

# TRADE PROMOTION IN THE WINE SECTOR

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## BACKGROUND

The wine sector is of economic and trade relevance for all CEFTA Parties. In a mapping of regional value chains within CEFTA, conducted under the GIZ-implemented Project on “Addressing Market Access Barriers in selected supply chains in CEFTA”, wine was identified as one of the sectors with potential to further develop regional value chains. Moreover, the wine sector was also considered to have potential to improve its export performance in markets outside the CEFTA region. Against this background, CEFTA Parties decided to further analyse the wine value chain and to explore tools for trade promotion of the wine sector in CEFTA.

## OVERALL OBJECTIVE

The overall objective of this pilot initiative is to enhance the capacities of CEFTA structures to better understand the potential and constraints that ex-

ist in the wine value chain and to take actions to promote the competitiveness and export performance of the wine sector.

## ACTIONS AND ACTIVITIES

The main action under this initiative is to conduct an analysis that shall (1) single out areas of possible performance improvement in the wine sector in CEFTA and (2) provide CEFTA Parties with recommendations on policy tools and instruments to promote competitiveness and export performance of the sector. It entails:

- Mapping the value chain in consultation with relevant stakeholders
- Analysing the performance and competitiveness capabilities of the value chain in the context of national and global trends in the wine industry
- Identifying value chain performance constraints and development opportunities



- Formulation of (mainly policy) recommendations to be undertaken by public and private sector to enhance trade and competitive performance of the sector

As part of the analysis, the results of the various CEFTA Trade Facilitation projects implemented over the past years by different organizations are being reviewed. It will be assessed to which extent the recommendations produced by these projects can be instrumental for the promotion of the wine sector.

## IMPACT ON CEFTA

The results of this initiative will support the respective public authorities in CEFTA to better understand the potentials and constraints in the wine value chain and to take necessary actions to promote competitiveness and export performance of the wine sector. It will contribute to trade facilitation, investment promotion and capacity building across the Parties.

## SUMMARY PROJECT INFORMATION

Dates:	September 2015 - February 2016
Budget:	€ 30,000
Partners:	GIZ and CEFTA
Financiers:	German Federal Ministry for Economic Cooperation and Development
Beneficiaries:	Ministries responsible for trade and agriculture, wine producers

## CONTACT PERSON/FURTHER INFORMATION

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