

The Vaucluse is strategically located for access to the Mediterranean arc and is right on the north/south crossroads for European commercial flows



vineyards and wines in Provence

Come and set up your business in Provence, with full support from **Vaucluse Développement**



- Helping you with administrative procedures
- Proposing global and detailed real estate offers for the entire Vaucluse
- Putting you in touch with the right people (government services, chambers of commerce, district authorities, job centres, banks, estate agencies, etc.)
- Helping you to obtain possible incentives
- HR consultancy (training, recruitment, financing)
- Providing assistance for employees and their families

A one-stop shop for your entire project: **Vaucluse Développement**



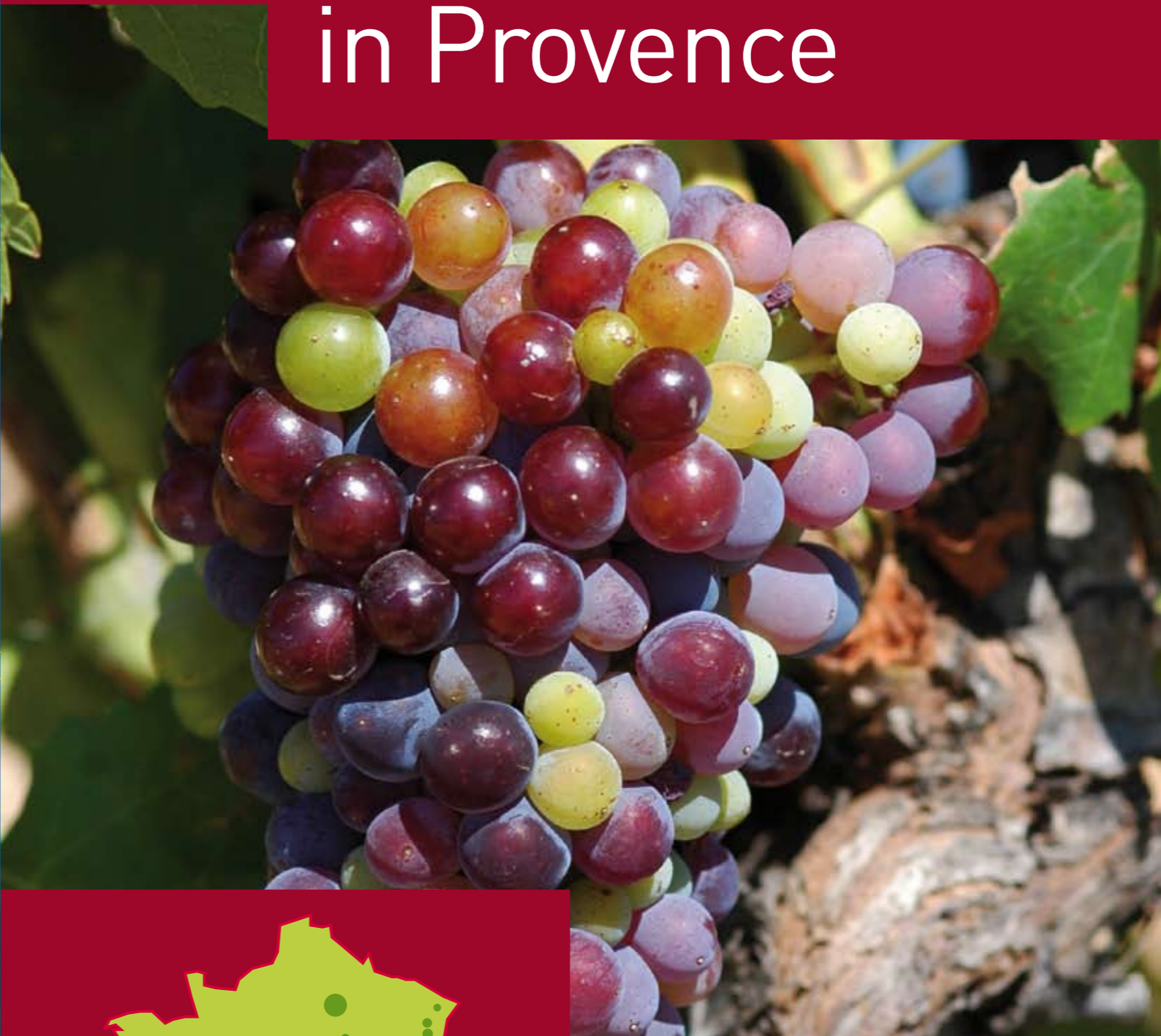
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- Viticulture, a centre of excellence in Provence
- 48% of French vineyards are located in the Mediterranean triangle
- An environment dedicated to the vitiviniculture sector: training, R&D, joint trade organisations

Avignon the capital



of Côtes du Rhône

Viticulture a centre of excellence in the Vaucluse

- **Leading French producer of mother plantations**
- **7th largest area under vine in France**
- **Home to 30% of French vine graft nursery professionals**
- **Represents 42% of land cultivated in the Vaucluse**
- **550 specialized companies**

The wood and vine-plant sector includes:

- producers of wood harvested from mother plantation plots containing vine grafts
- producers of young vines, resulting from grafting and subsequent planting in soil or planters
- negotiators and brokers

France is **the leading producer** of vine wood and plants at both a European and a global level and **the Vaucluse is the leading producer of propagative material in France**. Traditionally, production is centred around the districts of Orange and Carpentras. The wholesale market in Carpentras is the leading European market for sales and marketing activities related to vine plants.

Viniculture in the Vaucluse

- **3rd AOC wine producer in France**
- **35 wine growers' associations and 631 private wineries**
- **A whole range of specific suppliers**

Production dominated by red wine

Red wine massively dominates the range of wines from the Vaucluse. They are chiefly produced using varieties characteristic to local soils: grenache, syrah, carignan, cinsault and mourvèdre.

White varieties are grenache blanc, roussane, marsanne, viognier, clairette and bouboulenc.

Number of associations

The «Fédération des caves des Vignerons Coopérateurs du Vaucluse» brings together **35 associations and 3 unions** in the Côtes du Rhône, Côtes du Ventoux et Côtes du Luberon appellation zones. With nearly 75% of the total production of wine, 2/3 of which is AOC, the caves de Vignerons Coopérateurs de Vaucluse are the leading wine producers in the «département».

631 private wineries supplement the region's portfolio.



Sector suppliers

All activities closely related to the sector (process, equipment and services) are present in the Vaucluse, at the core of their business development areas and in direct proximity to road infrastructures. «**Working in Vaucluse is a real delight for wine-lovers. Customers are demanding, but loyal**», confirms Isaac Kandem, associate director at Suchanek, a service provider company specializing in viticulture utilities.

A favourable environment for the sector

- **An integral part of heritage in the Vaucluse**
- **Wide range of training available**
- **Strong scientific and technical skills**
- **Highly organised sector**

Training: a dedicated tool

• **The «Lycée Viticole»** of Orange is recognized as a regional flagship in viticulture and oenological training and research and development. Students and trainees currently attending the establishment are trained to become viticulturists, wine growers, technicians and sales executives for wines and spirits, that will ensure the sector continues to develop in the future, and remains a major component of the regional and national economy. A wide range of training is available, tailored from CAP level (vocational training certificate) to courses for international managers.

• **Université du vin** at Suze La Rousse: a private higher education and further training establishment that houses a document centre and a conference centre dedicated to the wine sector. The Université du vin is located in the Château de Suze-la-Rousse, a historical monument dating from the 12th century, nestled in the very heart of the vineyards.



EVENTS

Viticulture is part of the Vaucluse's cultural heritage. There are a great deal of Bacchic societies. Festivals are held regularly throughout the year. The Vaucluse is behind the «**Fête de la Vigne et du Vin**», which celebrated its tenth anniversary in 2004 and attracts thousands of visitors each year.

Joint trade organisations: a dense and structured fabric providing support to the sector

• **Regional ONIVINS** (national joint trade organisation for the wine sector) delegation in Avignon: drafts regulations for the vitiviculture sector, analyses changes in the market, implements national and European support services for the sector.

• **Inter Rhône:** joint trade organisation committee for AOC wines, from the Vallée du Rhône to Avignon.

• **Federation of Winegrowers' Associations and Federation of Private Wineries in the Vaucluse:** 6,200 producers.

• **Rhodanian Institute in Orange,** a joint wine trade organisation to support the entire wine production chain: outlining methods and technical standards, characterisation of vineyard terrains, reasoned protection of vineyards, winemaking, product analysis, bottling, etc.

• **Regional association for vitiviculture experimentation and development** implementation of regional viticultural and oenological experimentation programme in the Provence-Alpes-Côte d'Azur region.

Popular events

• **VINAGORA:** annual professional colloquium on the main areas of concern for the sector (marketing, exports, sales and marketing, quality control, etc.)

• **PROVITI:** annual business convention on the different techniques, equipment and services available to wine professionals. Brings together suppliers and partners in a single location in Avignon, provides opportunity to learn about changes in the sector (bottling techniques, health and safety, corking systems, etc.)

• «**DÉCOUVERTES EN VALLÉE DU RHÔNE**»: professional promotion initiative that brings together 800 exhibitors every two years.

HISTORICAL BACKGROUND



A long history that traces from antiquity to the 21st century

Vines, Wine and Provence have been synonymous for thousands of years. From a very early date, the Mediterranean has been the arena for as many cultural and commercial exchanges as it has bloody conquests. The presence of wine in Provence can be traced back to antiquity. The Roman Conquest and initiatives taken by religious authorities - particularly the popes who remained in Avignon for over a century - were to become the driving forces behind vineyard development.

A combination of human expertise and exceptional soil that lends itself to any wine variety adapted to hot, dry and windy climates, vineyards in the Vaucluse are characterized by:

- quality wine varieties
- quality processing tools through the implementation of a tight network of winegrowers' associations and more recently private wineries
- quality sales and marketing



KEY FIGURES

Vitiviniculture is a pillar of the economy in the Vaucluse region

• From vine-plant production to commercial activities stretching across the globe, viticulture represents more than **6,000 direct jobs** in the «département» and employs more than **30,000 seasonal workers**

• **52,900 ha**, equivalent to **42%** of the total cultivated area in the Vaucluse

• More than **4,000 farms** generating **38%** of agriculture turnover in the Vaucluse

• **6,200 official harvesters** producing between **2.5 and 3 million hectolitres** each year, **72% labelled «appellation contrôlée»**: AOC Côtes du Rhône, AOC Côtes du Ventoux, AOC Côtes du Luberon

• **€355 million** production value

• **25%** of production is for export sale