



Romania-Republic of Moldova  
ENI-CROSS BORDER COOPERATION

## PRESS RELEASE

**10 June 2022 at 10:00 AM in Comrat, str.Lenin 233 in complex ATLANTIDA**

**Press conference "Wine trail development [www.wineromd.eu](http://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 and Romania, NGO, authorities, 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 and Activity 2.2 Press release in Application Form ) project name: RO MD Cross-Border Wine Tourism Cluster Development, implemented by the Lead Beneficiary MD - AO stabilitate.

The objectives of the Bussines Forum are: to highlight the achievements and positive impacts on and development of the cross-border wine route, to determine further activities, to develop a sustainable operation of the cluster, to raise public awareness of cross-border wine tourism route between Moldova and Romania and the website. The operational activities of the project, the success stories explored and the results obtained



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Centre Stability

[www.wineromd.eu](http://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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will be completed. Business Forum also aims to popularize wine culture and make it visible: activities, methodologies, improvements and results. Business Forum will become a perfect platform for various project stakeholders to get in touch and present the streamlining of production for better environmental safety, to promote legislative initiatives to introduce wine tourism sites as a historical heritage that can be included in the government agenda and can finally be preserved. 60 participants (30 Romanian participants and 30 Moldovan participants) will become representatives of travel agencies, businesses, public authorities, journalists, young people, NGO leaders. route route. This is the final meeting of all the beneficiaries of the project with the presentation of the achievements and positive impacts of the wine tourism cluster, determined follow-up activities. The decision of the future implementation plans at the Business Forum in Comrat will become the result of the event. The brochure and the study program will be disseminated with a package of informative materials.

The main goal of the Business Forum is to consolidate professionals in the field of winemaking and tourism, 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, practices and discuss the problems of wine tourism in Moldova and Romania.

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

- Bringing together leading business and analytics experts.



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- Regular exchange of up-to-date information, the reliability of which is confirmed by experts and researchers.
- Exchange of experience, getting help in solving difficult issues and serious problems in the field of winemaking and tourism.
- Providing the ability to adjust, make changes to projects, programs, plans and business development strategies based on new information, fresh data.

The Business Forum involves the participation of representatives of state and legislative bodies, which ensures their interaction with representatives of the wine business industry. An important difference of this meeting from an ordinary business event is that it is designed to actively search for the most effective solutions in the development of tourism and winemaking, which directly affect the development of business and the economy of Romania and Moldova.

The results of the Business Forum will be to gain new experience and connections that will ensure mutually beneficial cooperation between business representatives, professional researchers and public authorities in Romania and Moldova.

Currently, in Moldova and Romania, there are poorly represented enterprises that provide comprehensive services for wine tourism, grape growing, grape harvesting, grape processing, wine production, wine tasting, accommodation and food for tourists.

In order to create specialized enterprises that provide this comprehensive service, it is necessary to combine the potential of scientific institutions, wineries, state and public



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structures on the basis of a cluster ideology, which will make it possible to obtain additional profit from the implementation 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 (vineyards), representatives of science, manufacturers and consumers of products.

During presentations, discussions and discussions, information will be obtained on the achievements of scientists and winemakers, economists, which has become the basis for combining the efforts of representatives of various structures for the functioning of the wine tourism cluster in the cross-border region of Moldova-Romania.

The press conference will be held in Comrat, ATLANTIDA complex, st. Lenina 233

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](http://www.wineromd.eu)

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