



# Press Release

For Immediate Release  
Contact: Tom Hogue (202)453-2134

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## **TTB Works to Facilitate Trade in Asia-Pacific Rim**

Washington, D.C. – As part of our ongoing efforts to ensure that alcohol beverages in the United States market are safe and compliant with applicable law and that U.S. products do not face unnecessary impediments to trade, the Alcohol and Tobacco Tax and Trade Bureau (TTB) participated in the Asia-Pacific Economic Cooperative (APEC) Wine Regulatory Forum in San Francisco, CA.

APEC is the premier forum for facilitating economic growth, cooperation, trade, and investment in the Asia-Pacific region. The 20 APEC member economies are: Australia, Brunei Darussalam, Canada, Chile, the People's Republic of China, Hong Kong, Indonesia, Japan, the Republic of Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, the Republic of the Philippines, Russia, Singapore, Chinese Taipei, the United States, and Vietnam. Many of the APEC member economies are emerging export markets for the U.S. wine industry.

This year's forum brought together regulators and industry members to discuss key issues in wine regulation. The forum included sessions on the importance of the regional wine trade and regulatory coherence, import requirements by country, international organizations and standards, best practices in wine regulation, and the role of laboratory testing.

Additional information about TTB's Trade Facilitation Program can be found in our 2010 Annual Report at <http://www.ttb.gov/about/performance-reports.shtml>.

Additional information on APEC and on this year's forum can be found at:

<http://www.apec.org/>

and

<http://wineinstitute.org/resources/pressroom/09212011>

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