

Council Regulation (EC) No 479/2008 of 29 April 2008 on the common organisation of the market in wine, amending Regulations (EC) No 1493/1999, (EC) No 1782/2003, (EC) No 1290/2005, (EC) No 3/2008 and repealing Regulations (EEC) No 2392/86 and (EC) No 1493/1999 (repealed)

TITLE II

SUPPORT MEASURES

CHAPTER I

Support programmes

Section 3

Specific support measures

Article 10

Promotion on third-country markets

- 1 Support under this Article shall cover information or promotion measures concerning Community wines in third countries, thereby improving their competitiveness in those countries.
- 2 The measures referred to in paragraph 1 shall relate to wines with a protected designation of origin or geographical indication or wines with an indication of the wine grape variety.
- 3 The measures referred to in paragraph 1 may consist only of:
 - a public relations, promotional or advertisement measures, in particular highlighting the advantages of the Community products, especially in terms of quality, food safety or environmental friendliness;
 - b participation at events, fairs or exhibitions of international importance;
 - c information campaigns, in particular on the Community systems covering designations of origin, geographical indications and organic production;
 - d studies of new markets, necessary for the expansion of market outlets;
 - e studies to evaluate the results of the promotional and information measures.
- 4 The Community contribution to promotion activities shall not exceed 50 % of the eligible expenditure.