



Romania-Republic of Moldova
ENI-CROSS BORDER COOPERATION

PRESS RELEASE

07 April 2022 in Comrat, str.Lenin 233 in complex ATLANTIDA

Press conference "Presentation of the web page www.wineromd.eu within the project 2soft/2.1/153: RO-MD Cross-Border Wine Tourism Cluster Development"

The press conference will be attended by representatives of the wine and tourism industry of Moldova, researchers, teachers and journalists.

The press conference will be held within the framework of the Joint Operational Program Romania-Republic of Moldova 2014-2020 financed by the European Union, program ENI Cross Border Cooperation Romania-Republic of Moldova, grant number: 2Soft 2.1/153, (Activity 2.1 Press conference in Application Form) project name: RO MD Cross-Border Wine Tourism Cluster Development, implemented by the Lead Beneficiary MD - AO stabilitate.

The main goal of the press conference is to present the site www.wineromd.eu to consolidate professionals in the field of tourism and winemaking, whose active participation in economic and scientific processes can speed up business processes, improve the functioning of programs to support the development of the cross-border economy of the two countries, exchange comprehensive approaches, practitioners and discuss the problems of tourist routes in Moldova and Romania.



www.ro-md.net

A project implemented by

Centre Stability

www.wineromd.eu

Address: Moldova,
Comrat, Pobeda 50 str,
3 floor

Tel:079449856

This project is funded by

the European Union

"The European Union is made up of 27 Member States who have decided to gradually link together their knowhow, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".



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As part of this goal, the following tasks are performed:

- Active use of the site by all interested parties.
- Bringing together leading business and analytics experts.
- Regular exchange of up-to-date information, the reliability of which is confirmed by experts and researchers.
- Exchange of experience, obtaining assistance in solving difficult issues and serious problems in the field of wine tourism.
- Providing the ability to adjust, make changes to projects, programs, plans and business development strategies based on new information, fresh data.

The press conference involves the participation of journalists, representatives of state and legislative bodies, which ensures their interaction with representatives of the wine and tourism industry. An important difference of this meeting from a regular business event is that it is designed to inform about effective solutions in the field of wine tourism, which directly affect the development of business and the economy of Romania and Moldova.

The press conference will result in an official announcement of the opening of the cluster website, which will ensure mutually beneficial cooperation between business representatives, professional researchers and public authorities in Romania and Moldova.



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Currently, there are no enterprises in Moldova and Romania that provide comprehensive services in wine tourism with high consumer value.

In order to create specialized enterprises that carry out wine and tourism development, it is necessary to combine the potential of travel agencies, wineries, state and public structures on the basis of a cluster ideology, which will make it possible to obtain additional profit from the sale of innovative products. The formation and operation of a wine tourism cluster is an economically viable, innovative and investment-attractive project that satisfies the commercial claims of all participants: founders, suppliers of raw materials, travel agencies, representatives of science, manufacturers and consumers of products.

During the presentation, information will be obtained about the opportunities provided by the site, the achievements of scientists and winemakers, economists, which became the basis for uniting the efforts of representatives of various structures for the functioning of the cluster for the development of wine tourism in the cross-border region of Moldova-Romania.

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The main partner is the Agency for Regional Development - head Donceva Tatiana, the National Bureau of Wine, Comrat State University - Dr. Genova Svetlana.

Media partner – PRO100 Radio, GRT.

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www.wineromd.eu

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