



Bulgaria – Serbia IPA Cross-border Programme,



Increasing the regional accessibility in the cross border region by rehabilitation of two local roads, passing through vineyards in the Municipality of Lom and City Municipality of Pantelej”,

CCI Number 2007CB16IPO006-2011-2-105

PROGRAMME FOR PROMOTION OF WINE PRODUCTION AND BUSINESS IN CROSS-BORDER REGION

This joint developed programme on promotion of wine production and business in the cross-border region is one of the results produced during implementation of the Project: „Increasing the regional accessibility in the cross border region by rehabilitation of two local roads, passing through vineyards in the Municipality of Lom and City Municipality of Pantelej”, Ref. no:2007CB16IPO006-2011-2-105“ which is co-financed by European union through IPA Cross-Border Programme Bulgaria-Serbia.

In addition to the basic goal of the Project-increase and promotion of territorial linking of the cross-border region Bulgaria-Serbia, the implemented project activities in relation to 2 constructed roads passing through vineyards of the municipality Lom and City municipality of Pantelej increased the accessibility to vineyard areas in Lom and Pantelej and thus provided greater promotion and wine production in the region recognizable for their long year tradition of wine production.

As well as all other traditional cultures, this one also linked closely all stakeholders in this process and enabled direct exchange of best practice, experience, knowledge and promotion of final products of local wine producers.

Project implementation involved search of wine varieties, types, history, tradition of grape growing, wine production, wine producers, wine cellars, etc. It enabled actually production of a compendium of many things related to this topic and can serve as a kind of data base. All wine varieties , wine producers were identified in order to collect material for production of wine brochure as another project results. Also , wine producers and cellars were identified as well in

order to enable their participation in the project in connection to Wine Fair conducted in municipality of Lom and Seminar on wine production and improvement of wine production conducted in the City municipality of Pantelej.

That is how we have found out that the first beginning of grape growing and wine production in the Nisava district dates back to IV century AC, in the time of Great Roman Emperor, Emperor Constantine the Great, who had brought a grape vine to its birth place, the City of Niš (Naissus).

These two regions, municipality of Lom and City municipality of Pantelej are famous for the following wine species: Plovdivina, Prokupac, Tamjanika, Župljanka and Neoplanta, Cabernet Sauvignon, Riesling, Merlot, Syrah and Shiraz, Chardonnay.

The programme of promotion of wine and business included first of all identification of all recognized wine and grape species in this region, identification of recognized wine producers in this region and identification of wine cellars. This data enabled making a data base of these wine producers, their contact details, description of their products and their characteristics. They were invited to take a direct part in the project implementation by attending Wine Fair where a competition of the participants took place and first three prizes were awarded to the best exhibitors. Also, Bulgarian wine producers came to Serbia for a seminar on improvement of wine production which took place in Malca wine cellar and they had the opportunity to see and taste the species of wine produced in this cellars. Also, they had the opportunity to learn some new things related to wine production, some oldest technologies in wine production compared to the traditional and modern ones. These two events were also the great opportunity for promotion of the project as well as promotion of wine production.

During these two events, citizens were present and all promotional materials and info promo material which wine producers had were distributed among wine producers themselves and citizens. Also certain promotional material of wine producers had been exchanged in order to be further distributed to touristic organization and other subjects in charge of touristic promotion of the region, and thus the direct promotion of wine and wine producers as something recognizable and valuable for this region. Wine producers also had the opportunity to exchange their knowledge, experience and their contacts which provides further sustainability of the Project.

Another tool in attaining this objective, that is promotion of wine production and business was development of Brochure on wine production and leaflets. The brochure has been distributed to all stakeholders in both countries since the objective of this brochure is to reach as many people as possible and thus promote wine production and wine business. Another promotional material was the leaflet which had the same aim as the brochure, to reach the greatest number of audience and inform citizens about the project and its activities, and most of all to promote wine and wine business.

Third tool was Wine Fair in Lom which was a perfect event for many stakeholders to be present as well as citizens and to learn more about Serbian and Bulgarian wine producers with the

chance to taste all exhibited wines. Also there was displayed promotional material and business cards, leaflets, etc. which was available for citizens. This enabled great promotion of the project, wine production and wine business since media coverage was employed and we may say that this event was seen by so many people.

Programme for promotion of wine and wine business also envisaged another event, that is Seminar on improvement of wine production conducted in City municipality of Pantelej which was also covered by media and reached a great number of citizens in Serbia.

Joint efforts have been made to develop the Programme on wine production and business in this two regions through the implementation of this project and it came out that production of promotional materials, data base of wine producers with their products and contacts should be collected in the future and distributed at different national holiday or events. Also, exhibitions, Wine Fairs should be organized as the best opportunity for gathering wine producers and citizens in the same place and offer both of them what they need: good wine species for citizens and better sale and promotion for wine producers.

Programme envisaged production of good marketing materials as the basic tool for promotion and in that sense, a lot has to be done to support wine producers to be compatible and modern in using modern tools, technologies for promotion of their products, such as face book, twitters, internet, web sites, etc. in order to reach the greatest number of people and market their products.

Joint activities to be organized in the future and obtain sustainability of the project involve organization of Wine Fairs and Wine Exhibition in both municipalities at certain holidays dedicated to wine and grape such as Saint Trifun on 14th February which is the same holiday celebrated in both countries. This could be again an event for gathering our wine producers from both countries.