



French wine destined for international markets

European trade agreements help small producers enter new markets by lowering commercial barriers to trade.



- The international wine market is highly competitive, particularly for top-of-the-range wines.
- The trade agreement between the EU and South Korea has established a more level playing field on the Korean market.
- European wine producers of all sizes can now compete with Chilean & American wines, each the beneficiaries of prior trade agreements in 2003 and 2011, respectively.

Pascal Jolivet is a French wine producer from the Loire Valley region. The EU trade agreement with South Korea enabled the small producer to increase its exports to the Asian country by one third in just three years, reaching 5,000 bottles in 2015.

The trade agreement between the EU and South Korea has enabled France to become the largest supplier of wine to South Korea, enjoying a 30.9% market share. South Korea is today the third largest Asian wine market for France, behind only China and Japan, with an increase of 25% expected by 2017.

For Pascal Jolivet, 70% of the company's turnover now relies on international exports, amounting to €7 million annually. In fact, four of Jolivet's ten employees now work exclusively on the exportation of the company's wine, which is sold in quality restaurants in 80 countries around the world.

For the wine industry in particular, the agreement lowers the import duties to which European wines are currently subject, and marks the end of Canada's regional monopolies on wine retailing which are active in every province and territory except Alberta. In effect, CETA represents a golden opportunity for French and European wine producers.

Did you know?

- Exports from the EU support over 31 million jobs for Europeans, of which more than 2.2 million are in France.



Thanks to the lowering of trade barriers, top-of-the-range wines from Pascal Jolivet can now compete with wines produced outside of the EU.



Four of Jolivet's ten employees now work exclusively on the exportation of the company's wine.



"The Canadian market is primarily driven by price. The public monopoly issues many important tenders each year but certain wines are listed year after year, except if they are no longer sold. Producers must therefore be competitive and the trade agreement with the EU should allow us to be."

Pascal Jolivet, Manager, Pascal Jolivet

Did You Know?

- In 2014, France was the largest provider of wine in terms of value in South Korea with a market share of more than 30.9%.
- From 2011 to 2014, exports from the EU to South Korea increased by an average of 11.6% annually.

The EU – South Korea Trade Agreement – Lowering Commercial Barriers to Trade

The trade agreement between the EU and South Korea entered into force in July 2011, the EU's first trade deal with an Asian country. It was the first of a new generation of EU trade agreements characterised by ambition and impact. The agreement lifted numerous barriers to trade – most particularly for cars, pharmaceuticals, medical devices and electronics. In 2014, European companies exported goods to South Korea worth €43.2 billion.

Discover more about the EU's trade relations with South Korea

<http://ec.europa.eu/trade/policy/countries-and-regions/countries/south-korea/>

Check out more examples of small businesses that export from the EU:

<http://ec.europa.eu/trade/exporter-stories>