Mexico is the first country with a wine tradition in America.

From a tradition as beautiful as wine production, countless stories have emerged throughout the world, and Mexico has not been oblivious to this legacy because to speak of wine in our country is to speak of more than four centuries of history born as part of an old world heritage.

Thanks to this fact, it has given us the possibility for this sector to be positioned as a source of regional development, generator of jobs, investment, trade, tourism, research and innovation.

For Mexico, this activity is of such importance that it is currently the second most important source of employment within the sector, generating more than 500 thousand direct jobs and three times more indirect jobs. This activity is present in 50 percent of the states that make up the national territory, providing its people and those who visit them with six wine tourism routes that strengthen regional development.

Our country has 39,000 hectares planted, of which more than 60 percent are used for the production of table grapes, 11 percent for raisins, and about 23 percent for wine production.

One of the most important objectives of this government is to move towards a more sustainable, inclusive and resilient wine industry that is reflected in the well-being of its people and in the economy. That is why we work together, through public-private collaboration, together with producers, researchers and international organizations, to face the challenges derived from nature and the economic and social dynamics in which this agroindustry is immersed. We are sure that with the leadership of the International Organization of Vine and Wine, these challenges will be easier to address.

Aware of the importance of these topics, and prioritizing the exchange of experiences and knowledge, the scientific program of the 43rd World Congress of Vine and Wine will be developed under the guiding axis: “Current challenges: sustainability, COVID and climate change”, in four thematic sessions in which viticulture, oenology, economics and law, as well as safety and health, will be addressed.

We are waiting for you with open arms and glasses up to join us in the Congress, which will be held from October 30 to November 4, 2022, in Ensenada, Baja California, Mexico.

¡Bienvenue, Grüezi, Benvenuti, Welcome, Добро пожаловать, Bienvenidos!