

Swiss wine, a treasure at the heart of the Alps

A vibrant celebration of wines,
brotherhoods, and cultures

Lausanne, Switzerland · May 6-13, 2027



53^e Congrès
international
FICB LAUSANNE
2027



SWISS WINE



**Président
FSCBG**
Philippe Pillonel

Comité d'organisation du 53ème Congrès international FICB 2027, Lausanne CH

Président: Michel Chabloz
Adjoints: Pierre-André Perrenoud et Andres Krummen

Haut Patronage
Jacqueline de Quattro
Conseillère nationale



Cellule de crise :
Présidents FICB et FSCBG
Lausanne-Montreux Congress LMC

Vice-présidente
Tania Epiney

Secrétaire général
Hubert Varrin

Président FICB
Bureau FICB

**Pilotage
Organisation**
Alexis Monème
Tania Epiney

Swiss Wine Promotion
et offices des vins
régionaux

**Administration
Secrétariat
Gouvernance**
Hubert Varrin
Gilles Cerf
Michel Chabloz

LMC

Finances
Jean-Claude Mugny
Jacqueline Gentizon
Andres Krummen

Sponsoring
Andres Krummen
P.-A. Perrenoud
Michel Chabloz

**Information
Communication**
D. Rhumorbarbe
Loïc Martinella

**Protocole
Invitations**
P.-A. Perrenoud
Andres Krummen
Michel Chabloz

1er jour
2ème jour
3ème jour
4ème jour
5ème jour
1er jour extension
2ème jour extension
3ème jour extension
4ème jour
Fin du congrès

LMC/Varrin
Porchet/Epiney
Bérod/Rouiller
Vautier/Martinella
Jeannerat/Sauvain
Pillonel/Monème
Sumi/Rhumorbarbe

Suivi des activités
Programme
Feuille de route
Traductions
Autorisations
Assurances

Transports
Hôtels
Restauration
Gestion des participants

Budget général
Sponsoring
Gestion

Partenaires
Promotion
Visibilité
Contreparties

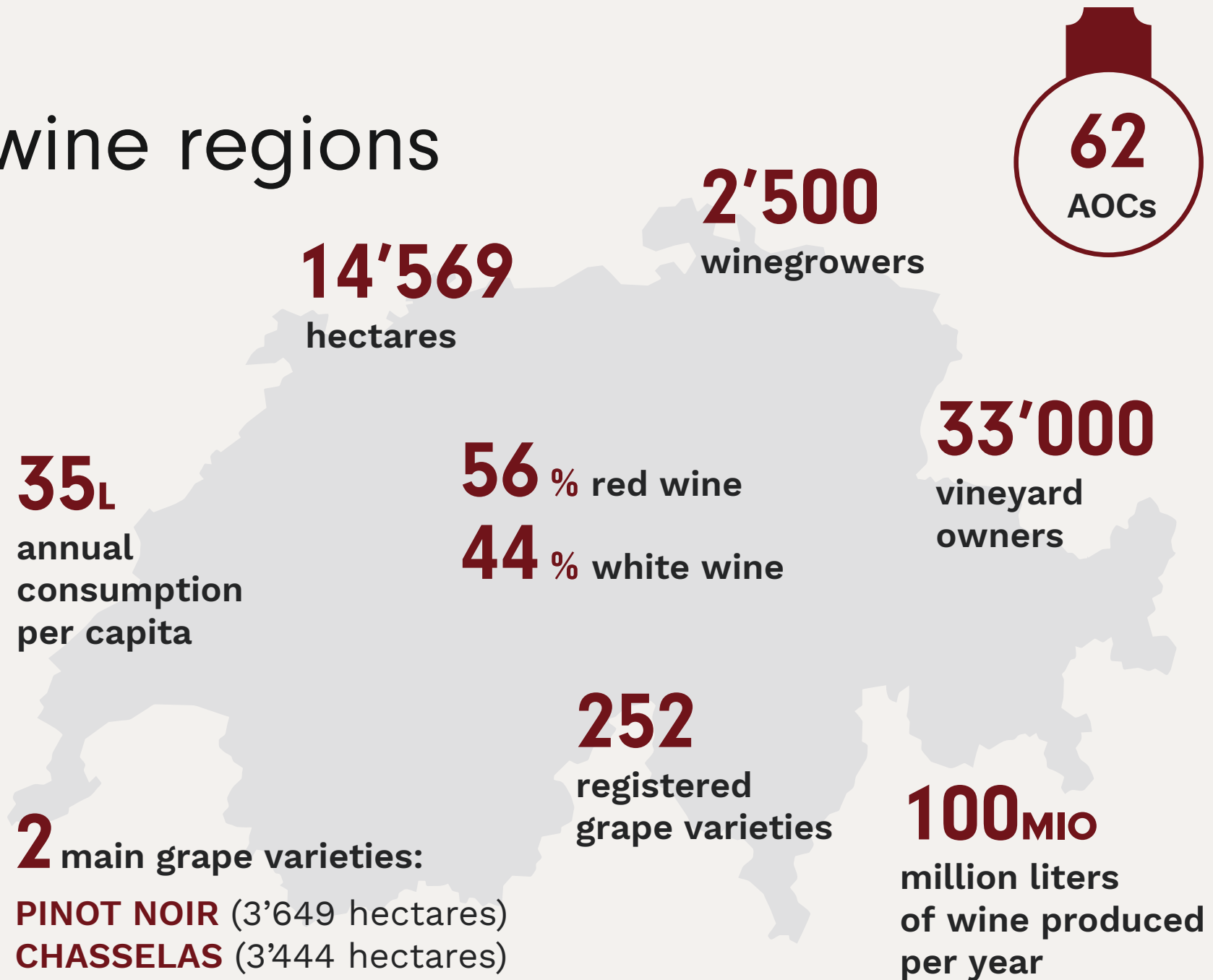
Relations avec la FSCBG
Bulletin d'information
Logo
Plaquette
Médias
Reportage photo
archivage

Partenaires
Politique
Viti-vinicole
Gastronomie
Prises de parole
Cadeaux



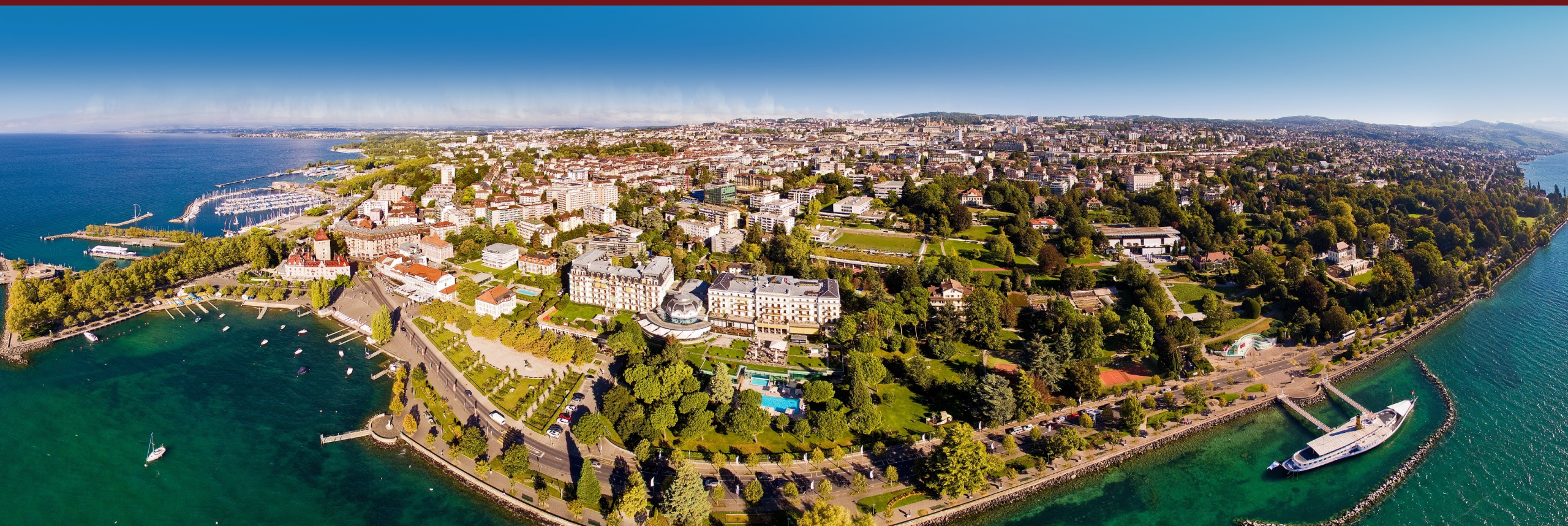
LAUSANNE
CAPITALE OLYMPIQUE

Swiss wine regions

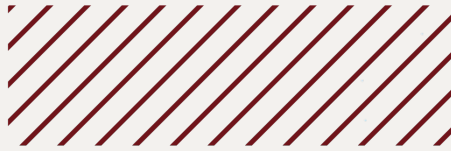


Last congress held in Switzerland in 2007 in Morges!

Why Lausanne in 2027?



Accessibility



// Lausanne is ideally located in the heart of Europe, close to Geneva International Airport, which offers around 150 direct flights from major European cities and intercontinental hubs.



Great Wine Capitals

- // The unique setting of the city of Lausanne is defined by spectacular views of the Alps and their reflections in Lake Geneva.
- // A true wine capital, offering the very best of nature, culture, and gastronomy. A city in the countryside — deeply rooted in nature and closely surrounded by vineyards.
- // Lausanne is just a stone's throw from Lavaux, a vineyard listed as a UNESCO World Heritage Site.
- // “Faster, higher, stronger”: Lausanne, the Olympic Capital, is a vibrant university city, well connected and enriched by its international diversity.



LMC



// LMC provides a wide range of operational services covering the entire event management process, from design to completion, some of which are provided free of charge.

// Event Secretariat

// congress preparation, reception and logistics, on-site services during the event, accreditations, closing procedures

// Accommodation

// online booking platform + room allocation management



Reception venues



Reception venues



The identity of the Congress

// The congress logo is a strong visual synthesis of our roots and landscapes.

// Clean, contemporary, and symbolic, this emblem celebrates the connection between tradition, nature, and cultures.



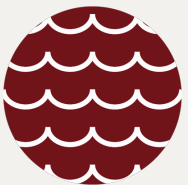
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Grapes
The vine, a central
element of our culture



Mountains
Switzerland, in all its
geographical diversity



Waves
Swiss lakes, the cradle
of the vineyards



Diagonal bands
The convergence of regions,
united around wine

Main program- **Day 1 – Thursday, May 6, 2027**

Welcome to Lausanne!

// Participants' welcome

// Opening ceremony

// Welcome dinner



Main program - Day 2 – Friday, May 7, 2027

Discovering the Lavaux Terraces

// Panoramic train

// Montreux

// Brotherhoods' parade

// Conference

// Evening at the Olympic Museum



Main program - Day 3 – Saturday, May 8, 2027

Traditions and mysteries of Valais

// Valais, a prolific terroir

// Cured meats and raclette

// Saint-Léonard underground lake

// Perch fillets



Main program - **Day 4 – Sunday, May 9, 2027**

In Vaud lands, between the
Jura and Lake Geneva

// Prangins Castle

// Vaud terroir, in Yens

// Ecumenical service

// Conference

// Gala dinner



The extension - **Day 5 – Monday, May 10, 2027**

Geneva, an international city and its vineyards

// International Museum of the Red Cross and Red Crescent

// Geneva terroir

// Reception hosted by the Council of State

// Domaine des Champs-Lingot



The extension - **Day 6 – Tuesday, May 11, 2027**

In the land of Gruyères
and Mont Vully

// Visit to Gruyères

// Maison du Gruyère AOP in Pringy

// Half-and-half fondue

// Lake Murten and Mont Vully

// Dinner at the Murtenhof



The extension - **Day 7 – Wednesday, May 12, 2027**

Castles along the shores of Lake Neuchâtel

// Boudry Castle

// Latenium archaeological museum

// Grandson Castle





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Terroirs of emotion, traditions shared

Welcome in 2027!

Registrations and accommodation:
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For any other questions
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