

MEDIA POST CAMPAIGN REPORT

I. Webinars

During the period June – November 5 webinars were organized on subjects that are relevant and of interest for the wine industry stakeholders, project partners, as well as the consumers and larger audience.

First webinar was dedicated to the topic: Protected Geographical Indications regions from Moldova, Romania, Bulgaria.

Renowned speakers from the three countries shared their experience and know-how on the subject, describing the characteristics of PGIs and wines produced in these regions, as well as the benefits of using the PGI name: Diana Lazar, Wine and tourism industry development specialist, Rodia Verbeniuc, General Director Invest Moldova Agency, Diana Rotari, PGI consultant represented Moldova, Sergiu Nedelea, Eurosommelier talked about protected geographical indications in Romania, while Stanimir Stoianov, Chair of Bulgarian Association of Oenologists and Dimitar Dimov, Secretary of Bulgarian Association of Oenologists referred to Bulgaria.



<https://www.facebook.com/winet.project/videos/353849466304057>

The event was disseminated by means of social media posts on three platforms and by means of paid campaigns on facebook.

Common borders. Common solutions.



WINET
19 iulie

Regiunile cu Indicație Geografică a Moldovei, României și Bulgariei vor fi subiectul unui eveniment online organizat ca parte a efortului proiectului WINET de a reuni vinificatorii din cele trei țări participante și de a le oferi posibilitatea de a discuta subiecte relevante și de a-și exprima părerea, preocupările și viziunea. Cu siguranță cu toții am auzit despre indicații geografice renumite, cum ar fi Champagne, Parmigiano Reggiano, Roquefort, Darjeeling, Irish...
Vezi mai mult

Online Webinar
Geographical Indication Regions of Moldova, Romania, Bulgaria

Speakers

MOLDOVA

Speakers

ROMANIA

BULGARIA

Wednesday, July 21
Time: 10:00AM

8 distribuiri

Webinarul organizat de proiectul transfrontalier finanțat de Uniunea Europeană WINET, a fost o adevărată călătorie în lumea vitivinicola din cele 3 state partenere, Republica Moldova, România și Bulgaria. La evenimentul live au participat speakeri cu renume internațional din cele trei țări. În cadrul acestui webinar, participanții au avut ocazia să facă cunoștință cu noțiunea de indicație geografică protejată, care este rolul acesteia și ce valoare poate genera atât pentru...
Vezi mai mult

Having as its main objective the increase of cooperation and trade in the wine sector between the three partner countries, by creating a common network comprising more than 375 representatives of the wine industry, the project aims to facilitate communication between producers, vendors, local/regional/national authorities, NGOs and other business development agencies, by engaging in joint activities during the project. The WINET project is particularly significant for Moldova, the wine industry being one of the pillars of our country's economy.

Radica Venterik, General Director of Invest Moldova Agency

produce the first sales with us, since the marketing of a region of a legendary wine to reach the goal through recently between wine

That has its reputation of having the presence of the more aggressive, though in the same time, they need to be more local authorities and

and facilitate

The online event, organized by the cross-border WINET project, funded by the European Union, having as main objective to find out more about the Protected Geographical Regions of the three partner countries, was a real source of information for both winemakers and the general public.

Eurosommiere Sergiu Nedelcu spoke about the regions with PGI, PDO, and TSO in Romania, and Bulgaria was represented by Stanimir Stolanov, President of the Association of Oenologists of Bulg...
Vezi mai mult

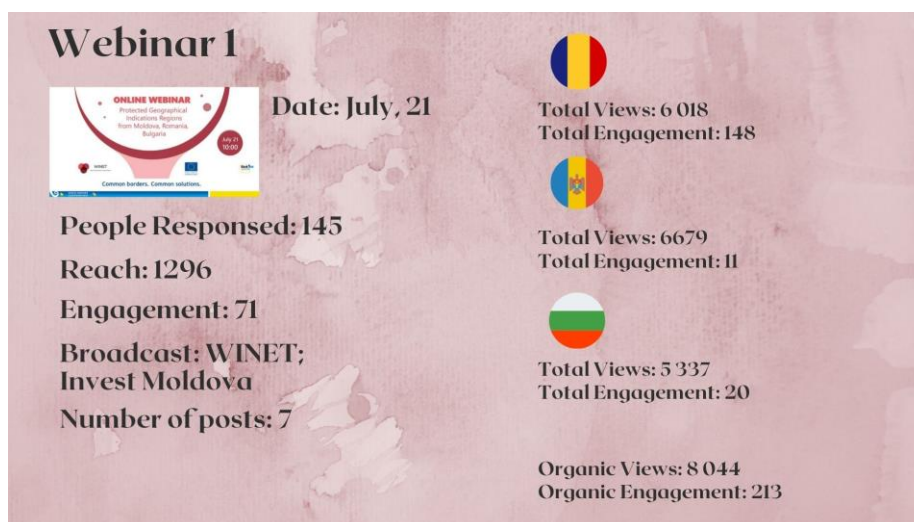
"Protected Geographical Indication, Protected Designation of Origin, Traditional Specialty Guaranteed, are notions that are of particular interest to beverage and food producers, which aim to differentiate and offer uniqueness to products in a market with growth trend and fierce competition. At the same time, from the point of view of the consumer, it is beneficial to know these terms, to have the certainty of a quality guarantee, but also to be able to make the optimal choice."

Sergiu Nedelcu, Eurosommiere

stands in front of a wine rack, but choice from a wide variety of wines, the PGI system can provide and more information wine, facilitating the buying

are focus on products with as for better visibility on the all as on the foreign one. It is a good communication between consumers."

ONLINE STATISTICS



During the second webinar Wine Marketing tools and methods were discussed

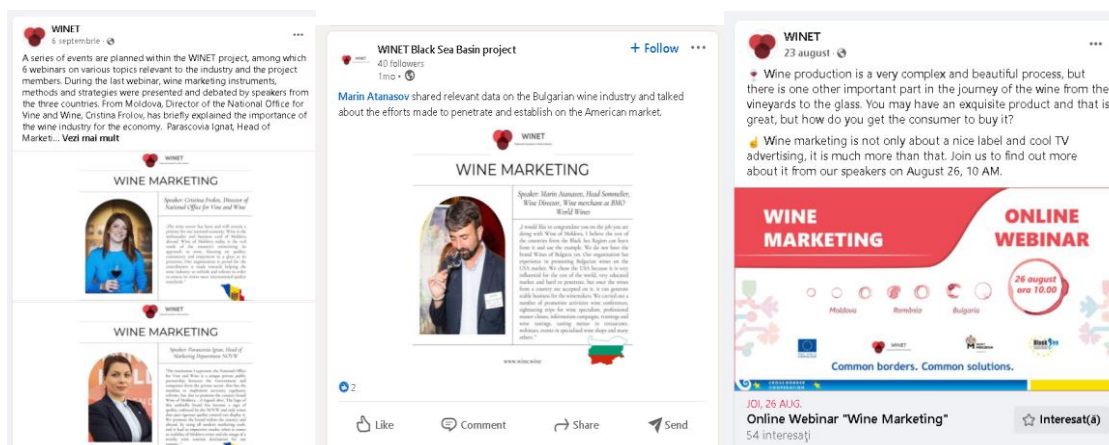
Speakers of the webinar: Cristina Frolov, Director National Office for Vine and Wine, Marketing Manager National Office for Vine and Wine, Parascovia Ignat, Marin Atanasov, Sommelier and Director at BMO World Wines, Bulgaria, while Romania was represented by Ioana Bidian Micu, wine consultant and Diana Pavelescu, sommelier. The great importance of digital marketing during the last decade, but also the major difference between the way wine is promoted, compared to other products and other topics were discussed during the webinar.

<https://www.facebook.com/winet.project/videos/377952503900724>

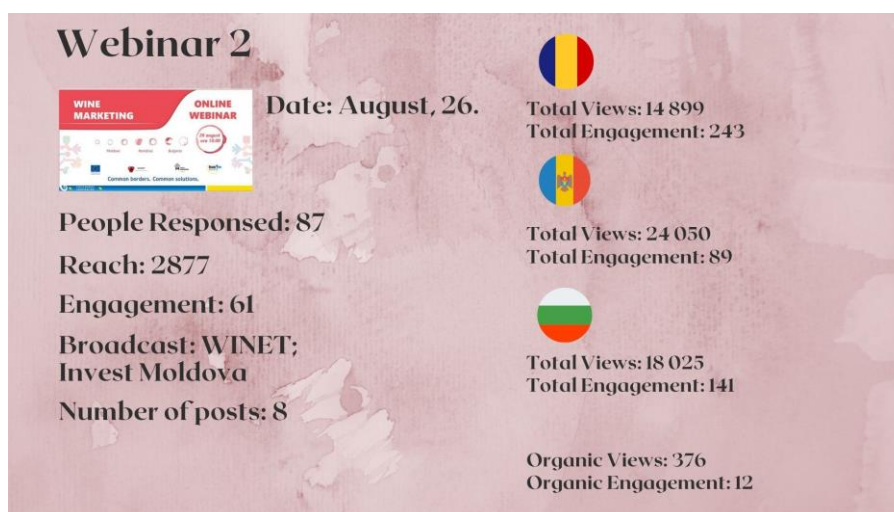
Common borders. Common solutions.



A number of social media posts were created and distributed before and after the webinar on social media platforms



ONLINE STATISTICS



Common borders. Common solutions.

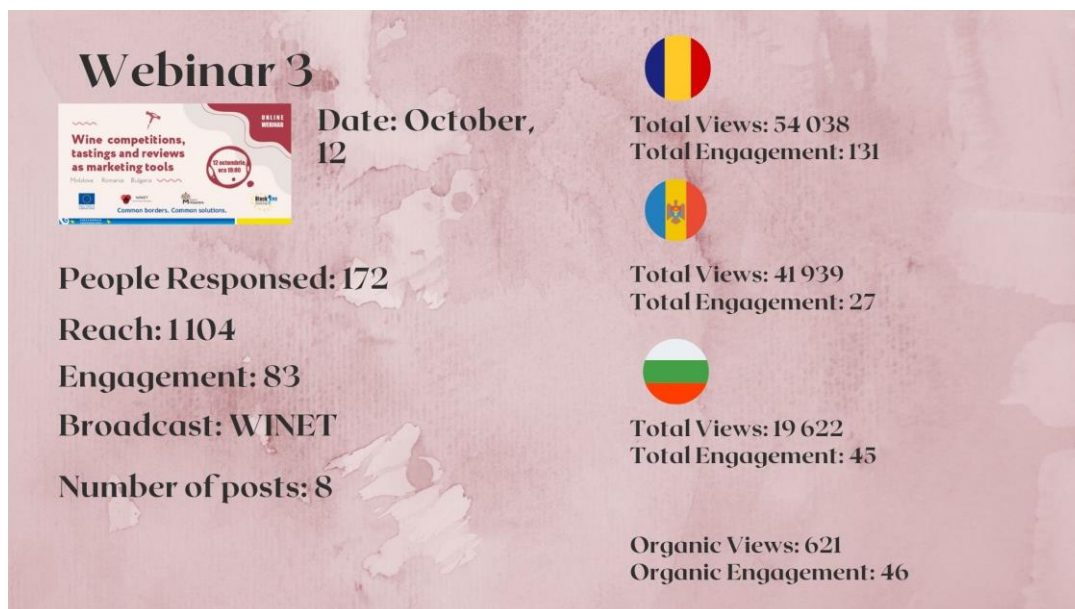
The specialists who made presentations during the webinar were:

Mihai Druță, President of the Association of Sommelier of Moldova, Ion Luca, Winemaker, International Wine Judge, Maurizio Ferreri, sommelier, Bulgaria, Wine judge, Vali Tătar, sommelier, Romania.

<https://www.facebook.com/winet.project/videos/429659062148338>



ONLINE STATISTICS

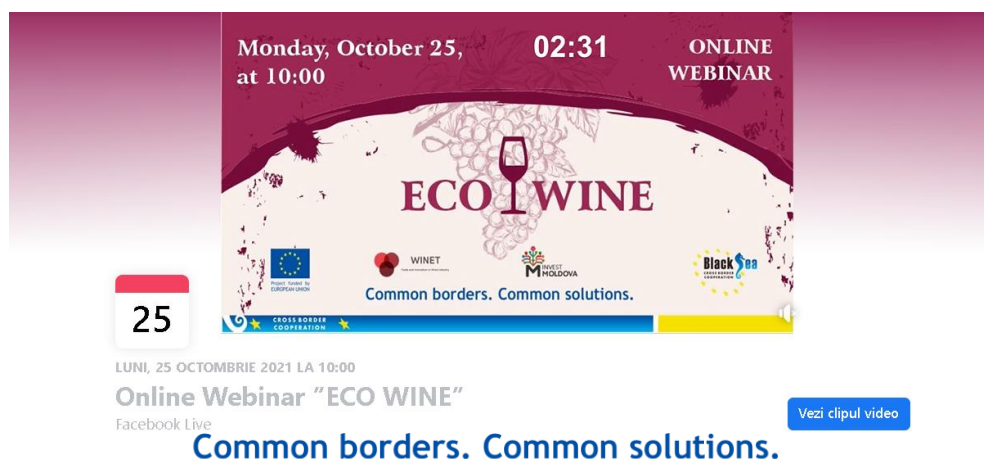


Given the obvious tendency for sustainability in all industries in the last decade, the subject of Eco Wine was selected for the fourth webinar.

Speakers discussed ecological vinegrowing and winemaking, as well as the difference between such terms as biodinamic, bio, ecological, natural, but also about the substances that are allowed in ecological farming and wine producing.

Moldova was represented by Eugen Sirbu, winemaker and renowned sommelier, Constantin Stratan, main eco wine producer of Moldova, Vlad Buruga, sommelier in Domeniul Bogdan winery, one of the main eco wine producers of Romania, Vlad Buruga and from Bulgaria, Yana Petkova, wine consultant and writer.

<https://www.facebook.com/winet.project/videos/397657498663244>



Monday, October 25,
at 10:00

02:31

ONLINE
WEBINAR

ECO WINE

Common borders. Common solutions.

25

LUNI, 25 OCTOMBRIE 2021 LA 10:00

Online Webinar "ECO WINE"

Facebook Live

Vezi clipul video

Common borders. Common solutions.

The graphic is a promotional banner for an online webinar. It features a central image of a wine glass with a vine motif. Logos for the European Union, WINET, Project Moldova, and Black Sea Cross Border Cooperation are displayed. A calendar icon shows the date '25'. The text 'Common borders. Common solutions.' is repeated at the bottom. The background is a gradient of purple and pink.



The event was promoted on social media platforms



ONLINE STATISTICS

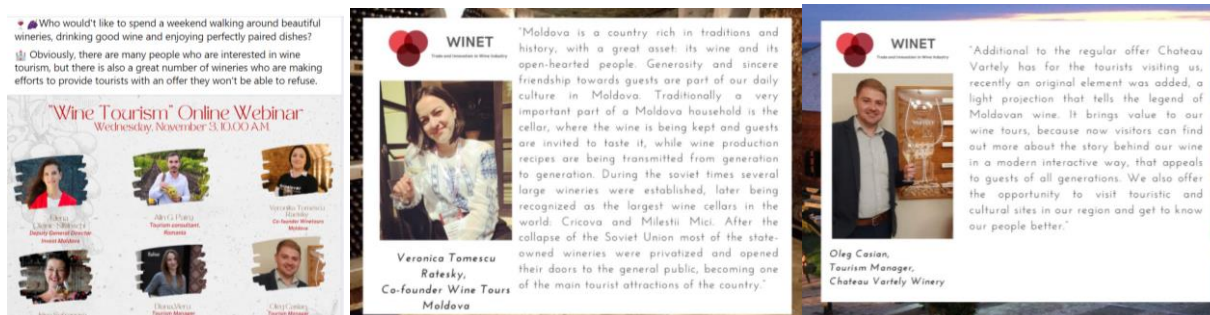
Given the fact that all three countries are tourist oriented and the fact that wine tourism has become increasingly popular, due to a shift in the preferences of the public from exotic destinations to destinations offering authentic experiences, **the fifth webinar organized within the WINET project was dedicated to Wine Tourism.**

<https://www.facebook.com/winet.project/videos/1593708624426500>



Common borders. Common solutions.

The event was promoted by means of targeted posts on social media platforms



All webinars were also promoted by means of online portals

<https://stiridinmoldova.md/despre-regiunile-cu-indicatie-geografica-protejata-cu-speciialitati-din-industria-vitivinicola-din-moldova-romania-si-bulgaria/?fbclid=IwAR3XkbmNoG8xXYdXkVARG13vy-VQJJIHSAWWJKCCQ4miyP2rDardGnjdFsk>

<https://agroexpert.md/rus/agromenedzhment/webinar-despre-regiunile-cu-indicatie-geografica-protejata-din-moldova-romania-si-bulgaria-rolul-si-beneficiile-pentru-vinificatori-si-consumatori>

<https://sinteza.org/2021/08/27/instrumente-de-marketing-al-vinului-in-moldova-romania-si-bulgaria-discutate-in-cadrul-unui-webinar/?fbclid=IwAR2iweKfdiFW60xUQ0aJRHpejc9K02vs8fUgeLIEVZIpZhyml8TGNUGNP-4>

https://novum.md/2021/10/14/webinar-winet-concursuri-de-vinuri-degustarile-si-recenziile-ca-instrumente-de-marketing/?fbclid=IwAR2lq_CwsjnFQGIWyoEyxc8MAvVAKhRW0tPs15wXvw-LGG4ZlxiHOKYm9sc

https://goodnews.md/08/24/4583/?fbclid=IwAR0p8GYr5wCRH1q8ObgH-VGGenBlhE7enJmGMBpQu_wHZYf9tPQt3Q3ytzo

https://24h.md/vinurile-bio-ce-presupune-producerea-acestora-si-ce-producatori-de-astfel-de-vinuri-exista-in-moldova-romania-si-bulgaria/?fbclid=IwAR0sn7DnWbHT_0HrKyVE9_aJ4qp-gpfa41OHjjQsAkRaWtE5nUlKkUvDP8

https://breakingnews.md/vinurile-bio-cum-sunt-produse-si-unde-le-putem-gasi/?fbclid=IwAR2Mvy4mLxPV9thf8cwg_ITMoHySm35qEyuW54LSTNJOJ_xH47bczEAbSUo

<https://www.chambersz.com/pokana-za-uchastie-v-uebinarregioni-sas-zaschiteni-geografski-ukazaniya-po-proekt-winet-46978>

<https://www.infoz.bg/bulgaria/8824-pokana-za-uchastie-v-uebinar-regioni-sas-zashtiteni-geografski-ukazania-po-proekt-winet>

Common borders. Common solutions.

<https://www.szeda.eu/bg/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/webinar-protected-geographical-indications-regions-from-moldova-romania-bulgaria.html>

<https://www.een.bg/bg/2019-07-22-06-02-52/19-sabitia/1332-web-winet>

<https://presadeazi.ro/despre-regiunile-cu-indicatie-geografica-protejata-cu-speciialisti-din-industria-vitivinicola-din-moldova-romania-si-bulgaria/>

<https://www.pareri.eu/webinar-regiuni-igp-2/>

<https://cpresa.ro/instrumentele-moderne-de-marketing-al-vinului-vor-fi-discutate-in-cadrul-unui-webinar-winet/>

<https://ultimelestirionline.ro/comunicate-de-presa/instrumente-de-marketing-al-vinului-in-moldova-romania-si-bulgare-discutat-in-cadrul-unui-webinar/>

<https://www.presaonline.info/un-nou-webinar-in-cadrul-proiectului-winet/>

<https://www.voceaviitorului.ro/webinar-winet-concursuri-de-vinuri-degustarile-si-recenziile-ca-instrumente-de-marketing/>

<https://agentiepr.ro/vinurile-bio-cum-sunt-produse-si-unde-le-putem-gasi/>

<https://antreprenori.eu/vinurile-bio-ce-presupune-producerea-acestora-si-ce-producatori-de-astfel-de-vinuri-exista-in-moldova-romania-si-bulgaria/>

BEST PRACTICES EXCHANGE VISITS

In July, 2021, a series of best practices exchange experiences visits was organized for Moldovan, Bulgarian and Romanian winemakers to each of the participating party.

This activity was vastly reflected in project's social media accounts. The posts covering visits of Moldovan winemakers to Romania and Bulgaria were published reaching very good results:



Common borders. Common solutions.

Best practices exchange visits Reach in 3 countries



Romania

Total number of posts= 10

Impressions = 72 615

Ad name	Impressions
O altă delegație formată [Romania]	12,184
Best practices [Romania]	6,767
Cross border WINET [Romania]	6,768
Exchange practices [Romania]	7,055
Combinatul de Vinuri [Romania]	6,935
Winemakers [Romania]	6,986
Success in sharing [Romania]	6,722
On the third day [Romania]	6,888
Delegation [Romania]	6,665
[07.2021] [FB] [Oxbar] [Пост] [Рым...	5,645
> Results from 10 ads	72,615 Total

Best practices exchange visits Reach in 3 countries



Bulgaria

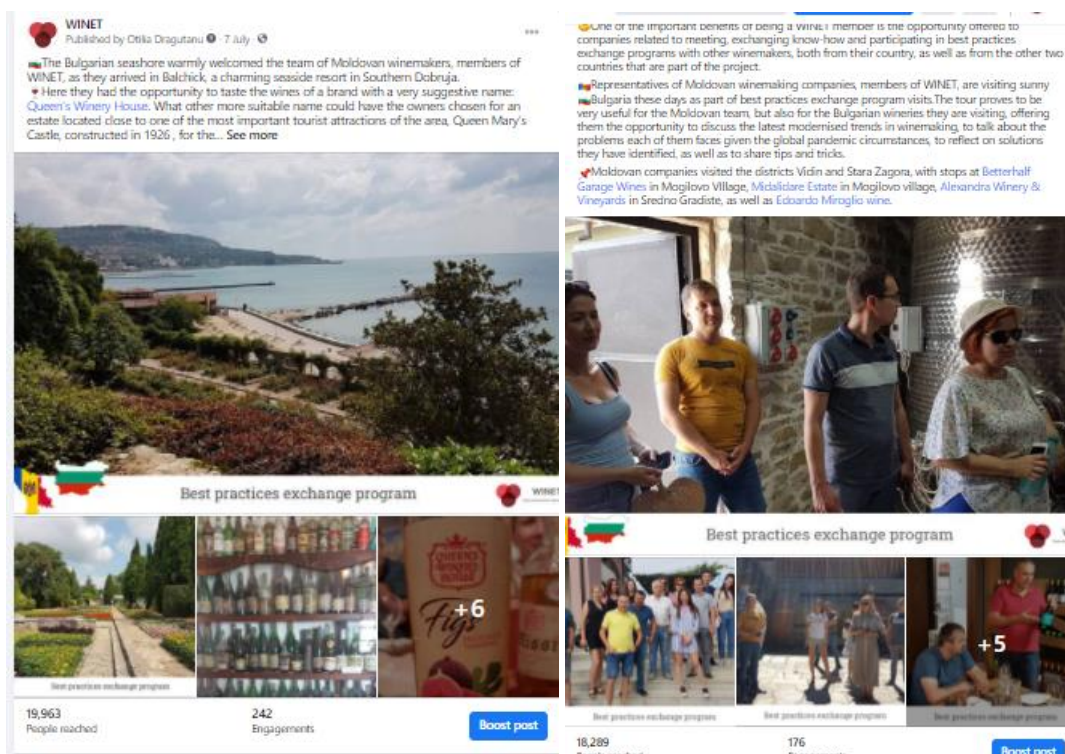
Total number of posts= 10

Impressions = 67 396

Total Impressions = 212 377

Ad name	Impressions
O altă delegație formată [Bulgaria]	11,269
Delegation [Bulgaria]	6,172
Success in sharing [Bulgaria]	6,226
Combinatul de Vinuri [Bulgaria]	6,284
Best practices [Bulgaria]	6,208
Cross border WINET [Bulgaria]	6,102
Exchange practices [Bulgaria]	6,368
On the third day [Bulgaria]	6,469
Winemakers [Bulgaria]	6,251
[07.2021] [FB] [Oxbar] [Пост] [Бонр...	6,047
> Results from 10 ads	67,396 Total

Common borders. Common solutions.



The article reflecting all the details of the visit was published on WINET.wine platform and several news portals:

<https://winet.wine/best-practices-exchange-program-visit-of-moldovan-delegation-to-bulgaria/>

<https://www.chambersz.com/delegaciya-ot-vinari-i-eksperti-ot-republika-moldova-poseti-balgariya-po-proekt-winet-46976>

<https://www.een.bg/bg/2019-07-22-06-02-52/19-sabitia/1330-winet-i>

<https://www.infoz.bg/bulgaria/8821-delegatsia-ot-vinari-i-eksperti-ot-republika-moldova-poseti-balgaria-po-proekt-winet>

<https://www.szeda.eu/bg/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/experience-exchange-visit-of-the-moldovan-delegation-to-bulgaria.html>

<https://www.ziarulnational.md/foto-companiile-vitivinicole-din-republica-moldova-vizita-de-lucru-la-vinari-din-romania-si-bulgaria-pentru-a-se-inspira-in-dezvoltarea-afacerilor/>

Common borders. Common solutions.

1. The visit of Bulgarian winemakers to Romania was covered by the article published on the PP3 web-page as well as several Bulgarian news portals:

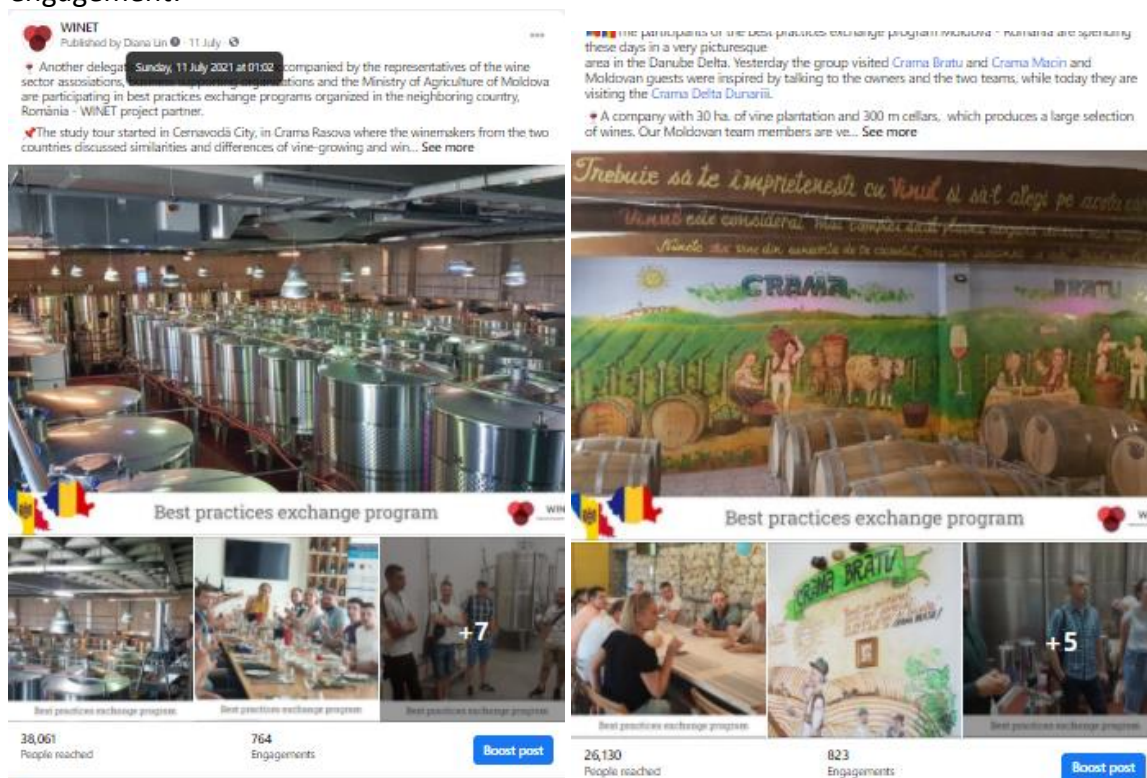
<https://www.chambersz.com/delegaciya-ot-vinari-i-eksperti-ot-rumaniya-poseti-balgariyapo-proekt-winet-46977>

<https://www.een.bg/bg/2019-07-22-06-02-52/19-sabitia/1329-winet>

<https://www.infoz.bg/world/8820-delegatsia-ot-vinoproizvoditeli-i-chlenove-na-vinarska-mrezha-poseti-rumania-i-moldova-po-programa-za-obmen-na-dobri-praktiki>

<https://www.szeda.eu/bg/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/experience-exchange-visit-of-the-bulgarian-delegation-to-romania-and-moldova.html>

2. Later, in July, the visit of Moldovan winemakers to Romania also was reported in details on WINET' social media pages achieving very good results in terms of post reach and engagement:



WINET
Published by Diana Lin · 11 July ·

Another delegation, Sunday, 11 July 2021 at 01:02, accompanied by the representatives of the wine sector associations, the Ministry of Agriculture and Rural Development of Romania and the Ministry of Agriculture of Moldova are participating in best practices exchange programs organized in the neighboring country, Romania - WINET project partner.

The study tour started in Cernavodă City, in Crama Rasova where the winemakers from the two countries discussed similarities and differences of vine-growing and win... [See more](#)

Trebuie să te împrietenești cu Vinul și să-l alegi pe acela care...
Unul este considerat, în timp ce altul este...
Într-o din, ambele de la Cernavodă...

Best practices exchange program

38,061
People reached

764
Engagements

[Boost post](#)

26,130
People reached

823
Engagements

[Boost post](#)

The article describing the details of this visit was placed on the WINET.wine platform:

<https://winet.wine/best-practices-exchange-program-visits-of-republic-of-moldova-to-romania/>

3. The visit of Moldovan winemakers to Romania and Bulgaria was covered in Moldovan, Bulgarian and Romanian press by several articles on the professional and general news portals:

Common borders. Common solutions.

<https://unimedia.info/ro/news/0ebed9ac13c688cf/vinificatorii-din-moldova-in-vizita-la-colegii-din-romania-si-bulgari-iti-ofera-idei-cum-sa-devii-mai-bun.html>

<https://deschide.md/ro/stiri/social/88632/Vinificatorii-moldoveni-%C3%AEn-vizit%C4%83-la-vin%C4%83rii-din-Bulgaria-%C8%99i-Rom%C3%A2nia-%C3%AEn-cadul-unui-proiect-transfrontalier.htm>

<https://www.ziarulnational.md/foto-companiile-vitivinicole-din-republica-moldova-vizita-de-lucru-la-vinari-din-romania-si-bulgaria-pentru-a-se-inspira-in-dezvoltarea-afacerilor/>

<https://www.crameromania.ro/informatii-utile/reprezentanfi-ai-cramelor-din-republica-moldova-in-vizita-la-cramele-din-romania-%C8%99i-bulgaria-in-cadrul-proiectului-transfrontalier-winet--494.html>

<https://radiochisinau.md/foto-vinificatorii-din-r-moldova-in-vizita-la-companiile-vinicole-din-romania-si-bulgaria---138012.html>

<https://realitatea.md/foto-companiile-vitivinicole-din-republica-moldova-vizita-de-lucru-in-romania-si-bulgaria-care-a-fost-scopul/>

<https://bani.md/vinificatorii-moldoveni-au-explorat-cramele-din-romania-si-bulgaria-ce-presupune-proiectul-transfrontalier-winet/>

<https://digipres.ro/schimb-de-bune-practici-intre-vinificatorii-din-r-moldova-si-cei-din-romania-si-bulgaria-in-cadrul-unui-proiect-finantat-de-ue/>

<https://www.chambersz.com/delegaciya-ot-vinari-i-eksperti-ot-republika-moldova-poseti-balgariya-po-proekt-winet-46976>

<https://www.infoz.bg/bulgaria/8821-delegatsia-ot-vinari-i-eksperti-ot-republika-moldova-poseti-balgaria-po-proekt-winet>

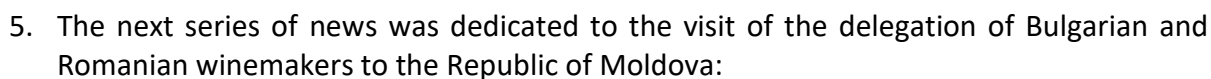
4. Bulgarian winemakers have visited Romania with the exchange study visit, and the article about this visit was placed on the WINET.wine platform and the PP3 page:

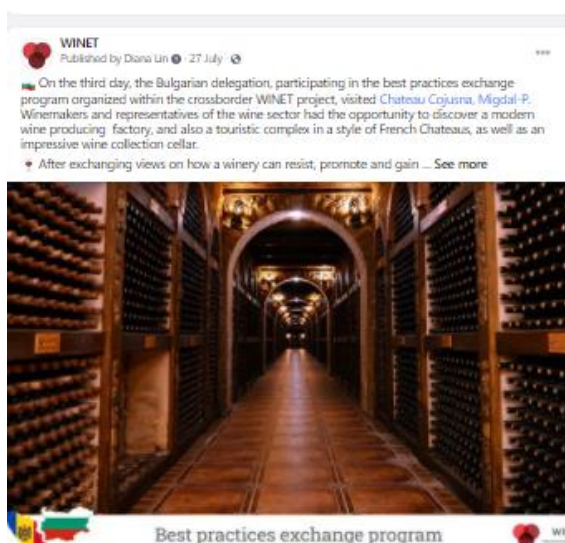
<https://winet.wine/best-practices-exchange-program-visits-of-bulgaria-to-romania/>

<https://www.chambersz.com/delegaciya-ot-vinoproizvoditeli-i-chlenove-na-vinarska-mreja-poseti-rumaniya-i-moldova-po-programa-za-obmen-na-dobri-praktiki-po-transgranichniya-proekt-winet-targoviya-i-inovacii-vav-vinarskata-industriya-46975>

These series of posts were finalized with a powerful communication instrument – testimonials, where we could collect opinions and quotes from the exchange experience programs participants:

Common borders. Common solutions.





Common borders. Common solutions.



This visit was largely reflected in Moldovan, Romanian, and Bulgarian press:

<http://tvr Moldova.md/social/schimb-de-experienta-intre-vinificatorii-din-romania-si-cei-din-republica-moldova/>

<https://stiri.md/article/economic/schimb-de-experienta-intre-vinificatorii-din-romania-si-cei-din-moldova>

<https://agroexpert.md/rus/v-moldove/schimb-de-experienta-intre-vinificatorii-din-romania-si-cei-din-moldova>

<https://www.facebook.com/watch/?extid=SEO----&v=792068458122580>

<https://infoprut.ro/79409-schimb-de-bune-practici-intre-vinificatorii-din-r-moldova-si-cei-din-romania.html>
<https://www.moldpres.md/en/news/2020/01/31/20000840>

<https://www.chambersz.com/delegaciya-ot-vinoproizvoditeli-i-chlenove-na-vinarska-mreja-poseti-rumaniya-i-moldova-po-programa-za-obmen-na-dobri-praktiki-po-transgranichniya-proekt-winet-targoviya-i-inovacii-vav-vinarskata-industriya-46975>

<https://www.infoz.bg/world/8820-delegatsia-ot-vinoproizvoditeli-i-chlenove-na-vinarska-mrezha-poseti-rumania-i-moldova-po-programa-za-obmen-na-dobri-praktiki>

<https://www.szeda.eu/bg/%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/experience-exchange-visit-of-the-bulgarian-delegation-to-romania-and-moldova.html>

<https://www.een.bg/bg/2019-07-22-06-02-52/19-sabitia/1329-winet>

The reportaj about this visit was broadcasted on one of the main TV channels of Moldova:

<https://www.facebook.com/winet.project/videos/561425158372070>

This time video testimonials were filmed and distributed on social media, having the visitors share their impressions about the wineries they visited and the information they found out during their visit.

Video testimonials

<https://www.facebook.com/winet.project/videos/3039348456341238>

<https://www.facebook.com/winet.project/videos/135168092055636>

6. The interview about the WINET project of the project leader, Mrs. Elena Oleinic-Slivinschi was organized on the main state-owned TV channel of Moldova:

<https://www.facebook.com/winet.project/videos/4191431720894088>

The interview was republished on projects social media accounts.

Common borders. Common solutions.



WINET INTERNATIONAL CONFERENCE

On September 16, 2021, the WINET Cross-Border Conference was organized, being the biggest event of the year for the wine industry of the three participating countries. The wine industry community from the Republic of Moldova, Romania, and Bulgaria met during the project's main networking and dissemination event to address the most relevant subjects, exchange knowledge, and learn new development strategies. The conference, hosted by General Deputy Director of Invest Moldova Agency and WINET Project leader, Elena Oleinic-Slivinski, featured plenary and presentation panels, networking, and meetings between wine sector representatives and public and private stakeholders.

The conference was broadcast on facebook page of the WINET project and of the Invest Moldova Agency, as well as on the privesc.eu portal and on youtube.

<https://www.privesc.eu/Arhiva/96287/Conferinta-transfrontaliera-WINET>

<https://www.youtube.com/watch?v=oJK3pVV6878>

<https://www.facebook.com/winet.project/videos/274132727897529>

An extensive social media campaign was organized for the promotion of the event, posts about the conference in general, but also about the topics to be discussed and the invited speakers were created, placed and targeted.



Common borders. Common solutions.





Dear friends and partners,

we are happy to announce that on September 16, Moldova will host the cross-border WINET Conference. The community of stakeholders from the wine industry of Moldova, Romania and Bulgaria is coming together to discuss the most relevant topics for the industry, exchange know-how and learn from each other's development strategies.

The conference will feature presentation panels, networking and meetings between wine sector representatives from L... [See more](#)

WINET CROSSBORDER CONFERENCE

"TRADE AND INNOVATION IN WINE INDUSTRY" 858-638

DATE: SEPTEMBER 16th 2021
TIME: 10:00

TRACEABILITY AND WINE AUTHENTICATION September 16, 2021 11:00 AM

DIGITALIZATION AND WINE PROMOTION IN COVID September 16, 2021 12:15 AM

OVERCOMING THE CHALLENGES OF THE PANDEMIC CRISIS September 16, 2021 13:30 AM

CONFERENCE OPENING September 16, 2021 10:00 AM

Quotes from the speeches were posted on social media during the event and in the days after.

WINET
Published by Victoria Costovici • September 16 •

"The wine industry in the Republic of Moldova is one of the strongest sectors of the national economy. Within the last few years, the trend has changed from bulk exported wines to quality bottled wines. Winemakers have as their main goal to identify and penetrate new markets. Therefore, today's Conference is the culmination of the project and brings together local and international speakers who will discuss today topics of major importance to the wine industry. Invest Moldova ... [See more](#)

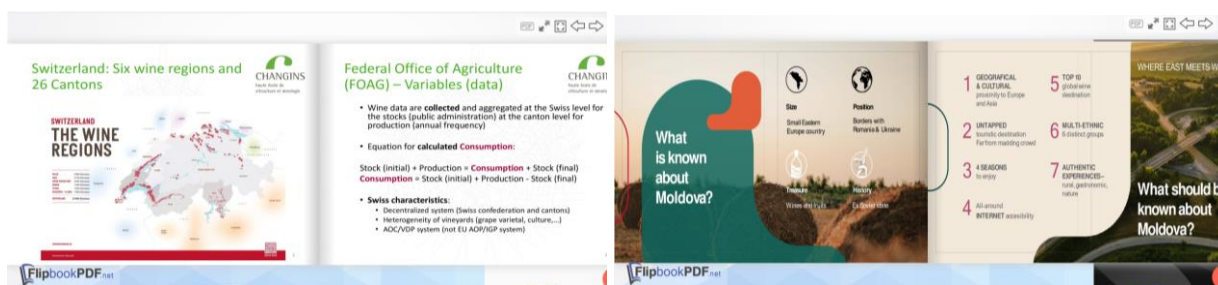
"The conference comes with a topic determined by the context related to the digitalization and promotion of wine during the COVID period, overcoming the challenges of the pandemic crisis by the sector, but also cooperation on the wine market in the Black Sea Region, with increased emphasis on innovation. The wine sector remains an important strategic branch of the national economy, and its importance is obvious by its share in GDP. This sector has already become a business case... [See more](#)

"This common platform brings together wine industry stakeholders from 3 countries of the Black Sea Basin, for better cooperation throughout the economic chain. From exchange of ideas, marketing and promotion policies, trade exchanges to capitalizing on the tourism potential of this industry. I noticed with satisfaction the activities carried out so far within the project: online events, webinars, good practice exchange program, field visits, concern for identifying common solutions... [See more](#)

SERGIU GHERCIU
State Secretary, Ministry of Agriculture and Food Industry

All presentations of the speakers were collected, flipbooks were created and shared on social media, in order for viewers to be able to study their content more closely.

Common borders. Common solutions.



An extensive campaign was carried out in the online media for the promotion of the Cross-border Conference, before and after the event.

<https://stiri.md/article/economic/prima-conferinta-transfrontaliera-winet-va-fi-organizata-la-chisinau>

<https://protv.md/articol-comercial/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizata-in-r-moldova---2579569.html?fbclid=IwAR1q3PLvdqqza0wmeVHU48U821muC4rBbUDsk0wX-sgSua5dWbqi701IabA>

<https://mediamon.ro/2021/09/17/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizata-in-r-moldova/>

[https://infomarket.md/ro/infomarket/Proiectul WINET care revoluioneaz cooperarea sectorului vini col din regiunea Bazinului Mrii Negre la o nou etap au fost semnate acordurile de colaborare c u reprezentanii vinriilor din regiune](https://infomarket.md/ro/infomarket/Proiectul_WINET_care_revoluioneaz_cooperarea_sectorului_vini_col_din_regiunea_Bazinului_Mrii_Negre_la_o_nou_etap_au_fost_semnate_acordurile_de_colaborare_cu_reprezentanii_vinriilor_din_regiune)

<https://unimedia.info/ro/news/41c3bcfe04e4982f/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizat> https://syfeed.com/md/news-details/amp/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizata-in-r-moldova_52437881.htmla-in-r-moldova.html

<https://agromedia.md/agricultura-moderna/vii-si-vinuri/prima-conferinta-transfrontaliera-dedicata-vinului-au-fost-trasate-cele-mai-importante-obiective>

<https://www.ziarelive.ro/stiri/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizata-in-r-moldova.html>

<https://agrobiznes.md/conferinta-transfrontaliera-moldova-romania-si-bulgaria-au-discutat-despre-piata-vinului.html>

<https://agroexpert.md/rus/v-moldove/prima-conferinta-transfrontaliera-winet-organizata-la-chisinau>

<http://saptamina.md/index.php/2021/09/18/speakeri-de-talie-internationala-la-prima-conferinta-transfrontaliera-winet-organizata-in-r-moldova/>

<https://realitatea.md/comunitatea-vitivinicola-din-trei-tari-intr-o-conferinta-comuna-s-a-discutat-si-despre-exportul-vinului-din-moldova/>

Common borders. Common solutions.



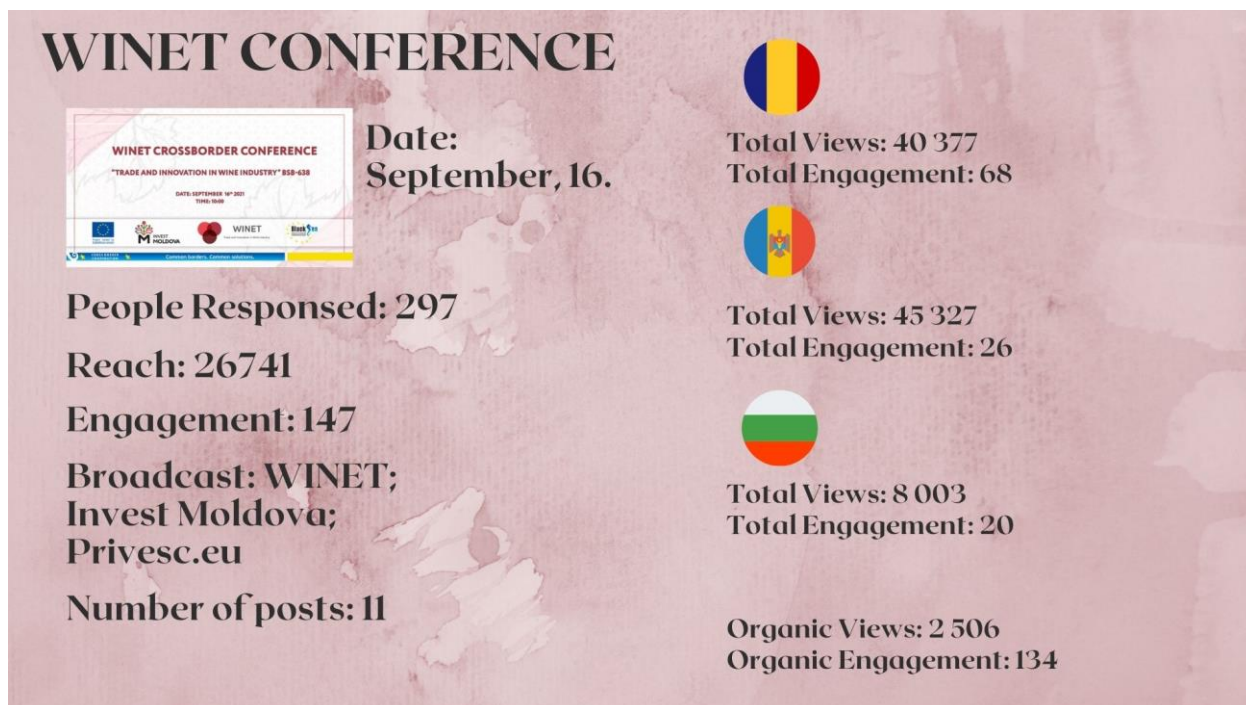
<https://bani.md/prima-conferinta-transfrontaliera-winet-va-fi-organizata-la-chisinau-vor-participa-18-speakeri-din-diverse-tari/>

TV

<http://m.tvrmoldova.md/social/personalitati-in-domeniul-vitivinicol-mondial-au-participat-astazi-la-chisinau-la-conferinta-transfrontaliera-winet/>

<https://www.facebook.com/winet.project/videos/2886940408301964>

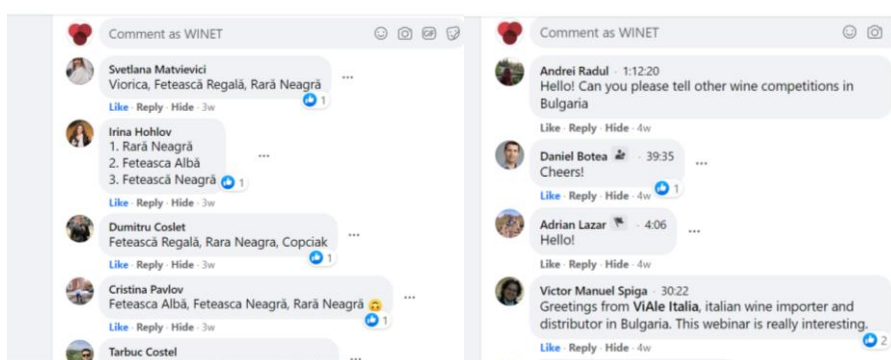
ONLINE STATISTICS



PROMOTED FACEBOOK POSTS

Throughout June-November period 65 posts were promoted by means of 106 reach campaigns targeted to different audiences. The content promoted referred to the goals and activities of the project, the events organized, the platform, benefits of being a member of the platform, as well as interactive posts, such as quizzes and contests, and consisted of graphic, photo as well as video materials. Posts were viewed by over one million people, while over 3800 interacted with them through likes, comments and shares.

Common borders. Common solutions.



ONLINE STATISTICS

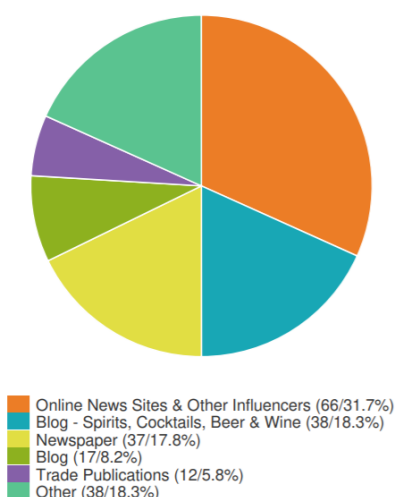


Common borders. Common solutions.

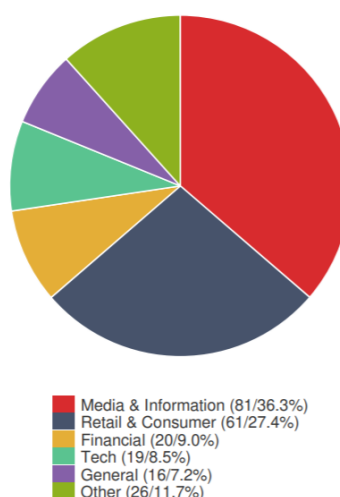
Publication of articles

Two articles were written and published through two PR wire placements. The first article was meant to disseminate information about the winet.wine platform, its advantages both for winemakers and wine industry stakeholders, as well as for winelovers, who can get acquainted through the platform with wines from Moldova, Bulgaria and Romania. The article was published on 213 online media outlets worldwide with over 8 thousand views.

Total Pickup by Source Type



Total Pickup by Industry



Overview

RELEASE VIEWS & HITS	9K	MULTIMEDIA	3K
Release Views	8K	Image Views	2K
Media Views	309	Image Web Crawlers	1K
Public Views	8K		
Partner Sites	376		
PR Newswire Properties	7K		
Release Web Crawler Hits	1K		

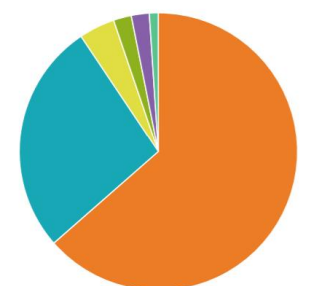
The second article was dedicated to the project in general and the way it promotes Moldova, Romanian and Bulgarian wines, but also touched upon the characteristics of these wines and why the consumer should look for them on the shelves of the stores and menus of restaurants.

It was published by 97 media outlets, and it was viewed by over 2000 people.

Common borders. Common solutions.

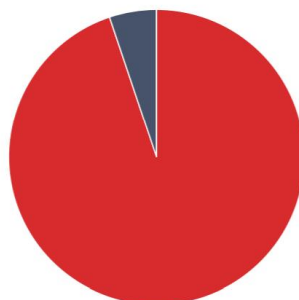


Total Pickup by Source Type



Newspaper (61/63.5%)
Broadcast Media (26/27.1%)
Online News Sites & Other Influencers (4/4.2%)
News & Information Service (2/2.1%)
PR Newswire (2/2.1%)
Other (1/1.0%)

Total Pickup by Industry



Media & Information (92/94.8%)
Financial (5/5.2%)
Other (0/0.0%)

Overview

RELEASE VIEWS & HITS 2K

Release Views 1K

Media Views 89

Public Views 1K

Partner Sites 109

PR Newswire Properties 1K

Release Web Crawler Hits 230

Common borders. Common solutions.