an international trade association dedicated to representing the views and interests of the spirits sector at global level. Since 2019 she is also a French Foreign Trade Advisor (CCEF).

Darya holds a master's degree in international trade law and economics from the University of Bern, World Trade Institute, Switzerland. Before joining Pernod Ricard she worked in Estonian Tax and Customs Board.



€8 406 373 375

Export sales outside EU

€45.7 billion

Generated through VAT & Excise (€23.5bn)
+ Other taxes, e.g. employment, profits...
(€22.2 bn) in EU*

1.2 million

EU JOBS IN PRODUCTION
AND SALES IN EU*

31

NATIONAL
ASSOCIATIONS

11

LEADING INTERNATIONAL
COMPANIES

1 *Strong Common Network!*

* EU+ = UK, Norway and Switzerland



rue Belliard 12, 1040 Brussels • info@spirits.eu

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