

Red, Wine and China

Bordeaux and French wines for the Chinese

葡萄酒，红色，中国



Texts and photos by Laurence Lemaire

Sirène Production Edition

These chapters were translated by me.
I shall be grateful to you for being indulgent. Thank you.
Laurence Lemaire

Foreword by the Mayor of Bordeaux, Alain Juppé former Prime Minister

“The history of Bordeaux is unfailingly linked to that of wine. For two thousand years, the vineyards have shaped the city and sculpted the Bordeaux countryside. Today, Bordeaux is at the center of the world's biggest fine wine growing area : 117 000 hectares, about 7400 châteaux, 300 wholesale trading houses and 60 ‘AOC’ designated protected names.

China, on the other hand, is in the first stages of its history with wine. More and more Chinese consumers are discovering French wine and loving it. China has taken over as the first export market for Bordeaux wines.

More than seventy five Bordeaux properties have been acquired by Chinese investors these last three years.



photo © Thomas Sanson

Over and above its commercial relations, there are friendly links. In this way the links between Bordeaux and China have been strengthened by twinning with Wuhan in 1998, aimed at economic, educational and especially cultural partnerships.

This superb book of interviews, ‘Red, Wine and China’ by Laurence Lemaire, is a reference for all who deal with our incomparable ‘terroir’ (soil), the ‘cépages’ (wine varieties), the traditions, the wine industry...

Bordeaux wines require many considerations. First of all, it is the result of a miracle of men, the soil, and the two rivers that cross it. But these elements together are not enough to produce a wine like that of Bordeaux; for that you need patience, perseverance, and the passion of many generations of wine growers, who have learnt to tame what nature offers.

Bordeaux wine is the fruit of a specific civilization and culture in our region. We are proud to present to Chinese wine lovers thanks to Laurence Lemaire.”


Alain Juppé
Maire de Bordeaux

Summary

The chapters which are underlined are translated below

Forward by the president of Aquitaine region, Alain Rousset

Forward by the Mayor of Bordeaux, Alain Juppé

Preface, presentation, comparisons between Bordeaux and China

Vineyards in China

The history. Why do they plant vineyards and drink wine?

Wines areas, the producers, distributors and importers

The French Pierre Castel group

WCO, advertising, Chinese prices, politics

Bordeaux vineyard

The history, the 'AOC' controlled origin label, the INAO

Bordeaux vineyard, 60 'appellations' designated names, and associated 'cépages' grape varieties

The Mascaret or the high tide effect

The battle of Castillon in 1453

Who is Emilion?

The classifications of Medoc wines in 1855, of the Pessac-Léognan and of Saint-Emilion.

The sale in Primeurs. The French paradox

To export at best

The CIVB Bordeaux Wine Trade Council: export and wine bars

The Ginestet family

The Bordeaux wine Academy

Xavier Carreau: export work

Jie Yu: Chinese consulting

The Chinese desk and the Club objectif Chine

To invest in France

Affi and Business France: Invest in France

BGI Bordeaux Gironde Investissement

Resident permits

To sell the Châteaux to the Chinese

France wine: Export wines then sell Châteaux

IFL: real estate agency

Safer: country planning and rural establishment company

China plants vineyards

Maxwell Storrle Baynes / Christie's: real estate agency

Tracfin: Information processing and financial corruption struggle

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The labels with the Exceptio agency

The shape of the bottle

Inlex agency: trademark counterfeiting and their protection

The nose, the taste, the climate

Michel Rolland famous enologist

What is a 'terroir'?

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Pollution in China and the taste of grape berry

The cooperage: the taste of oak and its influence on the wine

French oak

Luc Chenard enologist: one 'terroir' for one 'cépage'

The enology laboratory

210 'cépages' authorized in France; and in China?

The stocks

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Gérard Colin enologist in China: château Grace winyard; château Lafite

His pairing of food with wine

Château Lafite: success and counterfeits; *Pauillac* 'appellation'

Three international experts

The global warming effects

The current efforts

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Competition

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'Loi Evin' Evin law and road safety law

Taxes, retirement, inheritance, patrimony

Description of 129 wine châteaux bought by the Chinese

Why are these châteaux for sale? Why do they buy them?

Thanks to buy the book to get the list of the owners and châteaux.

In their chapters, I develop:

The Trading and the *Place de Bordeaux*

The French garden

The *Commanderie du Bontemps* and the Proclamation of the grape harvests

The town and the festival of Dalian

The Court of Auditors of China accuses

Antoine Medeville enologist

Ice-wine

The 8 communes of Saint-Émilion and the *UNESCO*

The southern hillsides of Saint-Emilion

Wine to lay down

2012: classification of Saint-Emilion wines

The full moon festival

The *Great Wall* of China

The rose's vineyard

Tea and town of Pu'Er (Yunnan) twined with Libourne

Malbec 'cépage'

Jean-Claude Berrouet and Claude Bourguignon agronomes

Inductions of the *Jurade* of Saint-Emilion

The Corrèze people

Carnemère ‘cépage’

Château de La Rivière

To chaptalize

Château Vieux Brondeau

The limits of an ‘appellation’

Stéphane Toutoundji enologist

The English garden

The wolfberry

Belgium and Bordeaux

Denis Dubourdieu and Valérie Lavigne-Cruege, enologists

Di Dubourdieu: relationship with Chinese

Saint-Estèphe ‘appellation’

The 75 cl bottle

Toulouse-Lautrec, painter

A wink to the Perrodo family: Château Marquis d’Alesme Becker

6 wine châteaux bought by the Chinese in France

In Burgundy, in Vaucluse, in Languedoc

2 Maisons of Cognac

Pairing of food with wine

Tommy and Andy Shan, Chinese restaurant *Au bonheur du palais*

The Rosé wine

Yu Zhou, fine food author

The catering school *ISEEA* visits Beijing

The sommelier Philippe Faure-Brac ; François Adamski, Hervé Bizeul

Château Guiraud, Sauternes ‘1er Grand cru classé 1855’

Organic farming

The noble rot

The grape harvest of Bordeaux airport vineyard

The Sweet Bordeaux

Art, Culture and History

Bernard Magrez owns 40 châteaux in the world and a Cultural institution

Sylvie Cazes talks about the contribution of foreigners to Bordeaux wines

Roger Dion, writer

The *UNESCO* and Bordeaux

Tourism, exchanges, Chinese to Bordeaux

The Bordeaux Tourism Office

The rules of etiquette book for the impolite Chinese tourist

The Savoir-vivre academy and the modern manners

Chinese students in Bordeaux

Chinese films shot in Bordeaux

Tongtong, translator, interpreter and tourist guide

Wine schools

and the sommeliers

Aquitaine region and China

Maisons Sud-ouest France - Southwest House France

Chen Di Partners; AAPrA

Wuhan and Hubei province, twined with Bordeaux and the Aquitaine region.

PSA Peugeot Citroen and Dongfeng Motor

Chengdu, gastronomy capital of Sichuan province

China wants the AOC

Museums and cellars

Grégory Pecastaing and his Museum of the wine and of the trade

The châteaux of Pauillac and those of Bernard Magrez

Château Maucaillou

The Winery and the Domaine de la Grave

Festivals, events

about wine, in China and France

The author's extras

Cave du Dynasty and the Association of the Chinese France south-west

The néo'zarrivants: a clever web site for welcoming new arrivals

Les Sources de Caudalies

Château de Rouillac, winner of the Best of wine of tourism

The City of the Civilizations of Wine

And, for more information, you can read

- The back cover
- My contacts
- My resume

Preface



On the 27 January 1964, a brief communiqué was published simultaneously in Paris and Beijing: "*The government of the French Republic under General de Gaulle and the government of People's Republic of China have decided to establish diplomatic relations.*" Since 1979, the more open policy of Den Xiaoping has renewed the dialogue between Chinese and Western decision makers. Several years later, the 'business world' talks of markets, figures and percentages. It was the race for productivity. After 20 years of wild growth, the plan anti-corruption, led since the end of 2012, dries up the sales of the luxury (jewelry, clothing, restauration). The savings affect records, low inflation or deflation, urge to put back purchases.

On November 8th, 2014 in Bordeaux, the *Press Tribune* titled: "*in this period of doubt which seizes Europe, the economic Chinese power frightens. Are the Chinese taking control of whole pieces of the European economy, between the Greek ports to the vineyards of Bordeaux?*" The 1st investor in France, any confused sector, remains the United States, far in front of; the Chinese investments represent less than 1 %: it is little, even if they were multiplied by 12 in 10 years.

Anyone can settle in China on condition that they are effective, show real assets, and above all learn the ways of the country, accept the procedures and laws, the political and social codes, and understand the cultural differences. In '*De l'importance de vivre*' the philosopher Lin Yutang wrote: "*Of all peoples, those who have the most in common are the French and the Chinese: a sense of refinement, a taste for words, painting, cooking, a reverence for education, a taste for humour, humour for nothing, for pleasure, for communication.*" Thus, of the 7400 Bordeaux vineyards, the Chinese have bought more than 106 châteaux since 1997; that is 1,3 %. **How communicate both civilizations?**

'*Red, Wine and China*' is a book for the Chinese, for those who visit the châteaux, who want to invest, taste, learn...**137 châteaux in France purchased by a Chinese group or an individual are described in this book.** I explain the appellations, the 'cépages' (types of grape used), the inimitable 'terroir' (soil), the suitable investments, the wine trade and export, the French laws, the reasons for sales, the food/ wine pairings, the climate change.

'Red, Wine and China' is a book of interviews

* How are future owners selected?

* What are their obligations with respect to the heritage? What are their motivations and expectations? Will the buyers succeed?

* A Chinese buys a Bordeaux château for 5 to 30 million euros; he has his prestigious house, a vineyard of 10 to 50 hectares capable of exporting to China, with a domain name recognized by the Chinese. Will these wines sell in China? Will the châteaux become a luxury Guest House?

* What are the economic ties between China and France? Why the temptation of the West, of Bordeaux wine? And for how long?

- * Is the Chinese craze for quality French production sincere?
- * Is the luck of the Bordeaux production its 'terroir'? Is it unique?
- * Does Chinese cooking go with red wines? Even if dry white wine and especially Sauternes of Bordeaux region work better with their food, the colour red is a significant symbol in China and a French paradox.



Some Châteaux bought by Chinese © Google

Amélie Nothomb wrote: *“Even today, if I find someone is not paying me enough attention, in the course of a sentence I use: ‘when I lived in Beijing’ in an indifferent voice. This is very specific because, I could, after all, equally say: ‘when I was living in Laos’, which would be much more exceptional. But less chic. China is the classic, the unconditional; it is Chanel N° 5. The snob factor doesn’t explain everything. The part played by fantasy is huge and invincible. The visitor who arrives in China without a good number of Chinese illusions will see nothing but a nightmare.”* ‘Le sabotage amoureux’ Albin Michel Editions 1993

It takes more than a year to find ‘the’ Château to buy. As a general rule, the transaction takes place discreetly. Amongst the Chinese buyers of Bordeaux châteaux are State companies, owners and CEO’s of groups involved in metallurgy, oil, real estate, food, fashion, jewelry, gaming establishments, tourism and representatives of the Chinese wine industry. There is also an architect and a cinema star. These financiers, these connoisseurs and these

knowledgeable enthusiasts develop their network in China to commercialise their production of French wines.

China considers approximately 370 billionaires over the 1826 in the world: Hongkongais Li Ka-shing and Lee Shau-kee, or still Jack My, founder of the site *Alibaba* listed on September 19th, 2014, Li Hejun, founder of *Hanergy*, specialized in the solar and hydroelectric energy, Pony Ma with *Tencent* telecommunications and founding Robin Li of the web site *Baidu*. One account 67 French billionaires; the first is Bernard Arnault with *LVMH*.

*Les wine-making investments of China concern to France but also to Australia, Argentina, Chile, California, New Zealand and South Africa.

*Since 2011, China (Hong-Kong and Taiwan included) is the 1st importer of wines of Bordeaux, in volume and in value: 80 % of red wine (92 % in 2013), some rosé and the white.

* France became again, in 2014, the 1st producer of wine. China will be the 6th producing country in 2016.

*On 2014, the Chinese consumed 1,3 liters of wine, the American increased his consumption in more than 20 liters, the Frenchman drinks 47 liters (120 in the 60s). In 10 years, China took place in the 5th world rank of the consumer countries of wine.

"In one generation, the politics, the economy, the transformation of social classes, have changed China into another world" wrote Henri Michaux in 1967. "One no longer recognizes mine that I, and many other travelers and residents saw in 1932. It pleases me, to think that whatever happens, and whatever China tends to be, it will always be different. It relives. We should be happy not to recognize it any more, to know it differently always, always unexpected, always extraordinary." 'Un Barbare en Asie' Gallimard Editions 1967

Zhongguo

The middle country, the country at the heart of the world.

Zhonghua Gongheguo Renmin is the People's Republic reflecting the splendour of the center. *"Enrich you"* said Deng Xiaoping: the household income has increased five folds in a quarter of century, the city dwellers have gone from the party card to the credit card. On the 8 November 2012, Hu Jintao appointed his successor Xi Jinping; he took office on the 14 March 2013.

After years of unrest, China is suffering the consequences of the international economic and financial crisis: it must re-balance its economy in focusing more on external growth and not only on the investment and exports.



The 50th anniversary of France-China friendship - the agreements

The President of the French Republic, François Hollande, spoke with president of the People's Republic of China, Xi Jinping, on the 25 April 2013. François Hollande said that the French State is prepared to remove all the obstacles to Chinese investment, sensing an opportunity for *"contributions to job creations and to growth"*.

From July, 2013 till March, 2014, the Chinese Authorities led an anti-dumping investigation against European wines exported towards China; the volume of the exported inhabitant of Bordeaux had put back of 16 %.



中国 FRANCE
1964 - 2014
CHINE 法国

Xi Jinping et Peng Liyuan
© AFP



50 years ago, on the 27 January 1964, France was the first Western country to develop relations to the rank of Ambassador with the new China. Xi Jinping was on an official visit to Europe, in France from the 25 to 28 March 2014, as part of this 50th anniversary, accompanied his wife, the popular singer and General of the Chinese Army Peng Liyuan, and 200 businessmen.

The Chinese represented by the CADA (Chinese Alcohol Drinks Association) and Europeans by the CEEV (Committee European Enterprise Vins) signed an agreement on the 21 March 2014: the Europeans will bring technical and financial support for the implantation in China of suitable 'cépages', and for the training of their wine growers. The Chinese industry will support the organization of tastings of European wines in China, the training of its consumers and the promotion of the European wine culture. The taste for the red wine of the Chinese consumers evolves and stimulates the (request for quality wines).

In the end of January, 2015 in China, Manuel Valls proclaimed: "*France welcome all the investors, the Chinese in head*".

Bordeaux

Bordeaux is the global wine capital, a city of history, of tourism and of culture.

The city of Bordeaux is situated in the department of the Gironde in the Aquitaine region. The latest research in archeology indicates that the foundation of Bordeaux dates back at least to the 5th century B.C.

In the 3rd century B.C. the Gauls planted vines on the banks of the Garonne, with a 'cépage' resistant to an oceanic climate and the geological conditions of the region, the Vitis biturica, the ancestor of Cabernet.

Between 40 and 60 A.D. table vines were planted on the hillsides north of the left bank of the Garonne.

In 1152, Eleanor of Aquitaine wife the King of England Henri Plantagenet: wine was exported, Bordeaux was prosperous.

Michel of Montaigne was magistrate in the Parliament of Bordeaux from 1557 to 1570, then Mayor of the city from 1581 to 1585.

Bordeaux saw a new heyday in the middle of the 17th century thanks to its port, the market of its wine, its sugar and its slaves. The Dutch loved its wine and exported it. Their investors developed the techniques and structures of the vineyards toward quality.

In 1714, the philosopher Montesquieu became adviser to the Parliament of Bordeaux; he had five areas Bordeaux wine-growing domains.



In the 18th century, the governors of King Louis XV improved the town, drying the swampy and unhealthy suburbs. They built majestic triumphal arches and its opera. Then the architect of Louis XV created the 'jardin public'; the place de la Bourse was built and also the steeple of the church of Saint-Michel. Bordeaux became one of the European capitals of the Enlightenment of whom Montesquieu is the forerunner.

In the 19th century, the town extended towards the West with the construction of shops, low houses characteristic of the Bordeaux landscape. It also extended towards the South thanks to the construction of the first bridge on the Garonne, 'le pont de Pierre'. In 1852, the train connected Bordeaux to Paris over the 580 kms.

The powdery mildew disease struck the vines in 1857: sulfur treatment processes stemmed the attacks. The Gironde vineyards were only prosperous for a short time because they were attacked by *phylloxera* in 1860: without remedies to cure them, the vines were grafted onto American vine stocks.

The Department of the Gironde delineates its designated wine-growing areas; in 1936, it created the *INAO*, Institut National of Origine Appellations, and the AOC which specify the geographical area, the 'cépages', the yields, and imposed a method of culture and wine making.

Export remains one of the strong points of the distribution of Bordeaux wines and its vineyards of quality attract capital from all backgrounds.

Jacques Chaban-Delmas was Mayor up to the age of 80, from 1947 to 1995. His first deputy for more than 20 years, Jacques Valade, was candidate to succeed but Jacques Chaban-Delmas supported the Prime Minister Alain Juppé.

Elected Mayor of Bordeaux, Alain Juppé launched an urban project, magnificently landscaping the docks. On the 30 January 2004, whilst chairman of the party in power: The UMP (Union for Popular Movement), he was found guilty of unlawful taking of interest and excluded from political life. Hugues Martin replaced him on the 13 December 2004. An early election in October 2006 returned the newly re-eligible Alain Juppé to the town hall. On the 23 March 2014, Mr Juppé was re-elected in the first round to the town hall of Bordeaux and Chairs the urban community.

Apart from the wine growing domains Bordeaux has more than 350 listed buildings or those listed as Historical Monuments; the city has been listed as a World Heritage Site by UNESCO from the 28 June 2007.



Geographical comparison

The city of Bordeaux is spread over 50 km². It has approximately 245 000 inhabitants on 4 936 hectares, a density 4 850 inhabitants per km². The city of Bordeaux is twinned with 20 cities in the world including Wuhan and its province of Hubei. Wuhan is spread over 8 468 km²: it is therefore 172 times bigger than Bordeaux. Wuhan has 8.3 million inhabitants on 849,440 hectares a density 824 inhabitants per km².

Beijing is located at N39°. The latitude of Bordeaux is N45° like the town of Jilin and the center of Madrid in Spain. And yet their climates are rather different.

The surface area of China is 9 706 961 km²: France is 17 times smaller.

China will soon have 1.4 billion inhabitants; that is to say approximately 140 inhabitants /km². Knowing that its western part is practically uninhabited, large cities are overcrowded. Metropolitan France has a surface area of 552 000 km² for 64 million inhabitants; that is to say 94 inhabitants per km².

The United States has 300 million inhabitants on substantially the same surface as China, but with only 31 inhabitants per km².



January 31st, 2014 celebrated the year of the wooden horse
February 19th, 2015 announced the year of wooden goat



in 'green'
major wine-growing regions

The history of wine in China

Excavations on the site of Quingpu in Shanghai have shown that China has been drinking wine from 4000 years B.C. Vine stocks from Uzbekistan would have been introduced in the country by the general Zhang Qian in 128 B.C.

However, the culture of wine doesn't develop until the end of the Qing Dynasty (1644-1912) and the import of European wines: from 1860, Jesuit monks planted vines to produce their wines for mass.

The beginning of modern Chinese wine growing dates to 1892, year of the creation of the first wine business at Yantai in the province of Shandong: Chang Bishi (1841-1916), a Malaysian Chinese, was helped by Gustavus Chocquin of Sarzec, Consul of France in Indonesia, to choose the suitable cépages and finance the technical material; he planted 150 European cépages. His wines were flavoured with cardamom, cinnamon or saffron. He named the company Changyu in reference to his name and the Chinese character *yu* meaning prosperity. Sun Yat-Sen appreciated this Franco-Chinese alliance and Chang Bishi became Deputy Minister of Trade in 1903. Mao also visited his cellar and wrote calligraphy: "*we must let the people drink wine.*"

After the creation of the People's Republic of China in 1949 wine-growing introduced Eastern European 'cépages' and slowly progressed.

Thanks to the economic reforms of the early 1980s production is developing on a larger scale; but concern over the quantity exceeds quality: the system pushes for maximum production since the wine-growers are paid by weight and not quality.

The wine economy strengthens, despite this, with the creation of joint-ventures of Hong Kong and Sino-French origin: in 1980 the *cognac house Rémy Martin* co-created a business with the town of Tianjin under the name *Dynasty*; in 1987 *Beijing Winery* associated with *Pernod Ricard* (which back out since) to create *Dragon Seal*: their wine from French 'cépages' finds clientele amongst the tourists flocking into China; the cellar is managed by French. *Changyu* was established in 2002 in partnership with the *Bordeaux Group Pierre Castel*; its fruity wines are adapted to the taste of Chinese consumers.

Red wine versus Baijiu

Since 1996, the Chinese Government encourages alcohol consumption in the form of wine - putoa-jiu, in order to keep the production of cereals for food.

The baijiu - white alcohol, was essential to the Communist Party banquets as for family reunions. Made from sorghum, maize or rice, it is drunk in one mouthful, ganbei! For the last ten years or so, red wine is a must at banquets. The movement is encouraged by the government because it wants to reduce the alcohol level in drinks: wine is at 13° on average, the baijiu varies from 40° to 60°...''*And 'wine is good for the health'' say the French paradox* (see chapter on the Wine of Bordeaux);. But since 2013, the Chinese Head of State fights the excesses, the corruption and the copies, and he imposed firmly: "*Drink in moderation*". China is the fifth consumer country of wine in the world and the number one consumer of red wine. 90% in 2013, 85% in 2014 of wine drunk in China is Chinese.

Since November, 2014, the Chinese vineyards can ask for a certification according to standards been imperative by CADA Chinese Alcohol Drinks association.

Chinese wine-making regions

The main Chinese cépages are the Yantai from Shandong (very sweet red wine offering little aroma), the Red china from the vicinity of Beijing, the Shacheng White of Hebei and the Minquan of Henan (for a fresh and aromatic white wine).

The differing climates of this great country allow a broad diversification of production. We count 10 main wine-making regions:

- **the Shandong** (north-east) that represents 60% of the wine production. Its viticulture is characterised by espaliered growing; its southern facing slopes are well drained. It has a subtropical climate with summer rains and cold winters; the vines must be buried in winter to avoid freezing. The Shandong seems to be the ideal location to cultivate the European 'cépages': Chardonnay, Italian Riesling, Cabernet Sauvignon, Cabernet Franc, Merlot, Carignan and Ugni White; the local 'cépages' are planted: Cabernet Gernischt and old 'cépages' such as the Pearl of Snake or the Fumé 73.

The area of Changyu created in 1892 has a vineyard of 17,000 hectares.

Yantai and Penglai in the Shandong

The wine production of Yantai represents more than 40% of the total production in China. Its 200 wine-growing areas each year produce half of the Chinese production. The area of Penglai is among the 7 of most famous coastal vineyards, with the Bordeaux in France, Tuscany in Italy, Cape Town in South Africa, the valley of Barossa in Australia, those of the Nappa valley in the United States and Casablanca in Chile.

- **The Hebei** is famous for its dry white wines. It is a very sunny and dry region; the cold and the monsoon are reduced. It has the particularity of being on the same latitude as Bordeaux. Two local 'cépages', the *eye of dragon* (longyan 龙眼葡萄) and the *grapes of milk* (bai niunai 白牛奶) coexist with Merlot or Cabernet Sauvignon. Its viticulture is characterized by a traditional form called 'Dragon': the stocks are inclined downwards, and in winter their tendrils are buried beneath the land to protect them from the cold. Crossed by the Great Wall, this region is the headquarters of the *Great Wall Wine Company* domain of COFCO: one of the largest Chinese wine-growing groups.

- The region of **Tianjin** is the stronghold of the *Dynasty Fine Wines* domain, a Sino- French joint venture quoted on the stock exchange.

- The semi-desert country of **Ningxia**, a province created in 1928 for the Hui Muslims, is the third wine-growing region. Not far from the *Yellow River*, the sands of the region are full of silt and nutrients. A maize farmer turned wine grower says: "*We knew nothing about wine growing, but the government offered us land in 2000. We had to completely change mentality because here, this is not the quantity but the quality which is important.*"

* The *Silver Heights* is at 1200 meters; its 5 hectares of vineyard are managed by famous Emma Gao, holder of a Oenology Diploma from Bordeaux.

* After 6 years of exploitation and observation the French group *Pernod Ricard* has created a joint venture with Guangxian in September 2012, to develop the *Helan Mountain wine* on its 300 hectares of vineyard, managed by two masters of the irrigation, Brett Richardson and Craig Grafton: "*we open cracks three times a year, what brings excellent silt*"; they come from *Jacob Creeks*, the symbolic Australian winery of the group. This local wine brand is an entry key at the Chinese wholesalers who do not still market cognac or champagne.

* The *Helan Qing Xue* is 15 hectares of vineyard directed by Zhang Jing and Li Demei, trained in Bordeaux. Its wine *JiaBeiLan* has been repeatedly awarded prizes.

* Since 2012, the society *LVMH* - Louis Vuitton Moët Hennessy, produces here a sparkling top-of-the-range white wine, on a vineyard of 30 hectares, at 2400 meters altitude in the mountains of Yunnan. In 4 to 5 years, their red wine will be intended for the local Chinese market. *LVMH* has signed an agreement with *VATS*, an important Chinese wines and spirits distributor, to exploit this vineyard. This famous French luxury brand sells its Champagne and Cognac in China.

* Protected from the Gobi desert by the mountains of Hèlán Shān, the vineyards of *Ningxia Xixia King Winery* are in Yinchuan (see chapter of Château Latour Lagens).

- To the North-East of Ningxia, is **Inner Mongolia** and the sand dunes of the Gobi desert. Jianping Han has bought desert pastures which could suit vines, on condition they are irrigated by the neighboring *Yellow River*, and the stocks are buried in winter to protect them from -20° average temperature. He has planted vineyard near Wuhai. The Frenchman Bruno Paumard is the cellar master of Château Hansen, which employs 800 wine growers, 80 cellar men and 400 sellers; his award winning wine, is exported. Jianping Han has also acquired 3500 hectares of grassland at Erdos, downstream of the river, to plant vineyards: "*China will take to the habit of drinking wine and especially the good ones*", he says; "*in focusing on the quality we are taking no risks.*" Bruno Paumard asserts: "*European Wines don't have to worry; they will remain the 'ultimate' in China*"

- The surface of **Xinjiang** is three times that of France. It is the oldest wine-producing region: for more than a millennium, the Uighur cultivated vines on pergolas for the production of table grapes and sultanas. Wine production on Western lines started in 1860 with the arrival of Christian missionaries: they planted vineyards for their wine for mass. Up to 20th century, Chinese wine-growing was essentially in this region. Its climate is very continental; in part on the same latitude as Bordeaux but when it is + 3° in January there the temperature in Urumqi is -18° the same month.

* It is at Manas, in the North West of Urumqi, that the French oenologist Fred Nauleau settled in 2005; he puts his know-how at the disposal of *Suntime International Wine* and their vineyards of 10 000 hectare, one of the biggest in Asia. Since 2000, the society has built wine-producing facilities with French and Italian equipment, and has installed an irrigation system to channel melting snow waters from the Tian Shan Mountains. The preferred 'cépages' are the Pinot Noir, Riesling and Chardonnay. "*This is a unique region in terms of climate, temperate and fresh during the growth period. It is a region of the*

future. *When you have good grapes, good materiel, good 'vinification', a sense of detail and certain sensitivity with respect to the product, you can manufacture of a product quality.*"

* Near Lake Bosten, South of Urumqi, in 2006 Mrs Li created '*Les Champs d'or*' with the aid of three Frenchmen: 4000 hectares of vineyards have been planted and the wine cellar was built in record time.

* Gérard Colin, French oenologist, was in the desert at Tulufan on the '*silk road*'. The climate is tough with long summers up to + 50° and winters down to -20°; it doesn't rain. Gérard has helped in the development of *Grace vineyard* then in the Barons of Rothschild Lafite domains in Penglai. Today he works for Turpan Puchang Wine Company. "*For a long time I wanted to be able to make a 100% Chinese wine*" Gérard tells me; "*this vineyard of 70 hectares is undergoing BIO certification. Its ancient vines of table grapes are grafted onto local cépages such as the Beichum: a cross created in 1958 by a Professor of the University of Agriculture of Beijing, and also with the Cabernet, Cinsault, Pinot, Saperavi (a Georgian type)... It is fascinating work.*"

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- The **Yunnan**: *The Yunnan Château & Red Wine Group* was founded in 1997; it cultivates its vineyards on a plateau at 2400 meters altitude, because these valleys sheltered from the monsoon enjoy a healthy climate, a little like Bordeaux in autumn.

In 1860, monks planted vineyards with the Asian 'cépages' Crystal Rose and Rose Honey. Wine from Yunnan Shangri-La Wine is slightly sweet and corresponds well to the tastes of the Chinese. A part of the vineyard is also planted with old 'cépages' Sultana which has a heady flavour.

- The **Guanxi**, in the south of the country, produces an original wine with a particular species: the vitis *Pentagona* or *quinquangularis*, very different from European 'cépages'.

Main producers of wine

The production of wine for domestic and export marketing has never stopped since 1892. The 4 groups leaders are Cofco-Great Wall, Changyu, Dynasty and Weilong; they harvest approximately 30% of the Chinese production.

- **ChangYu - Zhang Yu Wine Company** was created in 1892; *ChangYu* is the biggest wine producer in China with almost 24% of the market share. The company employs 4000 people. *ChangYu Cabernet wines* are present in more than 3000 supermarkets, wine shops and hotels in Europe. His *château ChangYu AFIP Global Beijing* is in the Miyun district near Beijing; completed in June 2007, it was financed by *Yantai ChangYu Winery*, by the United States, Italy and Portugal, and largely



supported by the *International organisation of the grapes and wine*; its Honorary President and Honorary Chairman is the Frenchman Robert Tinlot. In proximity to the *château*, amongst the vineyard, is a faithful reproduction of a French village: cobbled alleys, small

cafés, bar to cigars, a post office and a church at the center of the large main square, restaurants and an hotel; a building is reserved for the SPA, another for conferences and seminars. Tourists enjoy the Western atmosphere, visit the château's wine museum the impressive cellar of 3000 m2 with 550 barrels of 225 liters (one barrel is 300 bottles); most is imported from France.

In 2002, ChangYu and Castel founded a wine domain which incorporates the production of wine, tourism and leisure.

The Pierre Castel Group

It was founded in 1949 in Bordeaux by 9 brothers and sisters. It is a worldwide leader with its brand. In March 1999, the group settled in China in creating *Langfang Winery Château*, a bottling plant for the production and sale of wine in China. Its partnership with the *ChangYu* group started in 2000; the agreement continues with the château *Chang Yu-Castel* (photo) and the vineyard of Beiyujia in Shandong: China has become the first foreign market for Castel which created a subsidiary in 2006. The group has multiplied distribution agreements and has signed a contract for 11 Years with the importer *Beijing Hengyi Shengsi*. In France, in February 2011, they teamed up with the Japanese *Suntory* for the purchase of equal shares in *Château Beychevelle*, famous Saint-Julien 'Grand cru classé' in the Medoc Bordeaux part. Then, at 84 years old, Pierre Castel bought one of the most important societies of Burgundy wines, *Patriarche*, which exists since 1780. Active in the beer, soft-drinks and wine sector, Pierre Castel never finishes strengthening his group. In 2012, it produced and sold 630 million bottles worldwide, which made it the number one French wine company and third in the world. The brand has 22 châteaux and covers 1400 hectares of production. The group began wine production in Ethiopia, with 135 hectares of vineyards planted with international 'cépages'. The 8 October 2013, at the ceremony for the 1st prize of public Chinese wines and the more popular spirits, organized by *the confederation of Chinese oenological press*, was awarded to the Castel Group: this distinction proves the Chinese attraction for French wines, fidelity and the commitment of Pierre Castel to China and its distributors.



- **COFCO Group** quoted in Hong Kong and majority owned by the Chinese State, number one trader in cereals, oil and food, is also a wine producer with its wine *Greatwall*. Founded in 1952, the Chinese giant has diversified; it is, for example, the main partner of Coca-Cola in China, involved in property, the hotel business and even financial services. With the acquisition of the *Château de Viaud* in France (see its chapter), it is the first State company to buy a Bordeaux vineyard. Created in 1983, *Greatwall* is based in Zhangjiakou in the province of Hebei. It possesses a vineyard which extends over 750,000 m2 to Shacheng. *Greatwall* is probably the brand best known in China. It has created a winery in Yantai, devoted to the production of high quality wines requested by young urban customers. *COFCO* wants to make sure its *Greatwall wine* is an international luxury brand.

- **Dragon seal** was founded in 1987 following a partnership with the French group *Pernod Ricard*. Its 12 million m2 of vineyards are south of Beijing and at Shacheng, in the province of Hebei.



- **Yantai Weilong Wine** is one of the largest manufacturers of organic red wine in China.

- **Tong Hua** represents 14% of the market. The main 'cépage' planted is *Vamurensis*, which is suited to the cold climate of this region.

- **Dynasty** was created in 1980 in joint venture with the French group *Rémy Martin*. Its famous white wine is from a local 'cépage' '*long yan*' (eye of the dragon), complemented by the *muscat* 'cépage' imported from Bulgaria in 1958. "*Our wines must have the quality of those of the Old World and the stature of the New World*", said its CEO, Bai Zhisheng. In 2005, the company was introduced on the Hong Kong stock exchange. To celebrate its 30 years, *Dynasty* has built, in Tianjin, a château of 11,000 m² hosting a training center and a wine museum which is reached by a pyramid, copying that of the *Louvre museum* in Paris, designed by the Sino-American architect Ieoh Ming Pei in 1989.



- **Huadong** was created in 1985 by Allied Domecq, and has five vineyards covering 10 million m² in Shandong, near to Qingdao.

- **Lou Lan**, founded in 1976, is in Turpan, in the Xinjiang; it draws 5000 tons a year from its own vineyard. It regularly calls on French experts. Its wines of Cabernet (red) and Sauvignon (white) are now vintage wines.

In 2001, **the adhesion of China to the WTO** (World Trade Organization) forced Chinese wines to comply with the international criteria in terms of production technology, quality and taste. Its integration into the *WTO* has developed food safety controls, respect for international standards and the levels of quality. Since November 2002, labels on Chinese wines must indicate the exact product composition. In 2004, the adoption of a *Chinese standard* wine banned mixing the wine with water, juices or flavorings.

The choice of **importers** is essential. They represent the image of wines that they sell. The producer must accompany the importer in his dealings, to protect the philosophy of his château and make sure the brand is known.

Wines and spirits imported onto Chinese territory are subject to three types of **taxes** applied on the *CIF* (Cost, Insurance and Freight) value: the consumer tax (10% for wines), value added tax (17%) and customs duties based on 1st January 2005 (14%). The French Grand Crus are largely stored in Hong Kong which applies the lowest taxes.

China is the country where one sees the most **advertising** for wine. It mentions very little of the product itself but rather the brand. So the efforts made by foreign distributors for the promotion of their wines are weak, for Chinese the packaging is extremely important: colours, boxes, outer packaging... To fulfil his dream and take a lovely gift to family receptions, the Chinese wants the *Arc de Triomphe* on the bottle of French wine, a bullfight on Spanish wine... In 2013, China became the second world market for the advertising; the

turnover generated by this activity increases fivefold. The second global economy changes model of development to dope the household consumption.

The asset of Chinese wine is its price; it varies from 18 to 95 yuans per bottle. The price of wines foreign varies from 62 to 143 yuans. Most Chinese consumers are not yet ready to pay more than 3 to 5\$ a bottle, therefore local wines sell more. Apart from Chinese consumers, the imported wine is consumed by 2 million expatriates in China, 120 million executives and entrepreneurs with high incomes and 200 million belonging to the middle classes that is 320 million individuals.

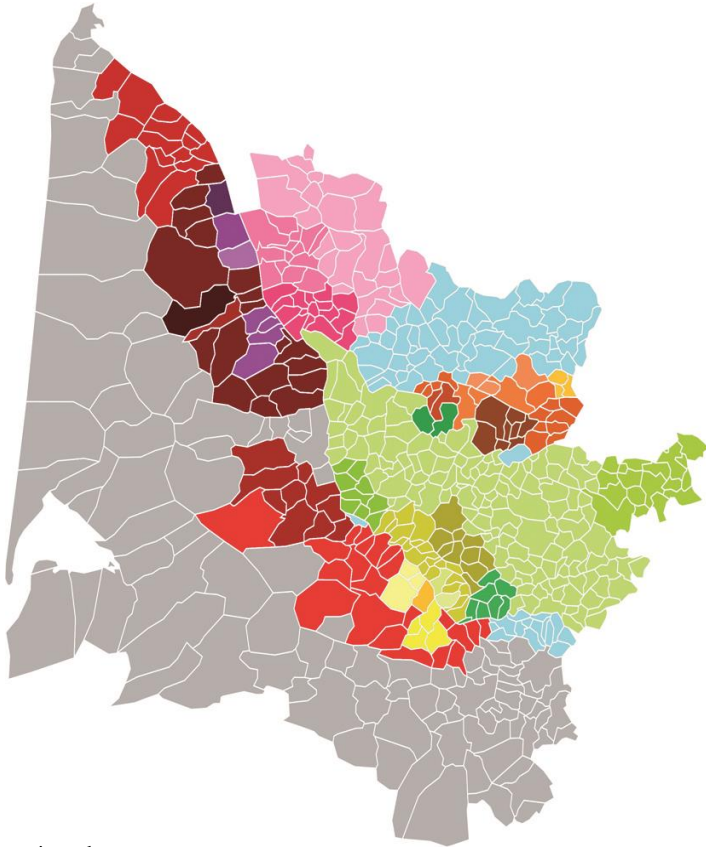


Beijing, October 2006

China seems to want to prove itself by demonstrating that it can develop quality wines, able to compete with the large vineyards which were the inspiration, those of France in particular. In ten years, the plantation of vines in China has undeniably risen with more than 500 wine producers. Most of the Chinese enologists have studied in France, in Bordeaux. Recently, the Chinese Government is financing research work to find the 'cépages' adapted to the terroir.

President Xi Jinping asked the rich Chinese who spend without thinking, and its officials, to reduce the display of their wealth and their lifestyle; this can make glaring inequalities. Although China is the number one consumer of red wine since January 2014, bottles of great wines can no longer be exhibited in restaurants, at marriages and official receptions. It is a policy of anti-corruption and anti-wastage. *"The world goes towards China, China must go towards the world"*, said the President. These restrictions and the slowdown of economic growth have heavily penalized the French exports of wines: In 2013, the Chinese consumed 3.8% less wine; sales stabilized in 2014.

Bordeaux vineyard



On 'gray' no vineyards

Vines have been present in the Bordeaux region from the time of the Roman Empire. The noblemen of *Burdigala* (the ancient name of Bordeaux) created their own vineyards because of the high price of wines imported from Roman traders. Today, the vineyard extends over 11700 hectares, which produce 5 or 6 million hectoliters a year.

The development of the vine and the maturing of the grapes depend on climatic conditions, such as temperature, rainfall, sun, moisture and wind. The presence of pine forests, the length and proximity of the oceanic coast, the lakes and the rivers, all offer a favorable micro-climate for the culture of the vine. The specific nature of the soil is an element crucial to the location of vineyards. The 'terroirs' of Bordeaux extends around the rivers Dordogne and Garonne, and the length of the Gironde estuary; their waters drain onto the sands and pebbles, gravel, shingle (the Graves) which makes the soil porous, allowing an essential flow and the infiltration of rain water: vines cannot bear soils which retain water.

The rivers strengthen the protection of the vineyard against damaging frosts.



AOC ‘Appellation d’Origine Contrôlée’

Protected Designation of origine :

At the beginning 20th century, vine diseases and massive fraud on the sales of wines brought the creation of national legislation in 1911 on the origin of wines. Defining specific areas of appellation and an AOC for red wines in 1936 and for white wines in 1945, the legislation clarified the conditions of production within a particular geographical

area, ‘cépages’ (type of grape), yields, degrees of alcohol, methods of culture, and vinification (process of production). A specification was defined for each appellation.

Today, 97% of the Bordeaux production is AOC. This official French label protects and guarantees the wine; it is validated by the INAO (National Institute of Original Appellations), which is part of the Ministry of Agriculture. These rules, regulations and controls brought an improvement in quality: it imposes, amongst other things, a maximum return of 50 hectoliters to the hectare. Georges Haushalter, former President of the CIVB (Bordeaux Wine Trade Council), explained: *“Since 2008, we have been fighting to register ‘Bordeaux’ as AOC by the Chinese authorities. China has a comparable system to ours, with tens of AOC’s for teas; the authorities ensure respect for the authenticity of these designations. We want these authorities to fight fraud of our AOC wines. The CIVB is responsible for the ‘Gironde AOC’. An office is open in Beijing with two lawyers who advance our moves to protect the Bordeaux appellation.”*

When a wine is downgraded by the AOC, it carries the name "Wine of France".

The local wines are grouped under the sign IGP (Indication Géographique Protégée).

The French notion of ‘**Château**’ is associated with a guarantee of quality; with Bordeaux, only a few wine areas in Italy and Luxembourg use this name ‘Château’.

Appellations and cépages

There are 350 appellations in France. The Bordeaux vineyards account for 60 AOC appellations : Bordeaux, Bordeaux Supérieur, Bordeaux Clairet, Côtes de Bordeaux, Médoc, Haut-Médoc, Blayais-Bourgeois, Libournais, Entre Deux Mers, Pessac-Léognan, Graves, Cérons, Barsac and Sauternes. Each colour of the wine (rosé, white, red) is further associated with an appellation.

4000 vines stocks per hectares are planted in *Bordeaux* and *Bordeaux Supérieur* appellations, each holding ten grape clusters, yielding proximately 1 kilogram of fruit per stock. A ‘Grand Cru’ is planted with approximately 10000 stocks per hectares but keeps only 3 clusters, that is to say 500 grams of grapes per stock, thus ensuring better quality of the fruit.

The ‘cépages’ types of grape

Several thousand ‘cépages’ are cultivated globally but only a few dozen of them are the basis for the production of great wines. Understandably however the same ‘cépage’ used in various countries across the world develops different characteristics in the resulting wine.

For each colour of wine, the French authorities impose the use of specific ‘cépages’. In China, all the ‘cépages’ are allowed and the notion of appellations is still non-existent. Chinese winegrowers can mix vintages, and even add musts (concentrated grape liquors) from foreign wines. More recently, dilution with water and the addition of chemical flavourings has been prohibited.

The appellations **Bordeaux** and **Bordeaux Supérieur** are very different from one another, because they are found all over the region on 59 502 hectares on different soils. The *Bordeaux Supérieur* meets stricter quality criteria than *Bordeaux*; the plot of vines is the same and it's at the harvest that the grower decides on the appellation Bordeaux or Bordeaux Supérieur of the year, according to the quantity and quality collected. Red wine is produced from the Cabernet-Sauvignon, Merlot, Cabernet Franc, Petit-Verdot and Malbec cépages. White wines are the result of an assembly of Sémillon, Sauvignon, Muscadelle and Sauvignon Gris 'cépages'.

Currently 925 hectares are dedicated to the production of **Bordeaux-Claret** wines. The taste is between the red and the Rosé. From the 13th century, the Bordeaux region made a fortune exporting its 'Claret' to England and to Nordic countries. At this time, it produced 87% of Claret, only 13% of red wine and little white wine. Today named Claret, the fermentation Merlot gives the wine its fruity aroma; its maceration is twice as long as that of Bordeaux rosé and leads to the distinctive characteristic of Claret.

The **Crément de Bordeaux** is a sparkling wine white or rosé and is recognized and defined by the AOC the 1st of April 1990.

Many rivers and streams, tributaries of the Dordogne and Garonne, have cut through the limestone plateau of **Entre-Deux-Mers** and sculpted a landscape of hills and valleys. This region merges the appellations of Entre-Deux-Mers, Cadillac Côtes de Bordeaux, Loupiac (the smallest appellation with 350 hectares of vines for liqueur-like white wines), Sainte-Croix-du-Mont, Saint-Macaire, Haut-Benauges and Sainte-Foy. On the left bank of the Dordogne, the appellation Graves-de-Vayres is reserved for the wines of the commune of Vayres and Haut-plateau d'Arveyres; this area was delineated in 1936.

There are also Bordeaux and Bordeaux Supérieur appellations.

The Mascaret: *Entre-Deux-Mers* means 'between two tides': those of the ocean which enters the Garonne and Dordogne rivers. The *Mascaret* is a natural phenomenon at moment of the highest tides: the water level of the Dordogne rises sharply; a 1 to 3 meters high wave is created and enjoyed by dozens of surfers. The ideal place to see the *Mascaret* is the village of Saint-Pardon on the left bank of the Dordogne river.

On the left bank of the Dordogne, the naming **Graves-de-vayres** is reserved for wines of the municipality of Vayres and the top-tray of Arveyres; this area was created in 1936.

The Blayais-Bourgeais region is in front of the Médoc, on the right shore of the Gironde. The plantation of its vines dates back to 1 B.C.

The **Côtes de Bourg** and its 450 wines produce 98% of red wines, predominantly from Merlot, on 3950 hectares, and 2% of white wines from Sauvignon on 29 hectares.

The battle of Castillon: In the 12th century, the English domination brought the Aquitaine profitable commercial relations, but also saw conflicts and humiliations. In the 14th century, the war between the two countries had exhausted the people. The *battle of Castillon* took place on the 17 July 1453 between Henri VI of England and Charles VII of France. The French victory effectively put an end to the Hundred Years War. This battle sealed the withdrawal of the English but their defeat overturned the economy of the region. The exchanges which for two centuries had ensured the prosperity of the Aquitaine region were jeopardized. Sales of wine to England declined rapidly.

The *Union des Côtes de Bordeaux* groups four ‘appellations’:

- 6 500 hectares of **Blaye Côtes de Bordeaux** are red and white wines, to the south of the right bank of the Gironde.

- 2 653 hectares of **Cadillac Côtes de Bordeaux** produce red wines on a strip of 5 km by 60 km long, to the south-west of Bordeaux city, on the right bank of the Garonne.

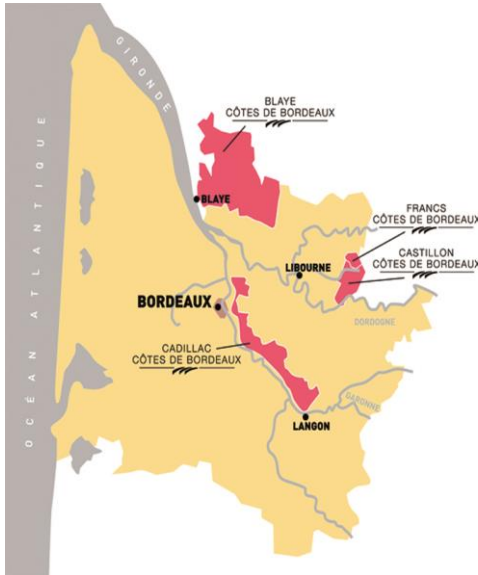
To the East of Libourne, on the right bank of the Dordogne:

- **Francs Côtes de Bordeaux** is the smallest Bordeaux appellation with its 500 hectares of red wines, dry and syrupy white wines.

- 3 000 Hectares of **Castillon Côtes de Bordeaux** produces red wines.

This *Union* of appellations encourages the promotion and sale of these wines. Patricia Zabalza represents the *Union des Côtes de Bordeaux*: “*This AOC unites 1500 professionals on 12600 hectares of vines, that is to say 14% of the total wine production of Bordeaux.*”

Côtes means that the greater part of the vines are planted on hills and slopes, in proximity to water (Garonne, Dordogne, Gironde); the soil is predominantly clay and limestone. “*The Union has a common set of specifications approved since the end 2011,*” explains Patricia. “*It determines, amongst others things, the cépages allowed. The Côtes de Bordeaux have a common graphic, affixed to the labels; on export, Chinese importers must keep the Union logo, but can add the obverse*



labels for the Chinese market. The obverse labels are a concern, even for the large châteaux: the form and content are not always under control.”

To the price of the wine in France, must be added transport costs, customs duties and all the import channels which increase its price in China. The Chinese are so fond of France, of its image and its legitimacy; as proof, if China is the n°1 in textiles, it continues to buy the great French luxury brands. Grand Cru wines are intended for a rich social class, but all Chinese must be able to offer a bottle of wine as a gift, and the *Côtes de Bordeaux* wines are offered at a price reflecting excellent value.

In the four appellations *Côtes de Bordeaux*, the Chinese are the owners of the following,

-Châteaux Branda, Grand-Mouëys, Lagarosse, Grand-Branet, de Cayres, Peironnin, Lezongars, Châteaux de Pic, de Birot, Renon, Plaisance are in the appellation *Cadillac Côtes de Bordeaux* ;

- Château de La Salle is in the appellation *Blaye Côtes of Bordeaux* ;

- Châteaux Lucas, Bona Fidès, l’Etang and Rocher-Bellevue are in the appellation *Castillon Côtes de Bordeaux*. (see their respective chapters).

The *Union des Côtes de Bordeaux* is chaired by Stephen Héraud.

CÔTES DE BORDEAUX


As its name indicates, the **region of Graves** has a soil composed of gravel, pebbles, sand and clay; as evening arrives, it gives the vine back the heat from the sun stored during the day. Its 3,500 hectares of vines border the left bank of the Garonne; in this domain the sensitive vines are protected from the vagaries of weather by the *Landes forest*, and from drought by the Garonne river. Within this particular region one finds the appellations of Pessac-Léognan to the north, Graves to the south, Cérons, Barsac and Sauternes in the south-west.

Typically the **Graves** wines are principally red, produced by 300 wine growers. Recognized since 1937, it is the oldest Bordeaux appellation with 3 420 hectares to south of the city.



The appellation **Pessac-Léognan** was created in 1987: formerly under the generic Graves appellation, its prestigious vineyards extend over 1,600 hectares on the periphery of the city of Bordeaux. Its slopes ensure good soil drainage and allow the production of great wines. Their 'cépages' are the Cabernet-Sauvignon, Merlot and Cabernet-Franc for the reds, Sauvignon, Sémillon and a touch of Muscadelle for the white wines.

The vineyards of the three appellations of **Cérons, Barsac and Sauternes** produce great liqueur-like and sweet wines. They are produced from the Sémillon, Sauvignon, Sauvignon Gris and Muscadelle cépages, and made from over-ripe grapes: the Sauternes region is crossed by the Ciron River; when it meets the warmer waters of the Garonne, the condensation forms a morning mist, and at the end of morning the sun dries the grapes. This alternation of wet and dry develops a tiny fungus - the *Botrytis cinerea*, on the grape berries; the fungus has the effect of degrading some of the sugars and strengthening the acidity, it catalysing the flavour of the grapes and enabling sweet and liqueur-like wine to be obtained (see the chapter of Château Guiraud).



Saint-Emilion village

On the right bank of the Dordogne, the region groups **Saint-Emilion** and its satellites: Montagne, Saint-Georges, Lussac and Puisseguin. The appellations **Pomerol** and **Lalande de Pomerol** were created in the 12th century. On a hill rising to 70 meters, are the appellations **Fronsac** and **Canon-Fronsac**.

Who is Emilion? He was born in Vannes at the beginning of the 8th century. He left Brittany to devote himself to prayer. He became a monk and ran a monastery near Saintes. In descending towards Spain, he stopped on a rocky peak which dominates the forest of Combes, on a Gallo-Roman site called Ascumbes. He set up his hermitage in a cave. For 17 years, Emilion converted the population. He died on the 6 January 767. Ascumbes village took the name Saint-Emilion.

Médoc means *middle land*.

The entire wine-growing region called **Médoc** divides into two parts, because of varying altitudes of 2 to 43 meters. The 10 600 hectares of vineyards mainly produces red wines with the Cabernet-Sauvignon 'cépage' associated with the Cabernet-Franc, Merlot, Malbec and Petit-Verdot. The Médoc' terroirs' consist of clay, of silt and sands. On the Haut-Médoc terraces (in the South part), the vine sinks its roots up to 5 meters deep.

The 8 appellations from the Médoc are Saint-Julien, Saint-Estèphe, Pauillac and Margaux, Listrac and Moulis, Médoc and Haut-Médoc. Its Cabernet-Sauvignon cépage can produce remarkable wines everywhere; it is grown throughout Europe and also in California, Chile, Australia, China; it produces wines which keep; firm and tannic when young, elegant and complex at their best.

The inhabitants of the village of Bordeaux were called *Bourgeois*; storekeepers were enriched, they bought the best of the soil in the XVth century. Their wines were named the vineyard of the *Bourgeois*.



The annual selection of *Crus Bourgeois* rewards quality wines; it is a distinction given only in this region; on one 1/2 year after their harvest, wines are enjoyed by 60 tasters of *Office Veritas*, world leader of the certification and the checks. 260 vineyards received this classification for the vintage 2010, 256 for 2011 and 267 for 2012 that is 26 % of Médoc wines production. They have one very good value.

Frédéric de Luze and Frédérique Dutheillet de Lamothe manage the Alliance.

Tél : + 33 (0) 5 56 79 04 11 alliance@crus-bourgeois.com

www.crus-bourgeois.com

The **Cru Artisan** of the Médoc is recognized by the European Union. Since 1994, every 10 years, the list is seen again, confirms the irreproachable quality of vineyards and allows other exploitations to join this "family". At present, 44 properties of the Médoc of less than 5 hectares have this title.

5 châteaux of the Médoc: Beaumont, Beychevelle, Lagrange, Larose Trintaudon and Pichon Baron, created in the beginning of March, 2015, a training to face the difficulties of hiring of the wine-producing sector. 12 trainees were selected on 70 candidates.

On the 17 June 1985, Patrick Baudry embarked on board the shuttle Discovery with a bottle of Pauillac Grand Cru Classé, a wine from the Château Lynch-Bages of 1975, which went round the earth 144 times!

The region of Bordeaux makes other products from wine:

The **Fine Bordeaux** is an eau-de-vie.

The **Lillet** is a regional aperitif made from white or red wines mix with fruit liquor and peel macerated in alcohol.

A bottle of Bordeaux wine is a gift.

It costs 12 to 25 € whereas the average annual wage is 4000 €. Unlike the European, the Chinese leaves the price on his gift to mark the importance of his appreciation. In China the gift is often opened when you leave, not in front of you! In China, anyone who buys the product doesn't drink it, anyone who drinks it hasn't bought it. This is an aspect to take into account for marketing.

The 'crus classés 1855' and other ranking

The Bordeaux wine terroir combines the soil, the climate and the 'cépage'. The official classification of **Bordeaux wines of 1855** is the reference established at the request of the Emperor Napoleon III for the universal exhibition of 1855 in Paris. The *Union of Trade Dealers of Bordeaux* created a ranking according to the reputation of the châteaux, the quality and price of their production. Wines were positioned from the 1st to 5th Cru. All the red wines came from the Médoc except for the Château Haut-Brion which is located in the Graves region, and white wines were limited to the liqueur-like variety wines of Sauternes and Barsac. Published on the 18 April 1855, this ranking concerned 88 châteaux (61 red and 27 white). In September 1855, the Château Cantemerle was added as 5th Cru and in 1973 the Château Mouton-Rothschild moved from 2nd to 1st Cru.

Sylvain Boivert préside the *Conseil des Grands Crus Classés en 1855*

1855@grand-cru-classe.com www.grand-cru-classe-1855.com Tél : + 33 (0) 5 56 48 47 74

The ranking established in 1959 for wines from the Graves region was revised in 1987: it names 16 *Grands Crus classés* under the new appellation of **Pessac-Léognan**.

The ranking of **Saint-Emilion** wines, established in 1959, has been revised 4 times; since 2012, it names 82 châteaux *Crus classés*, of which 64 are *Grands Crus classés* and 18 *Iers Grands Crus classés*.

In December 1999, the '*Vignoble of Saint-Emilion*' was enshrined as a World Heritage site, as a cultural landscape. *UNESCO* has thereby recognised the exceptional universal value of this site which is "a remarkable example of an historic wine landscape which has survived intact"; it is the first in the world to having received this distinction.

The wine expert recognizes there are **9 châteaux 1er Grand Cru classés Supérieur**: Lafite, Latour, Margaux and Mouton-Rothschild in the Médoc, Haut-Brion in the Graves, Ausone and Cheval-Blanc at Saint-Emilion, Pétrus in Pomerol, Yquem in Sauternes.

These rankings have an impact on the image and trade opportunities of the châteaux.

The *Primeurs*

It is system unique in the world, established in the 1970s in Bordeaux: the sale of *Primeurs* allows professionals and consumers to buy wines from the properties of the region two years before they come on the market. The *Primeurs* have advantageous prices, reduced compared to those which will be applied when they are marketed in bottles. For the wine growers, it is a way of having cash and financing the next harvests. Each year, 300 prestigious Bordeaux châteaux (i.e.5%) put a part of their production on the market; the wines will be handed over in two years after the period in oak barrels, which give their character.

For example, the production of 2011 (harvest in autumn 2011) is tasted in April 2012, bought in May 2012 and delivered in April 2014.

The critics taste these wines during a week in April, as well as brokers and traders, journalists and other professionals; they form an opinion on the value and potential of the wine. Then, the wine grower puts a small quantity of his production on sale as a *Primeur* at a price determined with brokers. This sale serves as a barometer to determine the price of rest of the production. Dealers offer these batches to buyers. Created by the Bordeaux dealers, the sale of *Primeurs* was reserved for professionals but today is open to anyone with an Internet connection. However for the amateur, the operation is not without risk since it must paid for without tasting. In the best case, the buyer could triple his investment.

The sale of Bordeaux *Primeurs* wines generates billions of euros every year on the *Place de Bordeaux* (the market place).

The famous critic Robert Parker did not come on the *Primeurs* 2014 to Bordeaux, meeting which he had never missed in 37 years. At the age of 67, he let his right hand Neil Martin, the British 44-year-old, make this analysis from March 30th till April 3rd, 2015. Robert Parker will not give up the tasting of wines of Bordeaux but he will dedicate himself from now on to bottled and present wines on the market.

Vin nouveau and *Primeur* shouldn't be confused. The *vin nouveau*, like the famous Beaujolais Nouveau, is on sale on the markets and drunk after the 3rd Thursday in November of the year of harvest. The appellation Beaujolais Nouveau has existed since 1951.

The *French paradox*

It was Serge Renaud, a scientist of the University of Bordeaux, who invented this term. He observed that the French suffer little coronary disease, despite food rich in saturated fats. He therefore assumed that the red wine diminishes the incidence of heart diseases thanks to one of its components: 'resveratrol'. Present in certain fruits such as grapes, blackberries or peanuts, this component promotes protection against cancer and inflammatory diseases. This information was broadcast on the *CBS television network* in the USA in 1991: the consumption of red wine increased by 44%. Red wine is good for the health, in moderation. Professor Renaud died in October 2012, Dominique Lanzmann and his team continue his research.

After the serious public health problems which China has been faced with since 2000, in particular due to trafficking of alcohol and adulterated spirits, the discovery of wine as source of pleasure, and the attached lifestyle are appreciated.

CIVB and export



The Bordeaux Wine Trade Council was created in 1948. It develops the fame of wines of Bordeaux. It represents the vine growing, the trade and the brokerage, approaches economic, technical, marketing missions and communication.

Fernand Ginestet founded his trading house in 1897. He had a key role in what is called the *Bordeaux Interprofessional* today. He founded the Union of Property and Trade, which in 1948 became the CIVB. His son **Pierre Ginestet** founded the Bordeaux Academy of Wine. In 1977, for financial reasons, the Ginestet family sold the prestigious Château Margaux domain to André Mentzelopoulos: a Greek in the Médoc!

President of the CIVB from 2010 to 2013, **Georges Haushalter said about China:** *"The Bordeaux tradition is to explore the market potential. China is a country of great gastronomic culture, with delicacy of taste, a seductive refinement which led us to think that our wines would be appreciated. The work of exploring the Chinese market really started about 1995: traders and Bordeaux wine growers have gone regularly to China."* In thinking of 'the Eldorado of tomorrow', they have created a distribution network, often during karaoke and red wine parties; the Chinese saw that they woke up fresher than after an evening on Cognac. Georges Haushalter observes: *"The affinity with red wine is not completely natural among the Chinese; the white sweet wine is more accessible but it doesn't have the same image or brands. A customer explained to me the notion of 'bearings': 'for clothing it must be Italian, for a car it is German or Japanese, and when buying wine, it must be French'. And as the French drink red wine, my client drinks red wine! With the CIVB and our multiple classes, we are trying to release their own taste, that they follow their preference towards a red wine, towards a dry or sweet white. We are determined to present our products, create tasting places and professional training; so, when in 2008 the consumption of wine developed in China, Bordeaux had its networks ready, customers, distributors and wines already known, as well as reputation due to the image of the France and of Bordeaux wine."* The tradition continues since 'Bordeaux' has acted earlier in the same way in other countries.

80 millions of Bordeaux bottles are sold each year to China, that is to say 10% of production in 'normal' years: because of the terrible climate conditions, the year 2013 produced 30% less.

The Bordeaux export markets are diversified into **7 countries** priority carriers, including China. *"The Chinese are really businessmen, prudent, and we need a certain ability to negotiate with them. It is a constant of their culture"* concluded Georges Haushalter.

Since 15 July 2013, the wine grower Bernard Farges has replaced the trader Georges Haushalter as the President of the CIVB. Allan Sichel is Vice-President, Fabien Bova Director, François Jumeau Marketing Director and Christophe Chateau for the Communication department.

The team of the CIVB presented its new **advertising campaign** on October 13th, 2014. 5 pictures and videos are proposed in 7 countries. This one - in photo, associates the dishes and wine but will not go to Japan because, in the Japanese culture, baguettes can touch only

food and not wine or alcohol.

Bernard Farges regrets the vagueness of the *Evin law* (see the chapter of "Châteaux on sale") and request: "has when a campaign led by the French Public authorities to educate the young people in the culture of the wine as in Spain or in Italy?" In the End of February, 2015, he wrote to François Hollande: "who knows how to drink knows how to live!! That is what says Spain, our first competitor. Give responsibilities and inform, that is what we want. "

La Maison du Vin de Bordeaux comprises the headquarters of the CIVB, the wine school, the Academy of Bordeaux wine, and its Wine Bar where you can taste the range of Bordeaux wines. www.bordeaux.com

1 cours du XXX juillet 33000 Bordeaux Tel: 33 + (0) 5 56 00 22 66
A wine school was created in Hong Kong by Ronnie Chan.

The Academy of Bordeaux Wine transmits what the spirit of Bordeaux wine inspires in all forms of the Art. It consists of honorary members and 40 academicians: owners of prestigious Bordeaux *crus*, members of the *Académie française*, writers, artists, scholars and academics: among them, the Bordeaux architect Paul Andreu (who designed the *Oriental Art Center* in Shanghai, in 2004 and the *National Theatre of China* in Beijing in 2007), Vincent T.K. Cheung, lawyer (Yap & Co Hong Kong and Shanghai) lawyer for all the *Commanderies de Bordeaux* in Hong Kong and in China; Yanzhi Zhang imports wine for 'Easy cellar wines'. The *Academy* also relies on its 110 *châteaux* members who produce the highest degree of quality, traders and brokers.

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At the end of 2013, the CIVB opened *The Burdigala 2*, the second 100% Bordeaux wine bar in Shanghai. It is in the centre of the former French Concession. The *CIVB* doesn't invest in this bar but organises a dozen events a year. It is Franck Boudot from Bordeaux who finances and directs its two ***Burdigala wine bars***.

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Shanghai means 'beside water'.

A new *Burdigala* has opened in New York in mars 2015.



"Will the red gold rush give yellow fever?"
wondered Georges Haushalter

Xavier Carreau

Bayle Carreau Vineyards, GIE Châteaux in China

Thanks to Xavier Carreau the wine has been reclassified as an '*agricultural drink*', taking it out of the list of '*alcoholic drinks*' of the *Evin law* (see the chapter of "Châteaux on sale"). Regularly invited to China as wine expert, this former president of the association *Vin & Société*, is a member of the jury of *Vinalies China*, a tasting contest created by the Union of Oenologists of France.



Xavier Carreau is a producer-exporter. Oenologist, he chairs the *Vignobles Bayle Carreau*, and manages its five châteaux. "In 2004, with my assistant, a young Chinese woman, we decided to create a representative office in China. I send her eight containers a year; 85% of the wines come from *Vignobles Bayle Carreau*, 15% from Bordeaux producers and also from *Châteauneuf-du-Pape* (wine from the Vaucluse French region). In China, our wines are stored in a fallout shelter under a building: the security and the temperature are ideal." www.bayle-carreau.com

With the Bordeaux producers, Xavier Carreau has created a GIE, a economic interest group in 2008 called *châteaux in China*: "We are six Bordeaux producers with different appellations, and the GIE offers 50 or so wines that we export in the same container; this way, the Chinese importer has a unique contact, one bill, which eases the administrative constraints. *Châteaux in China* groups the financial resources and the marketing experience of each of us to participate wine fairs in China. The *Aquitaine région* provides financial support.

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Jie Yu

Consultant in French wines

Jie Yu alias Rachel, was born in Wuxi in the province of Jiangsu to the west of Shanghai.

Here are her advice:

Jie explains: "The market for French gastronomic produce in China is very promising and in constant development. In my opinion, it can only remain that way on two conditions: response to the client's tastes and export quality at a reasonable price. For trade between France and China, you need oriental patience and not to be afraid to swap a Paris day for Chinese one with six or seven time zones between the two countries. I no longer worry about Sundays or other public holidays.

You must understand the Chinese culture sell French culture well."

Contact: yj1066@hotmail.com

International Chamber of Commerce and Industry of Aquitaine
Chinese desk and Club objectif Chine in Bordeaux
Emmanuelle Fragnaud

The **Chinese desk** was created for the Chinese in 2008. "*The owners who wanted to sell the château Latour-Laguens went to the Chamber of commerce and industry of Bordeaux with the Chinese investors, because they had a problem of law and tax system. The Chinese and French accountants did not understand; they needed an accompaniment and they did not know to whom address*" explained to me Emmanuelle Fragnaud. *Since then, the Chinese desk is a front door for these investors, so that they are concentrated on well.*"

The *Chamber of Commerce and International Industry of Aquitaine* (CCI) organizes business trips to support businesses in the export market. Perceived as a must for business, China is a complex market which is difficult to access without a prior partner. Then, there is the cultural approach to know how to negotiate with a Chinese. It is necessary to develop the *guanxi*, the network. Since 2008, the **Club objectif Chine** proposes legal, logistic and commercial trainings.

With the *CCI*, they support the wine growers of Bordeaux on the various festivals and wine-making fairs in China. 90 % of the accompanied companies are in the sector of the wine. Others are in the electronics, are architects and industrialists.

In 2008, the CCI of Bordeaux and the Government of Hong-Kong signed an agreement of cooperation in the field of the tourism and of the wine.

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Photo : The *Miroir d'eau* in front of the Place de la Bourse in Bordeaux

Invest in France

Afii is a French agency for international investments.

This national agency is responsible for the promotion, exploration and reception of international investments. It is the economic reference body on the attractiveness and the image of France. The agency is based on an international, national and territorial network. The *AFII* is represented in China by two offices in Beijing and Shanghai under the direction of Pascal Gondrand. www.investinfrance.org/china

Contra to *Afii*, *Ubifrance*, became ***Business France*** is a national agency devoted to supporting French businesses companies in their approach to export and to foreign market penetration. H el ene Hovasse manages the team *Agrotech* for Business France China and Hong Kong and supports French investors in China. www.ubifrance.fr/chine www.ubifrance.com/cn

In February 2014, the President of the French Republic announced the unification of the *AFII* and *Business France* into a single agency ***Invest in France***. Since then, it strengthens the internationalization of the French economy, exports and attractiveness of the country for international investors; it contributes to the strengthening of partnerships between French and foreign enterprises. Muriel Penicaud chairs this new agency since May, 2014.



The bridge *Jacques Chaban-Delmas*, inaugurated in March, 2013 in Bordeaux

The *AFII* works in close partnership with the regional agencies for economic development to provide a personalized service to investors. Future Gironde investors are welcomed by *BGI* (see next chapter)

BGI is the interlocutor for national and international investors who wish to develop their activities in the Bordeaux region. In collaboration with its partners and the local authorities, it helps them achieve their proposed installation. Stéphane Garcia is in charge of international investments.

“Most investors target wine, which is certain to be of value and prestige” Stéphane Garcia tells me. This enthusiasm is the result of actions in recent years to promote Bordeaux wine in Hong Kong and China.

BGI is not a real estate agency, but at the request of future buyers, it updates the list of wine-growing properties for sale with the State company *Safer*. Article 13 of the 'loi d'avenir' (law for future) obliges the seller to inform *Safer* of the sale of his domain; it therefore has priority to propose a buy-out. *BGI* steers the buyers towards appropriate contacts thanks to its local network developed in the wine sector.

“Throughout the history of Bordeaux, our châteaux were in the hands of foreigners. If China takes over the ownership of Bordeaux châteaux, it offers the wine invaluable outlets. The consumption of wine rose considerably up until the 1950s when nearly 120 liters per person per year was drunk! The production was essentially for the French market. Today, only 45 liters is drunk whilst production is rather greater. Export has therefore become a priority and a necessity. Moreover, Bordeaux wine competes with wines from the 'new world' whose preoccupation is to respond to consumer taste; and Chinese wine is becoming good. The Bordeaux vineyards are not untouchable but they produce great wines!”

BGI is chaired by Robert Ghilardi de Benedetti.

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The residence permit

A point often mentioned by Chinese investors in France concerns obtaining residence permits. Unlike Portugal, Cyprus and Greece, France has not implemented a specific program of allocation of residence permits in return for a simple property purchase. The allocation of a residence permit must be linked to the acquisition and operation of an economic activity. This is the case for a wine growing property. So, Chinese investors in this area usually obtain the following residence permits:

- a 'commercial' card or a 'skill and talent' card' valid for 3 years for the corporate officers (Manager or Director of the operation),
- an 'employee' card for Chinese employees,
- as for the Chinese investor who doesn't wish to live in France, he can benefit from a 'frequent visitor' visa.

France Wine Sell wines then châteaux

Christophe Bedouet creates France Wine, a business which exports independent producers of French wines. Often requested by foreign investors to buy Bordeaux vineyards, Christopher is willing to help them buy well. A Russian trusted him.



After several years in the United States, Christophe Bedouet returned to Bordeaux in 2008. He works with a dozen wine growers who don't have the necessary reputation to sell to a dealer. He commercializes their export wines. *"I seek quality, a return on investment for commercial actions conducted, and a real relationship of trust with my importers. That is why I don't have a large catalogue. I sell their production to the United States, England, Germany, Belgium and China. These are 'entry level' wines at 4 to 8 euros, and Chinese and American consumers are fond of this type of French wine. The wine growers and I are paid by my importers. Afterwards I am not in control of the selling prices that are practiced on the ground. They contact me regularly because there is a real demand."* Wines offered by France Wine have been rewarded by the famous critic Robert Parker in the prestigious *Guide Hachette* and in the English magazine *Decanter*.

"My business network abroad put me in contact, in 2010, with a Russian investor from St Petersburg, who sought a vineyard and who wanted my advice," Christopher explains to me; *he had no knowledge of wine production although he was passionate. We looked for a year, then he was seduced by a property which needed of a breath of fresh air."* The Château Favière has 18 hectares of vines in the *Bordeaux Supérieur* 'appellation' (25 km to the north-east of Saint-Emilion); it had its hours of glory in the 1980s, then because of the economic crisis, the owners no longer had the resources to work it: the father had died, the children lived in Paris. Since then, this young Russian couple has reorganized production, the wine storehouse, and they work hard to make quality wine. *"They have learned French and live here part-time. They have employed 3 people and manage the château. We contacted the former owners to understand the history of the domain so as to tell the tourists. We organize public 'open days', the harvest festival and free concerts in the park."*

Christophe Bedouet is regularly contacted for **advice on purchasing**.

He explains to the investor who makes contact, what a vineyard is, he outlines the project with a discovery questionnaire: do they want a second residence, fine stonework? Do they want to take over a company which has trouble commercializing its wine, knowing that investment will be needed for 5 or 10 years to create a profitable brand? Do they want a production which already works very well? Are they prepared to develop something which will be rapidly qualitative? Some buyers want to create brands: buy a vineyard, sell its production under the name of the château, then sell wines from other vineyards under their own brand name.

"I have a network of colleagues who inform me if a vineyard is up for sale. There are also 'word of mouth' from producers, relations with property agents and business lawyers. So, when a public investor contacts me, I am reactive."

In March 2013, *France Wine* had a couple of dozen châteaux to sell, from 550,000 to 10 million euros. Christophe explains the French laws and the sales regulations, from the production to the marketing. *"In particular I make estimates: a chart with the current turnover and what I have calculated the vineyards will yield after investment."*

Christophe Bedouet continues: *"Investors must understand that a vineyard is a tool of production, a factory with purchases and expenditure. It is a trade. The fiscal problems and the costs of succession in France are so high that certain families are forced to sell their domain at low price; but if the buyer hasn't got a market for selling, it serves no purpose buy the vines."* He adds: *"The Chinese have strength: they arrive with a distribution market, a business network to sell their production immediately."*

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After their purchase in France, the Chinese owners remain on good terms with their importers; **those who must sell wine become 'Bordeaux- Chinese'.**

"Put yourself in the place of the Chinese consumer", says Christophe Bedouet: "you say to him that this magnificent French Bordeaux wine is produced by a Chinese industrialist... It is not necessarily a sales asset. It needs time to accept that a French wine can be manufactured properly by a non-French owner. Each country is chauvinistic or not, nationalist or not, and has its moods. For example, the English owners in Bordeaux sell their production in England very well."



The *Miroir d'eau*, 3 240 m2 created by the hydraulic engineer Jean-Max Llorca, reorganized by the landscape painter Michel Corajoud, Place de la Bourse in Bordeaux

The *IFL* In France Limited

Somalina Nguon-Guignet

David Guillon and Jérôme Arbault



The *IFL* is a company specializing in the acquisition of vineyards and châteaux for Asian customers.

Somalina and her family have lived in Hong Kong for 4 years; she moved closer to her Cambodian mother installed in Phnom Penh. Her two children learned Mandarin with the franco-chinese wife of David Guillon. Thanks to his knowledge of wine-growing, the IFL has specialized in selling this type of property.

Somalina has lived in Paris since the end of 2011; she manages the French partners of *IFL*. David was associated with Michel Bolloré in the energy market; he is the owner of Château Rozier in the South of France.

Jérôme lives in Hong Kong. Commercial Director of the IFL, he develops the network of clients and Asian partners.

What wish the new buyers of the vineyard of Bordeaux?

“Several types of Chinese clients come to see us, explains Somalina: Individuals wishing to acquire small properties of 5 million euros, or listed companies which have 200 million euros to invest. IFL was created 15 years ago. It is a service company providing technical, logistic and linguistic assistance to accompany foreigners who want to invest in France. In Hong Kong, our clients want mainly châteaux and their vineyards in the Bordeaux region. The Bordelais use more adeptly and skillfully its marketing than the other regions. One must read Roger Dion’s book which explains why certain wines function better than other abroad, why the ‘terroir’ is a social fact and not geological (see the chapter by Sylvie Cazes). The Chinese associate red wine with Bordeaux. We talk of French luxury and excellence, of which wine is now a part.”

*“We are the finders rather than bankers, continues Somalina. **China works on the wǎng, the network;** our partners, our clients, our network of friends and professionals have supported our reputation. This is what my Pekinese friend said on the idea of the network: ‘The key in China it is never engage people without recommendation; the person to whom we might be answerable must not lose face; if he is not recommended, the Chinese has nothing to lose in being dishonest. If I recommend someone bad, the person will be able to say that I wanted to do him harm, or will ask what the scheme was. We must be sure of people that we recommend! In France, if you present someone who turns out to be no good, there will be a cold moment but your friendship will not change. In China, only give your address to someone trustworthy; the house is a secret, it is your world, your modesty, your privacy; it is for this reason that the windows give on to the court and not the outside.’“*
“Silence is a friend who never betrays” said Confucius.

Twenty years ago, a group of Japanese bought a French Abbey, dismantled it and rebuilt it in Japan. For this reason, *Safer State Company* had ceased to validate the projects of sale of French prestigious and cultural heritage properties to Asians.

In France, every municipality has its **precise land use plan**. This plan indicates what is "protected" in the property on sale (in the flora and in built), the possibilities of construction or enlargement of buildings, plantation of 'cépages' or pulling out a vineyard. If the sale of a vineyard is handled by *Safer*, this one obliges the future buyer to preserve lands in agricultural surfaces; the buyer can keep the vineyard or not, plant wheat or corn, at his choice. This obligation is valid ten years. A vineyard cannot be transformed into *Disneyland* or into golf.

Safer is a State Organization for land use and rural settlement. "It promotes wine projects and local employment, explains Jérôme. Its role in its creation was to redefine the wine-growing plots: in the wake of the Second World War, General de Gaulle wanted France to be self-sufficient from the point of view of food, with modern agriculture. As we cannot make use of mechanization on small plots of land of 50 acres, he made some sell to others to create larger and more economically effective agricultural entities". *Safer* deals with the destination agricultural properties and is a key role in wine-growing transactions. It is informed first of a putting on sale. In the theory.

Some Chinese clients just want a beautiful châteaux, a vineyard, a label in their name; another already has a distribution network in China, and by purchasing a domain, will produce and fuel the network. Anyway, it is chic to have a château in France. "Indeed beyond the commercial aspect of an acquisition, having a vineyard represents the best. Who doesn't dream of have a château in France? The Chinese client can boast of being a part of the happy few having access to this type of scarce commodity."

"We don't show round just anyone, explains David. The question is: **why do you want to acquire a vineyard?** It might be: I inherited, I am a rich star, or even I am a wine professional living in China, or I am a State company and need to diversify my assets in long term property, or even I am a Chinese group with a colossal cash reserve and I wish to treat myself. I ask them what kind of appellation they prefer, the style of the châteaux, its locality ... And in general, the Chinese do not know how to reply to my questions. Therefore we help them. If wine is already a passion, like the French lifestyle, if he likes craftsmanship work, fine things, if he accepts a postponed profit and transmission to future generations ... All this is saleable and we can proceed to the next stage. The Chinese need to recreate luxury, the connection with elegance and refinement. Its culture was violently eradicated in the last 30 years. In buying a wine domain, he is thus the owner of the source. And Bordeaux wine has become an accessible dream. The wine is an association of the earth, nature and the work of man."

"The novelty for the rich Chinese is the use of capital; as soon as he can, he invests in an apartment in Hong Kong, Sydney or London, and sends his children to study abroad; then comes the possibility of buying for the pleasure, and why not a Bordeaux vineyard. Thus he gets his money out of mainland China; he ensures its security as soon as possible. The Hong Kong person has always had liberty of financial movements, and does not have this approach, this frenzy; he has been buying in France since 1996. "

There has been a wave of potential Chinese buyers: the curious without a genuine project. Since then, IFL makes them sign agreements of confidentiality, letters of intention, **POF (Proof of Fund)**: proof of solvency certified by the bank and a search mandate. "Thanks to our network, our investors have a real interest in the vineyard, the region; they does not buy based on photographs; some have even studied in France; it is important, for the seller, to

appreciate the buyer. These are also businessmen who study investment costs, the profitability, and know that the Bordeaux label is source of profit. The current must pass between the two because it is not a sale of a private jet or a yacht.” The two parties remain generally very discreet about their transaction. “Selling is hard; the French are resigned because they don't have a choice; the Bordelaise have said that *“nothing is for sale but it depends on the price”*. For a Chinese, showing success is a tradition; faced with a stranger, he remains discreet about his purchases; most have lived under the Communist regime.



“We are in two very different worlds” adds David. *“A Frenchman is owner of a château for several generations. The children do not wish to take over the family business. He has invested all his efforts for 40 years and it betrays the family legacy, the transmission. He puts it up for sale but gives little sign to avoid damaging the goodwill, the employees to whom he is attached. In front of him, is a Chinese customer who doesn't know much about Bordeaux wine, who hasn't this understanding of transmission; he doesn't know the codes and customs of old Bordeaux families but knows the figures and about the production costs. Me, I am the intermediary between the two. IFL is the bridge between these two worlds of distant horizons. I must explain to the Frenchman why the questions of the Chinese buyer are only financial, that he has a real desire to exploit the domain, that he doesn't know the customs. It is our work to say to each: understand each other: to bring them closer. A good transaction is six months of work minimum for the IFL, and especially to find the right mood: we want a Frenchman satisfied that the Chinese client will continue the operation, a Chinese buyer pleased with honest selling conditions, of our assistance.”*

“A good transaction is the result of a good understanding between the seller and the buyer” insists Somalina. *“Culturally the French are fairly individualistic. The Chinese client is a pioneer in this area; he knows he's being watched; very often he does not want to disclose the reasons for his acquisition but profoundly hopes for the complete success of his project in order to integrate other compatriots later.”*

“Wine is an emerging sector of activity in China. We encourage our Chinese buyers to keep the French team in place. It is also a source of pride for him that to use the local savoir faire. It is a form of intelligence and pragmatism. The Chinese buyer will export direct to China, without intermediaries; he will be able to focus solely on his commercial network; the team will work hard to grow the finest vines for a very good wine. Each to his own”, remarks Somalina. *“Grow in the spirit of another”*, adds David; *“however the two cultures have many common points: they are thousands of years old, connections with luxury, elegance, good food, philosophy.”*

David Guillon continues: *“The French owner hopes that his heritage will be bought by a Frenchman. But what is important for Bordeaux, it is keeping a high-quality wine. It must*

therefore have investors. Unfortunately, in France, the individual no longer has the means to buy. Let us be very pleased that other countries are interested in doing so. Investments cross over, cultures meet more often. What got China started 20 years ago, was foreign investment: France has invested billions in Chinese companies. Today, it is the turn of Bordeaux to need China in order to remain at the forefront. The economic crisis is extremely serious; the best investment remains long term property. “

“In my view, a **'terroir' is inimitable**, it is a subtle marriage, it can't be copied” asserts David Guillon. “When I am amongst my vines, I wonder about the spirit of my land, of its climate, of the craftsmanship. I am humble. This is not only a question of putting it all together. The Chinese vineyards are developing, admittedly, but this will never be at the expense of the great French wines. The Chinese customer will always purchase from Lafite-Rothschild (see the chapter by Gérard Colin). It is likely that, in ten years, our lesser French wines will be sold less in China. Wines of the 'New world' are increasingly well known, but those of Bordeaux remain in the lead.”

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Currently, 90% of wines, drunk by the Chinese, are their local wines. The land is inimitable, yes, but **China is planting huge numbers of vineyards** with French varieties and under the vigilant eye of its enologists. In 5 years, their wines will be acceptable; will wines of *Bordeaux* and *Bordeaux Supérieur* ‘appellations’ be the least exported?

“We need to be vigilant, responds Georges Haushalter, former President of the CIVB (the Bordeaux Wine Trade Council), and yet this is a good thing, because if we want to sell wine sustainably in China, their consumption of wine must work with their eating habits. Wine must be financially accessible to be drunk daily. It is still marginal today, compared to tea, beer and spirits. The Bordeaux name alone will not be able to meet the future needs in wine of the Chinese; it is therefore good that they have their own base of local wines, and preferably good quality to appreciate the taste of Bordeaux wines. You talk of a threat? **I remain optimistic, and I speak of opportunity.**” Christophe Chateau, director of the communication of CIVB, insists: “the good Chinese ‘terroirs’ are not numerous compared to the size of the country, and the production of acceptable wines will not meet the demands of its inhabitants. So, all the better for us: Bordeaux wines. And better if it is our experts who help the Chinese wine growers to produce a wine of fine quality. These will be the ambassadors of Bordeaux taste.”

The Label with *Exceptio*

Up to the XVIIth century, wines were marketed in barrels, branded with a hot iron to identify the origin of the manufacturer or broker. Even today, the coopers mark their name on the bottom of a barrel with an iron brand.

The development of the industrial bottle, in the XVIIIth century, saw the need to affix a label; the first were written by hand. The invention of lithography, by the German Aloys Senefelder in 1796, made possible an impression with different graphics and colours at reasonable prices, because it was carried out in series. These new labels appeared in Germany then in France for Champagne, before extending to all the appellations during the XIXth century.

Before 1924, each vintage wine was sold in casks to the dealers. They bottled the wines to sell them. In the year 1924, Baron Philippe de Rothschild took the decision, revolutionary for time, to bottle himself his harvest before it left the property. To celebrate this innovation, Baron asked to the poster designer Jean Carlu to design a label for his 1924 vintage: it is an example of the influence of cubism in the area of applied Arts. Since then, the label has acquired a value and new purpose: it has become the certificate of origin, the guarantee of quality, even the signature of the Cru.



1924
©Jean Carlu



1955
©Georges Braque



1958
©Salvador Dali



2005
©Giuseppe Penone



2012 ©Miquel Barcelo



©Philippe Julian

At the end of the Second World war, to celebrate the peace, Philippe de Rothschild asked the young painter Philippe Julian a graphic composition based on the 'V' of Churchill, a symbol made famous during the war. This year 1945 marked the beginning of the the collection of the chateau Mouton-Rothschild vintage label.

See this on: www.bpdr.com/fr/CHTX_Mouton.swf

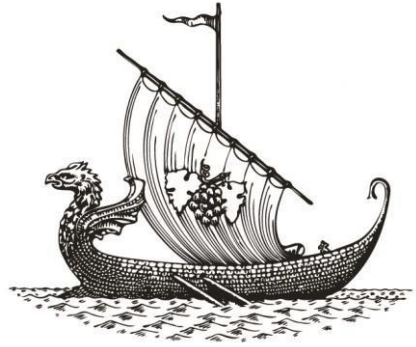
Sophie Javel tells me the beginnings of the company *Exceptio*: “My sister Stephanie has been a graphic artist for twenty years. One day, a friend of our uncle asked her to create a label with more modernity for his Jurançon of Nigri domain. The 'word of mouth' worked and demand soared. Stephanie specialized in the label of wine. As for me, I control the text, the editing, the printing; I write brochures for magazines and books, I build Internet sites, I research trademarks. The combination of our expertise was clear: between us we do everything in wine making specialty.”

The Bordeaux label has an historical power. It is not modern and uncluttered as in California, Spain or Italy for example. That of Bordeaux declaims its identity, its difference. It is recognisable, as a reference to its region.

“The label is the heart of the wine”, continues Sophie. “It must show the truth of the wine. For a label creation, we meet the château owner, we try to understand the soul of his wine, his philosophy, his wishes; we take into account of the various wine soil and ‘cépages’, the age of the property, its charm, the landscape, its rustic side or its impressive nobility. The identity will not be the same. This is why we don’t have only one style of label: it can be large like the old days or small and sober; the law doesn’t impose a size. Thanks to the existence of the rear label where all the compulsory mentions are required, we can put only the fine elements on the front. We work on the blazon of the château, its origins, to highlight the family of the owners. We have to find what characterises the wine domain and show the worth on the label.”

Stephanie arrives in the office. *“We also do updates”, she says. “We rework the feeling of the label. Times change, and the perception of the look also. The label does not have to give an image of past but rather that of a wine which evolves continuously. The Bordeaux wine label is timeless and respects the historic of the château. So, our designs don’t impose a style with trendy colours, but we adapt new techniques, gilding, and printing processes. For example, the ‘galbé’ (sculpted) was flashy 20 years ago; today, everyone wants it. This is not just beautiful; it is effective sculpting draws the light and the eye. Château Haut-Bailly (‘Grand Cru classé’ of Pessac-Léognan) was the first to ask for ‘galbé’ for its labels in 2003; we rewrote the text with old style letters, changed the white to off white, and the sculpting gave incredible strength to the whole.”*

Some château, especially those who are known globally, have an interest in keeping their codes. *Exceptio* updates but does not change labels for château Cheval-Blanc or the galleon boat of château Beychevelle (photo)... even if they have flaws, they have a real personality; it is historic marketing. *Exceptio* restores the old labels of the ‘Grands Crus’ (château La Tour Carnet and Fombrauge amongst others). Stephanie redraws the letters, medals, the château... so they can be printed with the modern processes that give more strength, precision and enhance the whole.



The traditional Bordeaux colours are black on a yellowed background, combined with red and then gold. *“It would be inconceivable to switch to violet on a château label. Someone who wants to buy a great wine will not be drawn by a bright pink label”, says Stephanie. “However, the château de Climens, which has a blue-grey on its label, decided on a blue-cypress for its second wine; because it is a Sauternes, a white wine, it doesn’t need red (photo next page). If the label of a second wine can allow a few audacious ideas, our proposals must be reasoned, be in agreement with the identity of the domain. Elegance reassures the consumer. We have designed a label for a château in the Department of the Lot: this is not Bordeaux and yet the owner wanted the Bordeaux colours; his oenologist explained the similarities of its ‘cépages’ with those of Bordeaux”. Sophie continues: “We*

have put the historic escutcheon in blue-azure colour: blue goes well with the region of the Lot and its sinuous river. We added a sundial because the owner has a prestigious watch company. The crane, which was on the coat of arms at the time, is a protective bird which is vigilant; and his second wine is called 'Vigilance.'

Everything is coherent and balanced in the labels designed by the Javel sisters.

It is Stephanie who draws the châteaux for the labels; the treatment of the drawing is done according to the grandeur of the building: illustrative, stylized or rural ... For a simple update of the label, any mistakes of perspective from the original drawing are kept.

Exceptio can play with the trends of the moment, pictograms and colourful graphics for southern wines but not for Bordeaux: The illustration of the vineyard must take account of its past. It stands out over time, with its concept of château, age, 'terroir', like in a dream. It is this that the Bordeaux label must convey. Château Bernadotte was bought by a Chinese group. Stéphanie put the colour gold on the labels of its three wines (read its chapter).

***Exceptio* creates labels for wines which will be exported to China.**

The norms in China are very different from those of Bordeaux. The Javel sisters know them, such as the colours which work in the Chinese market. They have worked for the château Fourcas-Borie (photo) that exports for the 'night market' of the chic Chinese bars; the owner wanted an attractive label with the three Bordeaux colours. According to his wishes, *Exceptio* played with the flashy, the matt and the shine: this lace represents the vine; the drawing is a typically French château. Château Guiraud (photo) has this label for its Chinese exports.

*'It plays on transparency, gilding and a magnificent profile. Even though China likes red, it respects the gilded norm of the château Guiraud which is a Sauternes (white wine).'*When we create a new label, the owner sometimes asks us to ensure that it is adaptable to the Chinese market. Having the same label for all markets is an asset to their stock, their identity visual and their reputation."



In France, nothing is banned about the designs and the names on the labels. But for export, they are verified by the customs. **Might as well please everyone.**

For its vintage 2008, château Lafite-Rothschild honoured China by putting in Chinese, the figure 8 to adorn its bottles: this '1er Grand Cru classé' of Pauillac communicated the launch of the exploitation of its Chinese vineyards in Shandong Province (see the chapter by Gérard Colin).

After Braque, Dali, Miro or Chagall, château Mouton-Rothschild chose the Chinese painter Xu Lei to illustrate the label for the vintage 2008. The drawing represents the emblem of the castle: the ram; it is framed by two hemispheres of the moon on which clusters of grapes are drawn. As for the artists previous, Xu Lei has not received money but ten boxes of of Mouton- Rothschild wine. Born in 1963, Xu Lei studied painting in the ink at the Nanjing Academy of Beaux-Arts. He is artistic director of the gallery of contemporary art: 'Today Art Museum' in Beijing and exhibits his works worldwide.

Balthus designed the label of the château Mouton-Rothschild 1993. His real name is Balthazar Klossowski of Rola; Balthus (Paris 29 February 1908 - Rossinière, Switzerland 18 February 2001) has always been surrounded by an aura of mystery.

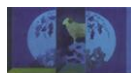
From 1934, he painted young girls in dubious positions. The design of this wine label shocked the Americans, and a limited number without his drawing was printed for export in the United States. In 1961, André Malraux, then French Minister in charge of Cultural Affairs, appointed Balthus Director of the *Villa Médicis* in Rome (Italy).

The system of classification of wines is different from one country to another. In Europe, **the labeling** is relatively binding. In France, a last decree on labeling, relating to the traceability of wine-making produce and certain oenological practices, dates from 1 July 2012. The following must be mentioned:

- the word 'wine'.
 - the designation AOC, IGP or 'wine from France'.
 - the name and address of the producer, bottler or seller.
 - the name of the country of origin.
 - its content: 75 cl or 750ml.
 - its percentage of alcohol by volume: 13% /vol for example.
 - since 2005, the presence of 'sulphites' (wine conservator) is indicated if it is superior to 10 mg/l, to warn those who are allergic to sulphur dioxide. In technical terms, this food additive is used for its antiseptic and anti-oxidizing properties; use is ancestral; even an organic wine contains it.
 - the prevention logo for pregnant women since the end of 2007
 - the presence of milk and egg derivatives since 30 June 2012.
 - the year of harvest if the wine is sold as 'primeurs' (see its chapter)
- and for the new wines.

The producer of wine can add additional information such as:

- names of those who are involved in the distribution: selected by... imported by...
- medals or other prizes awarded to the wine.



- recommendations for use: serve cool.
- type of wine: dry, 'demi sec' (semi dry)...
- the 'cépage' (grape) if it is crucial.
- the regional appellations such as *Bordeaux* and *Bordeaux Supérieur*, municipal appellations such as *Margaux*, *Saint-Julien* or *Pomerol* ... The mention *Grand Cru*, *1st Cru*, *Cru Bourgeois*, *Cru classé 1855* ...

The rear label is called the 'legal label'.

The logo of the pregnant woman is only applied on the French bottles. Sophie Javel explains: *"For us, this logo is our first constraint, but the law permits us to write the sentence: 'the consumption of alcoholic beverages during pregnancy even in a small quantity can have serious consequences on the health of the child', instead of the logo."* There also the 'recycling logo' which is very large; it means that the wine grower has paid a tax for the recycling of the glass. But these two logos must be removed for the European rear labels! It is a real headache for the French owners and a financial loss.

"There are precise typographies for the mention of 'cépages' for export to the United States. That, you would need to know! Exclaims Sophie Javel. "And it is not compulsory. So when we have a doubt, we submit labels for acceptance to 'Bergeon', our printer who knows the texts of the laws."

The rear label is often made by the importing country.

Exceptio 35 allée de Mégevie 33170 Gradignan

Tel: 33 + (0) 5 56 75 49 45 javelsophie@exceptio.fr and javelstephanie@exceptio.fr

Exceptio works with Ann Li Truchasson to translate the names of some châteaux: she makes them more pronounceable by the Chinese. Besides, the Chinese importers sometimes change the name of French wines without authorization. Ann Li investigates in China and explains to the wine grower the meaning of the usurped name; she chooses a new one and registers it officially. And all the importers of this wine will have to apply its precise name.

To sell wine in China, it must tell a history, and it begins with the bottle: an important criterion is **the form of the bottle** for 36% of the Chinese. Because of their fame, Bordeaux bottles are requested, followed by champagne bottles, synonymous with quality and prestige. For these professionals, wine is a traditional luxury product and its authenticity must not be adulterated. Bottles forms and colours too 'modern' are to be avoided. In a concern for prestige, the Bordeaux label must be classically aesthetic: the colour cream and the drawing of the château.

Château Vieux Brondeau

Zhejiang CY Industrial Group

Château Vieux-Brondeau was purchased in February 2009 by Zhejiang CY Industrial, a group established in 2002 and specializing in supplying fasteners, hardware and buttons.

The vineyard of the château is *Bordeaux Supérieur* ‘appellation’; its 9 hectares are mainly planted with Merlot ‘cépage’.



© CIVB

10 km south of Saint-Émilion, irrigated by the Dordogne river and the Brondeau pond, the principal activities of the village of Sainte-Terre are fishing of lamprey and wine production.

In March 2013, I called Françoise Lhoste, the former owner: “*Why did I sell? Happily I sold it! My children did not want it. I was exhausted, she admits with regret. For sure, if my children had agreed to run the property, I would not have sold; but I was alone and it is a heavy responsibility. To work the soil, a vineyard, it is very hard. I would have liked to give it to my children. But then, that’s it! It was better to sell it than to leave it as stubble. Today I am happy because I know that it is well maintained by the Chinese owner and the property is beautiful. When I put it on sale in 2008, no French buyers were interested for many different reasons. ‘Bordeaux’ appellation wines were negotiated poorly; the wines of Saint-Émilion held their value: wines from this appellation were sold €4,000/barrel and from my château only €900/ barrel. At the time, nothing could be done to facilitate the purchase through any French buyer. I know that our wines are well exported but nevertheless the wine growers of my region are not very wealthy; there is an economic crisis, they too much*

crashes and there were too much production for the market. I let go, and then Madam, you rub salt into the wound.” Françoise continued despite my apologies: “*Since this sale, I am retired, I rest. With the money I have not bought another vineyard, oh no! Trade has become too hard, no, no! I would have said ‘yes’ to two or three hectares of Saint-Emilion appellation, but to nothing else.”*

Château Vieux-Brondeau is situated only a few kilometers south of the prestigious land producing the *Saint-Emilion* ‘appellation’. Châteaux Vieux-Brondeau has the *Bordeaux Supérieur* ‘appellation’ wines.

Château Vieux-Brondeau is independent of its neighbor, château Brondeau.

Zhao Liang, born in 1969, is co-manager with Ms. Hong Li, and directs the ‘Société civile d’exploitation agricole’.

Château Vieux-Brondeau 33350 Sainte-Terre

In China: Zhejiang Industrial Group CY

NO Tangong 398 North Rd. Jiaying Zhejiang 314100 China

Tel: +86 573-84120556 <http://annieshen.en.gongchang.com/>

The limit of an appellation

The designated ‘appellation’ is based on its geographical location and its soil. Each municipality has a very specific set of conditions, which allows the production of a wine, and which imposes a specific denomination. It is not possible to change it. The alluviums of a river, the nature of the adjacent soil and the subsoil of the land alter the particularities of the vineyard and the characteristics of the ‘terroir’. For example: the land around the edge of the appellation of *Saint-Emilion* is less limestone and clay in their soil; it has more sand that favors lighter wines: this soil will not be a *Saint-Emilion* appellation but a *Bordeaux* ‘appellation’.

This is the case of château Vieux-Brondeau ‘terroir’ which is grown very close to the Dordogne river; unfortunately, its wines are less expensive than its neighbors.

Paradoxically, its average costs facilitate the export towards China.

Château de La Rivière, La Rivière

Madam Sheung Wan Lau Brilliant Group

Mr Lam Kok presided over the *Brilliant Group* based in Hong Kong, specialized in the luxury real estate, and since 1994 in the trade of prestigious teas: Pure Pu'er. He had just bought the château de La Rivière to the family Grégoire.

64-year-old James Grégoire, 48-year-old Lam Kok, his 12-year-old son and Peng Wang his interpreter and director of the French subsidiary of the group, were victims of the crash of their helicopter on Friday, December 20th, 2013.

Monique and James Gregoire originally acquired the Château de La Rivière in 2003 for approximately 5 million Euros, with its 90 hectares whose 65 are a vineyard in the Fronsac 'appellation'. The AOC Fronsac has 1100 hectares of vineyard for 120 producers.

Situated at the confluence of the Isle and the Dordogne rivers, the climate prevent freezing of the vines in winter and maintains a temperature cooling effect in summer. Château de La Rivière received the *Best of Wine Tourism award* in 2004 and in 2007.

By the end of 2013 the 35 million euro purchase of the Château, with its stocks (estimated at 5 million), was the most expensive acquisition of a Bordeaux château by a foreign buyer.

The objective of 2015 is to stabilize financially the domain these next two or three years.

On December 19, 2013 James Gregoire and his wife introduced as the new owners Lam Kok and his wife Sheung Wan Lau, to the château 22 staff; they had signed in the morning the act of acquisition. The following day, at the conclusion of a press conference, they set out to survey the domain by helicopter to celebrate their deal. Both wives did not accompany them. In the end of March, 2013, the spring brought the joyful tears on the grapes of Sauvignon; but in this end of year, we cry for sadness the loss of these 4 people. On December 24th, 23 Buddhist monks of the community *Fo Guang Shan* blessed the château: this traditional ceremony for an installation on a new site, brought harmony and prosperity to the château and to its region. A 2nd ceremony cleansed waters of the Dordogne in mourning.

Lam Kok was not particularly interested in the vineyard. If the 'appellation' *Fronsac* is less prestigious than his neighbours *Pomerol* and *Saint-Émilion*, the **magnificent house** of the XVIth century was already completely renovated; he planned the establishment of a top-place of luxury tourism (it is cancelled), and to introduce the visitors to the culture of the tea (it is coming).

The couple had met the mayor of Libourne in 2012, when its city was twined with their city of Pu'er (cf chapter of the château de Viaud). *Brilliant* cultivates 2 000 hectares of **tea** plantations around **Pu'er** (province of Yunnan in the South of China), this excellent tea which, as the wine, improves in time.

The group possesses shopping malls as well as four luxury hotels in China among which classified three *Relais et châteaux*; their locations are magnificent, breath-taking; their 3 *chefs* work the pairing of food with wine, food with-tea.

It is certainly the magnificent site cleared towards the Dordogne of the château de La Rivière that had seduced Lam Kok and Sheung Wan Lau.

www.brilliantspa.com/km/en/about.aspx

In 769, Charlemagne built a defensive fortress on this land. In 1553, the mayor of Bordeaux, Gaston de l'Isle, started construction of the present chateau. Its central part was completed in 1577. The surrounding lands subsequently enlarged, drained and planted with plane trees. In the XVII century, an 8 hectares limestone quarry was excavated by hundreds of workers. This stone has been used to build houses in the adjacent towns of Libourne, the foundation for the base of the Eiffel iron bridge and part of the *Grand-Theatre* of Bordeaux.

The famous architect Eugène-Emmanuel Viollet-le-Duc and his student Edmond Duthoit restored and enlarged the chateau in the XIX century. In 1927, the owner Jean Balluteaud fit out 4 hectares on the 8 hectares as a cellar of underground caves: this, of course, provides ideal storage for wine bottles and to raise the barrels. Several years later, in 1962, the owner Jacques Borie restored the vineyard and created the pool. Jean Leprince, who owned the property from 1994 to 2003, built the current wine storehouses.

James Grégoire has added five lovely guest rooms in 2005. He had made money by selling grape harvesters. Pilot of helicopter, its Robinson R44 crashed near Lugon-et-l'Île-du-Carnay in the river Dordogne. Jean Leprince, the previous owner, had died on February 19th, 2002 in a plane crash, with his pilot and his co-pilot.

Madame Lau tries to continue the vision that she and his husband shared: the area is becoming a place of **Franco-Chinese cultural exchange** around the wine and the tea.

The vineyard produces three red wines, one white and one rosé. According to the executive director Xavier Buffo, « *The chateau is first and foremost about the wine – clearly, making the best possible wine of the highest quality is our charter. Secondly, we will fully develop tourism* ».

Mister Wu makes the link between Xavier Buffo and the group *Brilliant*. Manon Deville is a technical director; Nathalie Maire manages guest houses, Anne Largeteau the shop and Isabelle Borredon the accounts department. The beginning of March, 2015, the sales and marketing manager Thierry Disclyn left the chateau to follow the Grégoire family to the chateau Ripeau (Saint Emilion); he is replaced by Pierre Rebaud.

Yes, the French people can drink wines of the chateau. Only 15 % of the production are sold in China, in the businesses class of Air China. 60 % are sold in large distribution in France for approximately 15€, in the United-States and in Europe.

The chateau is 40 km east of the city of Bordeaux

33126 La Rivière Tél : + 33 (0) 5 57 55 56 56 info@chateau-de-la-riviere.com



Aquitaine region and China



The 1st *Maison Sud-Ouest France* (Southwest House France) of Wuhan opened its doors in July, 2013. "It is a zone under customs authority, with air-conditioned to store wines and products of the French Southwest, told me Pierre Cambar, then manager of the AAPrA. A deep-water port is 80 km of Wuhan and allows the routing of products by boats. There are also planes because the line Paris-Wuhan opened recently." (Photo below to the right).

In January, 2013, Hongbin Wang, President of the company Golden Leaves, was welcomed in France. Subsidiary of China Tobacco (1st world Tobacco Company, under control of the State) specialized in the distribution of Chinese alcohols, concluded a partnership with this Southwest House France. It made a selection of 90 wines and 30 gastronomic products. Other French products (approximately 500) are proposed in a professional showroom. The 2nd *Southwest House France* opened to Chengdu in October, 2014 (left photo), followed by 3 others. Every product is equipped with a seal of authentication guaranteeing the sanitary safety and the absence of (imitation; by scanning the label, the customer has access to any sorts of information on the product.

Chen Di Partners company manage the distribution network and the web site *Beexi*.

This Chinese web site of e-commerce www.beexibox.com insures the distribution and the sale of the products of both *Southwest Houses France* with the Chinese consumers. <http://chendipartners.com/>



Agence Aquitaine de Promotion Agro-alimentaire

Aquitaine Agency of Promotion Agro alimentary

It is managed by Jean-Pierre Raynaud and directed by Anne Palczewski. The agency promotes farm produces and food-processing industries and supports local companies on their markets both in France and abroad.

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Wuhan and the Hubei province

They have been twinned with Bordeaux since June, 1998 and with the region Aquitaine since May 9th, 1996.

Wuhan was once Wuchang capital of the ancient kingdom of Wu; on the 10 October 1911, it made a name in Chinese history during the military rebellion which precipitated the fall of the Qing Dynasty. Wuhan merges Hanyang industrial town, Wuchang university town with its prestigious University of French language, and Hankou trading town and business centre, former French quarter with the Bank of Indochina building, the Alliance Française and the Consulate General of France established in October 1998.

Wuchang is the student district with 630,000 students divided over 48 **universities** (the first was created in 1893), including a French Language section, the science and technical faculty, a service of hydrology concerned with the Three Gorges Dam and a renowned school of mathematics.

Created by Anne-Marie Gignon-Moretti, the bronze bust of the French academic Alain Peyrefitte (1925-1999) was installed in July 2004 in the campus park: several times a Minister,

he visited China eighteen times from 1971. He published twenty or so works on this country amongst which *Quand la Chine s'éveillera* (When China Wakes 1973), *L'Empire immobile ou le choc des mondes* (1989)... These books serve as guides for a better understanding of the country.



The Tower of the Yellow Crane dates from the year 223. The legend tells of a Taôïste monk drinking wine in a town tavern; he brought a crane (protective bird) and it danced in front of clients and the curious; the Tavernier became rich and to thank the monk, he built a yellow tower. Already in the 3rd century, wine made everyone happy.

DPCA is the joint-venture between **Peugeot Citroën Automobile** (in Wuhan since 1992), and the Chinese manufacturer **Dongfeng Motor**. The Peugeot family has no longer been the majority shareholder since 26 March 2014; it keeps 14% of the capital. *Dongfeng Motor* made a commitment to invest 800 million euros to acquire 14 % of *PSA*; 14 % are in the French State. 4 factories are common (the assembly to Wuhan and the mechanics to Xianfan); the 5th factory is planned for 2016 to Chengdu. Thanks to this partnership, *PSA* and *DFG* hope to realize each 400 million euros of industrial synergies a year on the horizon 2020.

Dongfeng Motor presented in April, 2014 its car *Number 1*; it takes back the characteristics of *C6 Citroën* and the technology which made the success of *Citroën*: the hydro pneumatic suspension; but its body is different; this automobile is intended for the Chinese market. *DS* becomes an individual luxury brand. www.psa-peugeot-citroen.com/fr/groupe-a-automobile/presentation/marche-automobile-Chinese

Thanks to this partnership, *PSA* is re quoted in stock exchange since March, 2015.

In 1931 - 1932, *la Croisière jaune* (the Yellow Cruise) organised by Citroën, crossed the Asian continent from Beirut to Beijing. This was an important scientific expedition.

The Chinese sailboat *Dongfeng*, sailed by French Charles Caudrelier, took away, on March 24th, 2015, the 3rd stage Abu Dhabi (United Arab Emirates) - Sanya (China) of *Volvo Ocean race*. But it dismasts on the West of the Cape Horn March 30th. Charles Caudrelier took the sailboat on April 19th, for the departure of the 6th stage: to follow ...

Chengdu, Capital of the gastronomic province of Sichuan

The Chinese *Senyu group* has signed with the regions Aquitaine/Midi-Pyrénées the development of the *Maison Sud-Ouest France* in Chengdu in the district of South Lake in the South of the city: sale of 600 products for 223 companies (wines, delicatessen, prunes, Armagnac). The 1st *Maison* was inaugurated on October 25th, 2014 by the governor of the Province and the mayor of Chengdu, Jean-Pierre Raffarin the former 1st Secretary and President of the committee of the Foreign Affairs, Alain Rousset and Martin Malvy Presidents of regions Aquitaine and Midi-Pyrénées. A 2nd *Maison* opened since.

Three restaurants to the French menus and a wine bar are at the center of the "Village" of this *Maison*: Youpindao (300 m2), Tongzilin (650 m2) and Nanhu (3500 m2). These indoor 2600 m2 and 900 m2 of the terrace were created and drawn by the agency *Depack Design*; it is the biggest space of French restoration in China. This company of Bordeaux and its Chinese subsidiaries also realized the Southwest House France of Wuhan.

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Chine Tél : + 86 147 1452 7502 Hong Kong Tél : + 852 89111444

Senyu thinks about developing the Southwest House France to Chong Qing (30 million inhabitants) and to Lijiang (tourist area of the province of Yunnan).

Organized by the Gironde Chamber of agriculture the *Concours of Bordeaux* groups more than 800 professionals who taste 4000 wines of 97 Aquitaine 'appellations'. 1050 wines were awarded a medal in 2014. www.concours-de-bordeaux.cn

Since October 2010, the two towns and the two regions meet in Wuhan for *the Festival of Bordeaux and Aquitaine wines*. Each autumn, some 1200 wines, medal winners of the *Concours of Bordeaux* are subject to the judgment of professionals (buyers, importers, distributors ...) that award twenty 'Coup de Cœur' Trophies (very favourite). These winners benefit from specific promotions in China and in France. Aware of the risk of counterfeiting of *Coup de Coeur French wines*, each bottle has a unified system of protection, authentication and traceability.

The last **Tang Jiu Hui** of Chengdu fair took place from the 28 to 31 March 2015.

Since 1955, this key event mobilises all the international operators in the alcoholic beverages profession.

Some author's extras

The Cave du Dynastie is led by Lee Lee Yung Huang.

The Huang couple have been living in France for 40 years. He was wine trader since 2008. *"Wine is a world hard to penetrate, and I was not always well received in the beginning"*, says Lee Lee Huang. *"Today we sell by pallets of 600 bottles; we don't do retail. One thing is certain: wine has a future in China."*

The Cave du Dynastie employs twenty people in China and in France, and sells wines from fifty châteaux: from the small producers up to the 'Grand cru classé'.

11 allée de Tourny 33000 Bordeaux Tel: 33 + (0) 5 57 22 18 58

yunghuangleelee@lacavedudynastie.com www.export-vins-bordeaux.com/fr

The husband of Lee Lee, Lin-Sheng Huang, chairs the *Chinese Friendly Association of South-West France* which develops cultural activities, organises Chinese celebrations and events. Established a dozen years ago, it has more than 200 members. It helps the integration of Chinese who settle in the region and has opened a Chinese class to anyone seeking to learn the language. huanglinsheng1962@163.com



Les Sources de Caudalie

A *caudalie*, from the Latin cauda, tail = one second.

When we taste a wine, we talk of intense aromatic persistence; this is calculated in *caudalies*. It measures the quality of wine by its flavourings in the mouth once swallowed or spit out. It doesn't take account of tastes such as acidity, bitterness or sweetness, but only the flavour. We talk of quality wine when the length in the mouth reaches 8 to 10 *caudalies*, and of exceptional wines when this length reaches 15 to 20 *caudalies*.



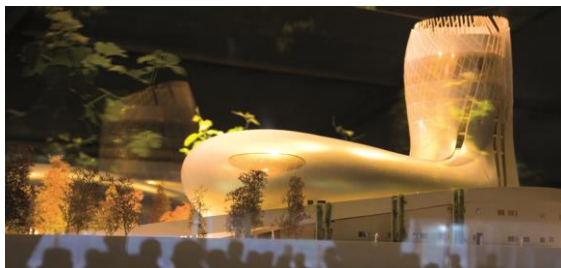
Since 1994, Mathilde Thomas and researchers from the pharmaceutical faculty of Bordeaux exploit the benefits of berry of grape in the form of creams against cellular ageing. In 1999, her sister Alice created a fitness spa using extracts of vines and grapes. The seed feeds the skin, the red wine works on water retention. Each type of 'cépage' has its benefit: the Cabernet has an exfoliating effect; the anti-blemish effect is made from Gamay. *"The Asians use them, and creams to whiten the skin"*, Alice tells me; *it gives a radiance boost."*

Photo © sources-caudalie

SPA, hotel, restaurants and wine bar. Chemin de Smith-Haut-Lafitte 33650 Martillac
Tel: 33 + (0) 5 57 83 83 83 www.sources-caudalie.com

The City of Wine, Bordeaux

Philippe Massol and Laurence Chesneau-Dupin



From 5500 years before our era, wine was at the centre of man's life. It sculpts our landscapes, accompanies our beliefs, our customs, our traditions, our social practices. The region of Bordeaux diffuses wine culture and science to the world. Its city is recognised as global economic wine capital.

The *City of Wine* will add the cultural dimension of wine. On 13350 m2 built beside the Garonne, the silhouette of the CCV evokes the movement of wine which revolves in a glass and the form of a vine stock. The doors are scheduled to open April 2016. *"It is the only place in the world where we will talk of wines from the whole world"*, said Sylvie Cazes, President of the endowment fund of the CCV. The investment is of 81,1 million euros, of which 77% is public funding; For the remaining 23%, the endowment fund has 60 sponsors, as the Credit Agricole bank, the Prince Robert of Luxembourg president of Château Haut-Brion, Bernard Magrez, 9 famous Châteaux, trade houses, Radoux barrel-making...

The Director of the CCV, Philippe Massol, told me: *"We have very good relations with the Asians who have vineyards in the Gironde, but sponsoring is not their way. They are not philanthropists. In France, patronage is framed by a law which proposes the deduction of a small percentage of turnover; their vineyards in Bordeaux don't produce enough for this. The Chinese who possess châteaux outside the Department have no financial reason to fund a construction project emblematic of the city of Bordeaux. They will be involved during meetings, conferences, spectacles and in the 750 m2 of temporary exhibitions..."*

"The CCV will mention China as other countries of the world. There will be Chinese wines in its shop of course, and we will be, I guess, the only ones in Bordeaux to offer them", Laurence Chesneau-Dupin, the Heritage conservator and Director of culture and



Anouk Legendre and Sylvie Cazes at the laying of the 1st stone of the CCV on the 19 June 2013

programs, told me. *"The CCV will offer tasting workshops, to surprise, to discover; for example, it will explain the exploitation of a 'cépage' in the world. At the top of the belvedere, 35m above the Garonne, the visitor will see the images of vineyards situated from 20 km to up to 8000 km! The Chinese vineyards!"* Laurence continues: *"The CCV will tell the history of rivers for commerce, the metamorphosis of wine, the role of the wooden barrel..."*

Philippe Massol resumes: *"We will have an office of tourism and for wine tourism. We will advise a single Chinese to visit the various vineyards with our river taxis, reserve a residence in France as abroad, discover the place of his choice ... The groups will remain managed by the specialist agencies."*

The Foundation for the culture and the civilizations of the wine was recognized in the public interest by decree on December 11th, 2014. Its 3 founder members are the City of Bordeaux, the Bordeaux Wine Trade Council and the bank Crédit Agricole of Aquitaine, supported by the American Foundation *Clarence and Anne Dillon Dunwalke Trust*, chaired by Robert Wilmers, owner of château Haut-Bailly

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Anouk Legendre and Nicolas Desmazières of the Paris agency *X-TU*, are the architects. The scenery will be directed by the English agency of Dinah Casson and Roger Mann. The construction of the building was attributed to GTM Aquitaine, subsidiary of the group Vinci. The French actor Pierre Arditi, a Bordeaux wine lover, was named 'Ambassador' of the City in November 2013, as the wine critic Robert Jr Parker, and Laurent Fabius since April 2015.

Ten years ago, China wasn't interested in wine or its trade. France, Spain and Italy have carried their Western civilisation of wine to the Chinese.

The 14 June 2013, a handful of Bordeaux diehards asked themselves about the word **civilisation**: for César Compadre, specialist wine journalist for the daily Sud-Ouest, civilisation *"is culture, history, the economy, the environment, the brains, the competences and it is what we find in most vineyards which succeed, especially those of Bordeaux. This word civilisation is very concrete. The winegrower working hard for a very small salary, can talk to me for hours about his wine, and brings as much to the construction of the wine as a very famous wine domain do. Each, at he can, brings a stone to the building of wine civilisation and this for hundred years."* César later will add: *"The Bible quotes the words vine and wine 500 times, more than the words salad or carrot!"* The representative of Diva Bordeaux thought that: *'the way we consume wine defines the current civilisation.'* And Sylvie Cazes concluded: *"Our modes of production and consumption, and what the wine inspires in the areas of Arts, make civilisation."* »

Back cover

The Chinese have a passion which can be described in three words:
Bordeaux, Red, Wine.

Owners of 129 Châteaux in the Gironde area, and 6 in other regions,
majority shareholders and directors of multinationals, private billionaires...
all have a taste for business and for wine and share an insatiable thirst
for knowledge. The health of the Bordeaux wine industry owes much
to an open-minded approach and the arrival of foreigners.

Today, the Chinese are investing in the present with their eyes on the future.

Why are these Châteaux for sale and why do they buy them?

What are their obligations? What are their expectations?

Are they succeed?

Why this fascination for this wine? For how long?

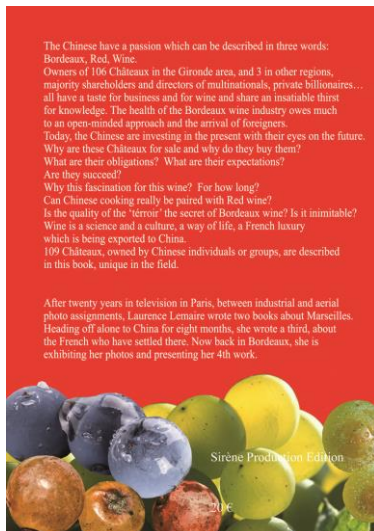
Can Chinese cooking really be paired with Red wine?

Is the quality of the 'terroir' the secret of Bordeaux wine? Is it inimitable?

Wine is a science and a culture, a way of life, a French luxury
which is being exported to China.

137 Châteaux, owned by Chinese individuals or groups, are described
in this book, unique in the field.

After twenty years in television in Paris, between industrial and aerial
photo assignments, Laurence Lemaire wrote two books about Marseilles.
Heading off alone to China for eight months, she wrote a third, about
the French who have settled there. Now back in Bordeaux, she is
exhibiting her photos and presenting her 4th work.





Laurence Lemaire

Journalist writer photographer

+ 33 (0) 6 80 16 16 57

Books: www.levinlerougelachine.com

Photos: www.sireneproduction.com

lemairelolo@wanadoo.fr

Born in Paris on March 19, 1959

Writer: books and press articles

2016 - 2014: *Red, Wine and China*. Digital PDF update every week and paper book update and publish every 3 months. www.levinlerougelachine.com

January 2012: Workshop about Journalistic writing, for the 2nd year class of "Sup de Co", La Rochelle.

2012 - 2007: Website www.vu-du-train.com about the landscapes crossed by the TGV.

April 2007: China book signing, conference and photo exhibition about Marseilles and China.

2006: *The French people who live in China are guides*. Story-guide book. 8 months in China alone. Interviews of 28 French national in 14 Chinese cities. Author, photographer, designer: 360 pages and 200 photos. Published in November.

2005: *The guide bleu of Marseilles* for Hachette Editions. Author and designer. 164 pages. Published in April.

2003: *The people of Marseille are guides*. Story-guide book. Interviews of 24 inhabitants. Author and designer. 216 pages and 135 photos. Published in July.

1998-1999: Articles on Southeast Asia for French weekly newspapers: *The Gavroche* and *The children of the Mekong*.

Photographer: documentaries

October 2012: Portraits of the meeting for the 'Bordeaux Regional and Urban Planning Department'.

11 September 2011: Commemoration of September 11th in Paris for 'The French will never forget'.

2010: Bullfights on horseback in Seville and Bayonne.

2009: Photos and blogs for several artists.

February 2009: Sculptures of the heritage of La Rochelle for the 'Municipal Department of Cultural Affairs'.

August 2008: Regattas of reamins sailboats for the sponsors.

June 2006: Embassy of France in Vietnam and Hue festival: Exhibition and book for the Hanoi French Cultural Center.

Summer 2005: *After the tsunami in Thailand* for the 'French Red Cross'.

June 2002: Oil wrestling in Edirne -Turkey, for the 'French Chamber of Commerce' and for the city.

2000: Website photos www.sireneproduction.com

1998: Tourism website for the country of Laos.

1987: Jet-ski championship for monthly magazines.

April 2011: **Aerial photos** for property development and real estate.

Industrial photos

2009: 'Total E&P' (exploration & production) Corporate greeting card.

Portraits of the 'HSE' team (health safety environment).

2008: 'Total HSE', Design and production of the 2009 calendar.

'Total E&P', FPU platform *Alima* in Gabon and Congo. Oil terminal and industrial base in Pointe-Noire. Production of posters and albums, slide show for the inauguration, the 4 X 3 poster, slide show for engineers.

2007: 'Total E&P', France / Nigeria / China team on the FPSO platform *Akpo* in South Korea. Realization of the album.

'Total E&P', Workers on the *Acergy Polar Queen* platform, off the Congo. Realization of the poster and album.

2007: 'Total E&P', *Ofon 2* staff on the Belem boat. Creation of the poster.

Photo exhibitions

October 2012: *The bottom of a clothes peg* at the 'Vivres de l'Art gallery' in Bordeaux.

September 2011: *Where were you on September 11th?* at the Bogota Hotel gallery in Berlin.

June 2011: *Asia and La Rochelle are for sale!* at 'Beauregard gallery' in La Rochelle.

2011: Laughter in the Department of Gironde for one year.

November 2010: Prize-winner for Green, exhibition in Paris.

November 2010: *The bottom of a clothes peg* in La Rochelle.

September 2010: *Blue* in Royan.

August 2010: *Les petits formats* in La Rochelle.

May and June 2010: *The bottom of a clothes peg* in La Rochelle.

From Sept. to Nov. 2008: *The stones of Brouage* for the 'Charente Maritime Regional Council'.

June 2007: *The bottom of a clothes peg* from Marseilles to China, for the 'Regional Real Estate club', and the 'Attrape-mots gallery' in Marseilles.

June 2004: *The walls have ears*, Marseilles architecture, for the 'Regional Real Estate club'.

May 2002: *The children of the Mekong*, at the 'Laboratoire gallery' in Marseilles, and at the 'Attrape-mots gallery' in 2003 and 2004.

Videos

2005: Report *After the tsunami in Thailand* for the 'French Red Cross'.

2001: Yacht construction in Tuzla, Turkey.

2000: Short documentaries in Martinique for 'Air France'.

1999: Short documentaries *1000 children for the year 2000* in Laos and Thailand, for 'France 2 TV channel'.

1998: Films for the International and French schools in Laos.

1997: *The horses of the wind* with Matthieu Ricard in Nepal, for 'Canal + TV channel'.

1993 - 2000: Corporate videos for individuals and several companies. Production, cameraman, editor.

Production manager for French television

1996 : 'France 3'. *La marche du siècle* presented by Jean-Marie Cavada. Live program every Wednesday. Production manager, suppliers, technical teams, post-production...

1993 : 'Canal J'. 50 reports in different locations in the French provinces.

1990 : 'Antenne 2'. *Les mariés de l'A2*. Editing, credits and jingles.

1989 : 'TF1'. Sponsoring service. Production of trailers and billboards.

1988: 'TV sports'. *Handicap 10* about polo game. Production manager of filming in the United States, Argentina, Uruguay and Paris.

1984: 'Eurovision'. *Live Bercy Jumping World Cup*. Production manager of the technical team. Editor of the Best of for France and England.

Television presenter

1990: 'FR3'. *40° à l'ombre*. Daily live program. Presenter of the animal 6-minute segment : researching of guests and animals, director of illustration movies.

1989: 'FR3'. *40° à l'ombre*. Daily live program. Presenter of the animal 6-minute segment : researching of guests and animals, director of illustration movies.

Corporate event coordinator, logistic and location manager

2006: 'Embassy of France in Vietnam'. *Study in France fair* in Hanoi and Ho Chi Minh City.

1988: 'VT COM'. Production manager for corporate films.

1985 -1987 : 'Market place' and 'Villa d'Alésia' companies. Events, congress and seminars.

1991: Radio

'Europe 1' radio. *La Passion selon...* by Philippe Aubert. Research and interviews

Fashion

1983: Assistant to Catherine Mathis, agent for 7 photographers.

Booking of hair-dresser, make-up artist, model, studio photos.

Press attaché

1982 -1983: Assistant to Agnès Goldman. Press kits, excerpt from movies and photos, French poster. Press screenings for : Daniel - Don Camillo - Betrayal - Au nom de tous les miens - Staying alive - Le faucon - Flashdance - Ecuador - Breathless - The Year of Living Dangerously - Le jeune marié - High Road to China - Un dimanche de flic - Hysterical - Officer and Gentleman - Firefox.

Concerts

1981 : ACDC and Santana France tour. Logistics and bar management.

Miscellaneous

Software tools: Photoshop and Dreamweaver.

Audio-visual classes at Lycée Quinault Paris 15th.

1998 - 2005: logistics support for 'NGOs' and 'Alliance Française' in Laos, Cambodia and Thailand.

Studies : Theatre - Bachelor's degree - Diplomas in contemporary literature and audio-visual production.

Automobile and 125 motorcycle licenses. Boat licenses (sea and river) - Horse riding - Jet ski - Hatha yoga.



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