



Emmanuel Macron's Visit to China: 70 New Bourgogne PDOs Registered and Protected

Bourgogne, December 8, 2025

The Bourgogne Wine Board, together with all organizations across the sector, welcomes China's registration of 70 new appellations. These join the 10 PDOs already protected, marking a significant step forward in this ambitious process.

The President's diplomatic trips are often an opportunity to announce important progress for the economic world. During the official visit to China on 4 and 5 December, and the meeting with Chinese President Xi Jinping, the recognition by the People's Republic of China of 70 new Protected Designations of Origin (PDOs) from Bourgogne¹ was confirmed.

This announcement became official on 5 December with the publication of these 70 appellations in Chinese regulations.

These 70 PDOs, along with the 10 already registered since May 2024, will now benefit from stronger legal protection.



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This achievement is the result of genuine diplomatic cooperation between France, the European Union, and China, following the 100-100 agreement² signed in September 2020. The Bourgogne Wine Board and the Confédération des Appellations et Vignerons de Bourgogne have stepped up their efforts since 2023. Extensive work was carried out, including visits to Bourgogne to enhance understanding of our system, and meetings in China with representatives of the CNIPA (China National Intellectual Property Administration). This in-depth and constructive dialogue made it possible to reach this highly positive outcome.

Today, 80 of the 84 Bourgogne PDOs are protected. The remaining four still require legal and administrative procedures and are expected to obtain protection soon.

¹ Why don't we translate Bourgogne anymore? To reaffirm their identity, the region and the producers are reverting back to the original French iteration of the name, Bourgogne.

² Bilateral agreement signed in 2020 between the European Union (EU) and the People's Republic of China. It aims to protect 100 European Geographical Indications (GIs) in China and 100 Chinese GIs in the European Union against imitation or misuse.



“The registration of the vast majority of our appellations is a major step forward in protecting our wines in China,” said Laurent Delaunay, Co-President of the Bourgogne Wine Board. “This is an important and highly symbolic milestone, providing us with legal clarity and security in a market where the full potential of Bourgogne wines has yet to be explored. It is the result of long-term work, complex both legally and diplomatically. I would like to thank the teams of the Bourgogne organizations, the INAO, and especially the French Embassy in China for their efforts and support—along with, of course, the Chinese authorities, and in particular the CNIPA, with whom a genuine spirit of cooperation has been established. For me, this project stands as a model of a win-win relationship.”

Bourgogne wines in Mainland China

Bourgogne’s presence in Mainland China has grown significantly in recent years. Over the past 10 years, exports of Bourgogne wines have doubled in volume (1.4 million 75cl bottles in 2015 compared with nearly 3 million in 2024). After steady growth up to 2022, revenue has stabilized, in parallel with the democratization of consumption toward lesser-known *Régionale* and *Village* PDOs. For now, the year 2025 confirms these trends, with a slight increase in volume over the first nine months (+1.4% vs. the first nine months of 2024), reaching nearly 2.46 million bottles exported. Revenue shows a modest decline (–1.7% vs. the first nine months of 2024), standing at just over €46.7 million.



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