



Programme funded by
EUROPEAN UNION



BSB1034

THE SEA OF WINE

Project title: **Promoting the Black Sea region
as a wine tourism destination**

Programme Priority: **1.1 Jointly promote business
and entrepreneurship in the tourism and cultural
sectors**

Common borders. Common solutions.

ABOUT THE PROJECT

Duration

26 months

Start date

21 June 2020

Total value

€ 550 168.00

ENI contribution

€ 506 154.56



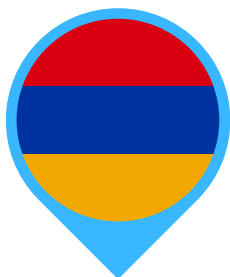
THE
SEA of
WINE

OVERVIEW

The project focusses on the common cultural heritage of **viticulture, wine-making and wine trade**; unique wine production practices, and growing touristic interest towards the **Historic World of Wine** as an opportunity for holistic promotion of the **Black Sea region** as a global destination for **wine tourism**.

PARTNERSHIP

03



Lead Beneficiary
● International Center for Agribusiness
Research and Education Foundation
(Armenia)

Partner
budget
€ 174 458.00



Beneficiary 2
● Georgian Center for Agribusiness
Development (Georgia)

Partner
budget
€ 118 016.00



Beneficiary 3
● Odessa National Academy of Food
Technologies (Ukraine)

Partner
budget
€ 139 753.00



Beneficiary 3
● Aristotle University of Thessaloniki
(Greece)

Partner
budget
€ 117 941.00

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***under construction**

EXPECTED RESULTS

- A **Database of wine tourism sector**: wineries, grape varieties, wines, wine-related HORECA, travel agencies working with wine packages, wine events in each participating country;
- **Black Sea Wine Route** to increase the visibility of wine routes and wine tourism opportunities in the Black Sea region;
- An ICT platform to support the wine tourism sector;
- **"The Black Sea Wine Glass Member" label**
- 9 Events to promote the Black Sea region as a **destination for Wine Tourism**: 8 "Let's Talk About Wine" events and 1 "Wines of The Black Sea" event



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