



Bordeaux: A New Ambassador for the Great Wine Capitals

[Bordeaux, 6 June 2024] – Jean-Baptiste Thial de Bordenave has been appointed as the Ambassador of Bordeaux for the Great Wine Capitals Global Network. In this role, he will promote the network and its initiatives through his extensive professional activities in the wine industry, both locally in Bordeaux and globally.

International Wine Law Association, a contributor to several specialised magazines, and a lecturer at three leading French universities. Recognised for his expertise and commitment in the wine sector, he will be responsible for promoting and developing local and international initiatives within the network.

Oenotourism and Communication: Significant Disparities in Legal Matters

He states: "My focus is also to assist the Network in addressing new strategic topics such as the legal aspects of oenotourism and communication. With laws and regulations specific to each country, I am convinced that understanding them better would optimise exchanges and collaborations between the different members of the network."

About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Cape Town-Cape Winelands, South Africa, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile, Verona, Italy and Hawke's Bay, New Zealand.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

Media Inquiries:

Catherine LEPARMENTIER DAYOT
Managing Director, Great Wine Capitals Global Network
Tel: +33(0)5 56 79 51 64 | +33 (0)6 10 54 62 56
Email: cleparmentier@bordeauxgironde.cci.fr

