

## AGENDA

**OFFENE WEINKELLER 2016**  
Ganze Deutschschweiz  
und Gast-Weinregion Bodensee  
30. April / 1. Mai 2016  
[www.offeneweinkeller.ch](http://www.offeneweinkeller.ch)

**MÉMOIRE & FRIENDS 2016**  
Kongresshaus Zürich  
28. / 29. August 2016  
[www.memoire-and-friends.ch](http://www.memoire-and-friends.ch)

## BUCHTIPP



### Das kulinarische Erbe der Schweiz Miniaturen von Paul Imhof

Band 5: Freiburg, Genève,  
Neuchâtel, Vaud, Wallis

Leineneinband, ca. 300 Seiten,  
bebildert von Hans-Jörg Walter,  
Markus Roost und Roland Hausheer

Echtzeit Verlag, ca. CHF 34.00  
(Erscheinung Ende Mai 2016)

Herausgeber

**SWISS WINE**  
CONNECTION

Partner dieser Ausgabe



Photo: SWP



Jean-Marc Amez-Droz,  
ad interim secretary general SWP

## THE GROUNDING OF SWISS WINE PROMOTION

Swiss Wine Promotion (SWP) last August appeared to be facing a bright and busy but also challenging future; the director as well as president of the country's wine marketing board were upbeat when I interviewed them about this "takeoff". Shortly after, the director left and rumours began to circulate about the future.

*"Calling it 'grounding'  
is inappropriate"*

I asked Jean-Marc Amez-Droz, ad interim secretary general, in early March about the puzzling grounding of SWP's ambitions. Calling it "grounding" is inappropriate, he says: changes need to be viewed in the context of "2016 as a year of transition". The transition is the result of a decision, not publicly clarified, by SWP's governing board (mainly wine region reps) to seek a new structure.

### Why, and what changes does this signify?

SWP is an association, and we're looking at making it a registered company. The changes are needed to strengthen SWP's position. We're completing a proposal now that will go to the Interprofession (the IVVS: Interprofession de la Vigne et du Vin Suisse) at the end of March. If its board backs it, the proposal will go to the SWP general assembly in June. If they agree, we can implement it during 2016. We're also presenting our 2017-2018 strategy.

All of this should ideally be sorted out before the end of the year because projects, SWP's and partners', are funded for the fiscal year.

### What is your role?

My mandate is to put in place the ideal structure for SWP. I need to work with my hands free, so all questions are left open, such as where SWP will be located, who will head it, the staff. The office address is our fiduciary's in Geneva, I'm working out of Sion and I have an administrative assistant using an office space in Sierre.

### What's the current funding situation – are there financial problems?

It's wrong to say we have problems with funding. SWP's own funds come from the wine regions, collected by the IVVS. This side of things works. There's no change to our partners' projects, like Mémoire & Friends, the Mondial du Chasselas, Vinea – partners fund their own projects and we see that these meet Federal Office of Agriculture requirements before asking the FOA for matching funds. Our own projects? Gault & Millau (100 best) will continue, so will the Best of Swiss Gastro and the Wine Observatory project. But for exports we have a complicated and understandably confusing situation. Some SWP projects, such as the ProWein fair in Germany, are being suspended for a year – but SWEA (Swiss Wine Exporters Association) will be there.

### So changes lie ahead: what can we expect?

In 2016: we're doing the Vinum Rarum event with the independent growers and producers group. We're sponsoring the Swiss Sommelier of the Year event instead of a foreign winery doing it. We're providing support courses for hotel schools and training to improve knowledge about Swiss wines in restaurants. We've signed a mandate to improve information on the website in German and activate it in Italian. Call it a year of transition.

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