

# Preface

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The idea for this book arose when the University of Adelaide's Centre for International Economic Studies (CIES) decided to sponsor a wine economics workshop as part of the 11th Australian Wine Industry Technical Conference. That conference was held in Adelaide 7–11 October 2001, immediately preceding the 26th World Congress of the Office International de la Vigne et du Vin, Adelaide, 11–18 October, both of which coincided with Tasting Australia (a biennial food and wine extravaganza). Half of the CIES wine economics workshop was devoted to technical economic papers, many of which have since been accepted for publication in academic journals; the other half was set aside to review wine market developments in the major wine-producing and/or -consuming regions of the world. Following the workshop, authors of the latter set of presentations revised their papers. They have since been further updated for this volume with the aim of providing a comprehensive and contemporary picture of the impacts of globalization on the world's wine markets.

While many of the chapters provide a brief historical overview by way of background, the main focus of the book is on the dramatic changes since the late 1980s, during which time the share of wine production that is traded internationally has nearly doubled globally, and the New World's share of those export earnings has risen like a phoenix from its historical level of less than 2 per cent to 20 per cent.

Thanks are due to the Australia Research Council for a grant that made the workshop and book preparation possible, as well as to Australia's Grape and Wine Research and Development Corporation for providing earlier seed money to begin to compile a statistical compendium of global wine markets. That compendium has been revised and updated during the course of this project, and is used as a basis for cross-country comparisons in several of the chapters. Nick Berger, David Norman and Pierre Spahni especially are to be thanked for the time they gave to helping to compile those data into a usable format.

As always, thanks are also due to the people who helped to organize the workshop (particularly Pip Anderson and Sallie James) and to copy-edit the text itself (particularly Sudesh Mahadoo, Peta Marshman and Wendy Zweck). And finally, my thanks to the authors not only for their chapters but also for the energy and enthusiasm they put into the entire project.

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