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MINISTRY OF REGIONAL DEVELOPMENT
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Common borders. Common solutions.

Joint Operational Programme “Black Sea Basin 2007-2013” - Our Projects -



Preparing the condition for penetration of the Black Sea wines in the international market

Priority 1 - Supporting cross border partnerships for economic and social development based on combined resources

Measure 1.1 - Strengthening accessibility and connectivity for new intraregional information, communication, transport and trade links



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About the project:

Duration: 24 months

Total Project Budget: 440,547.46 Euro

Total Grant ENPI: 396,492.71 Euro

Start / End Dates: 24.05.2013 - 23.05.2015

Overall Objective:

The project is aiming to broaden the cooperation among the targeted regions and facilitate know-how transfer, in view of the establishment of a common brand name for the Black Sea wines and a common marketing strategy that will have as an outcome a significant increase of market shares in the targeted and emergent wine consumer markets.

Specific Objectives:

1. Reviewing the wine production opportunities in the researched areas and defining the competitive advantages of "Black Sea Wines".
2. Creation of the Network of the "Black Sea Wine Producing Regions".
3. Common approach in the marketing strategy and the communication platform of the "Black Sea Wines" and the establishment of a common brand name label.
4. Development of an extended strategy for the wine sector, with the support of innovative set of digital tools.

Main Activities:

- Exploration and mapping of the existing ground in terms of viticulture, wine production and grape production in Greece, Bulgaria, Romania, Moldova, and Ukraine. Having the same methodology, each partner will record cultivations, techniques, economical and trade needs, gaps in the targeted regions of their countries and elaborate technical reports on: cultivations and varieties, byproducts of vine cultivation and links to traditional food culture, external Marketing environment analysis, and companies technological level.
- Setting up of the Network of the Black Sea Wine Producing Regions.
- Strategic Plan for strengthening the extroversion and building the common identity.
- Implementation of an online platform in order to facilitate the transfer of technologies and product innovation to the agents, in order to support the strategy of extroversion and common identity.
- Development of on line Manual guides, uploading and testing.

Expected results:

- Setting up the Black Sea Wine Producing Regions Network.
- Structuring a common Marketing and Communication strategy.
- Building a Black Sea Wines brand name.

Partnership:

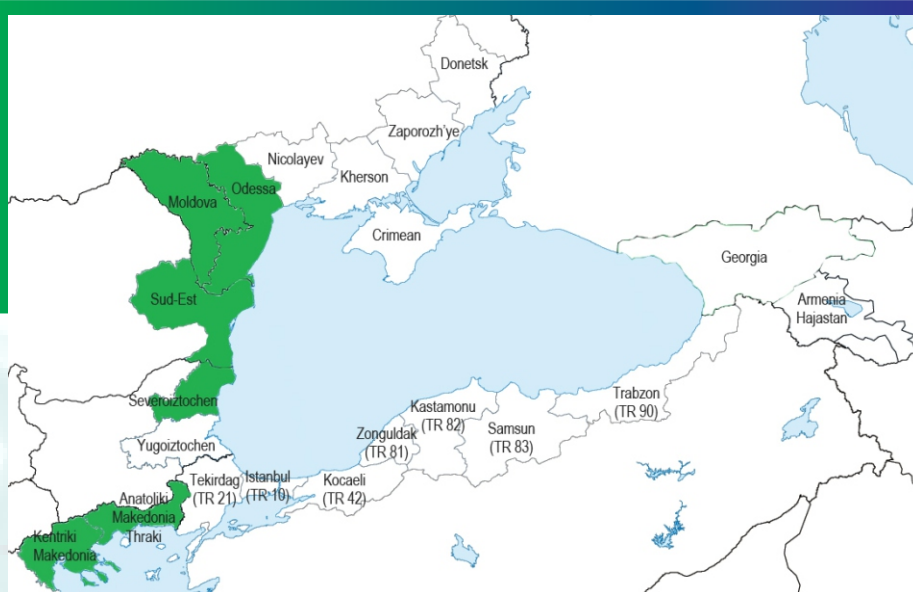
Beneficiary:

Panciu Territorial Administrative Unit, Romania

Partners:

- Polychoros Peirama, Greece
- "Business Agency" Association, Bulgaria
- Moldavian Small Wine Producers Association, Republic of Moldova
- Regional Fund for Support of the Entrepreneurship in Odessa Oblast, Ukraine

Regions of Implementation:



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