



## *BIVB General Assembly of the votes to approve the network of Cités des Vins de Bourgogne*

21 December 2016

**At its General Assembly on Monday 19 December 2016, the Bourgogne Wine Board (BIVB) voted to approve the project for the network of Cités des Vins de Bourgogne. Of the 87 votes cast, 62 were in favor of the project (72%), demonstrating the industry's commitment to the fundamentals of this project which will "give structure to the region". It underscores a will to continued development of the sector, in particular with regard to financial aspects. It is also a vote of confidence in the future, given that this is "a project that will affect an entire generation," according to Louis-Fabrice Latour, President of the BIVB, during discussions prior to the vote.**

Louis-Fabrice Latour hailed the Board's decision, but noted this is only the next step in the process. "As with any project, there is a level of uncertainty that we would like to reduce as much as possible before we start work. We still have lots to do with all our partners, including the Association for the *Climats* of Bourgogne, the tourism industry, and the local and regional authorities involved."

The project was launched at the end of 2012, after a feasibility study by the board of the BIVB. It is a region-wide project that aims to provide a structure for the tourism offering of the Bourgogne wine industry. It will involve a range of wine industry stakeholders and those from the tourism sector, to welcome visitors and provide them with the keys to explore the region, encouraging them to extend their stay and to return. Despite difficulties linked to the weather in recent years, the Bourgogne wine industry is ready to face the challenges of the future and to offer "a well-designed welcome with a contemporary approach to everyone who wishes to discover or rediscover the Bourgogne region and its wines, whilst respecting their history and traditions," as Pierre-Henry Gagey put it during the presentation preceding the vote.

"With this decision, you are authorizing the BIVB to finish its work on the three ongoing projects in Mâcon, Beaune, and Chablis," said Louis-Fabrice Latour.

Vice-President Claude Chevalier also invited all those with doubts to take part in the steering committees that will be created. "In particular, our aim is to ensure that each Cité breaks even as quickly as possible," said Louis-Fabrice Latour. "That is why we are continuing to move forward in terms of defining each budget with a realistic and pragmatic approach, as we have all done with our own businesses," he added.

### Next steps:

- To define the economic and legal model for each of the Cité des Vins de Bourgogne
- To select the architects and exhibition designers for the Cités des Vins in Mâcon and Chablis, in order to bring each project to life
- To work with the city of Beaune on integrating the Cité des Vins into the urban project
- To design the museographical model of the whole

## The Cité des Vins de Bourgogne in a few words

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Each Cité des Vins de Bourgogne is a place where people can find out more about Bourgogne wines, with shared content and communication tools, each site also acting as a local showcase. The *Climats* of the Bourgogne winegrowing region, included on the UNESCO World Heritage List, and a real differentiator for Bourgogne wines, will be presented in each site, in Chablis, Beaune, and Mâcon.

To find out more, please see the attached FAQ.

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