



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, Eurosommielier 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.

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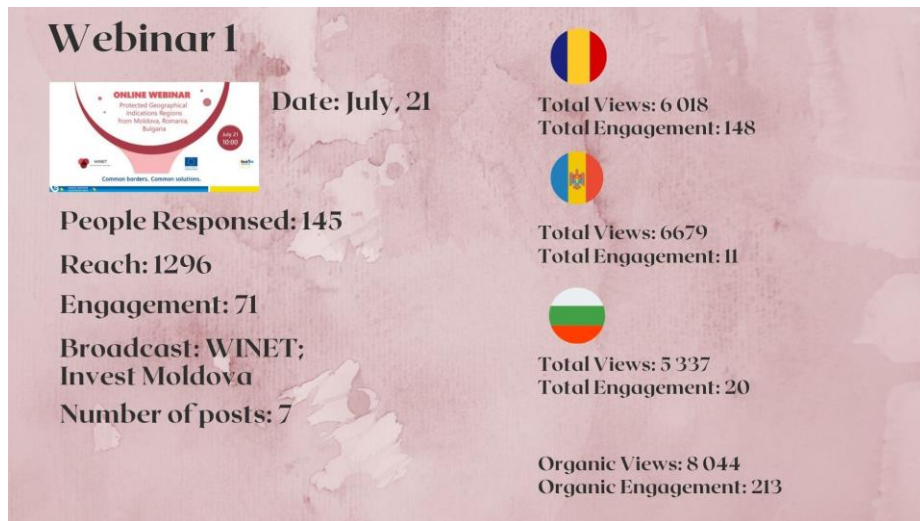




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ONLINE STATISTICS



During the second webinar Wine Marketing tools and methods were discussed

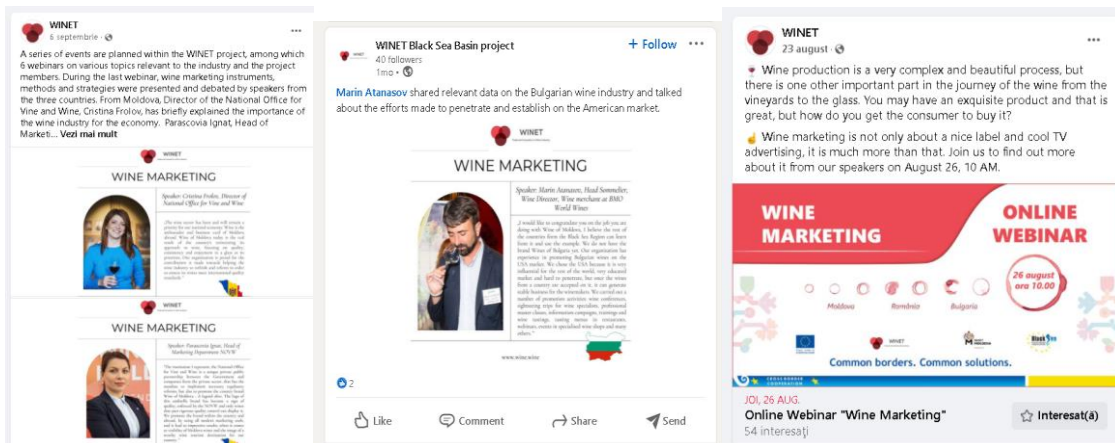
Speakers of the webinar: Cristina Frolov, Director National Office for Vine and Wine, Marketing Manager National Office for Vine and Wine, Parascovia Ignat, Marin Atanasov, Sommelier and Director at BMO World Wines, Bulgaria, while Romania was represented by Ioana Bidian Micu, wine consultant and Diana 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>

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



ONLINE STATISTICS

Webinar 2

Date: August, 26.

People Responded: 87

Reach: 2877

Engagement: 61

Broadcast: WINET;

Invest Moldova

Number of posts: 8

Total Views: 14 899

Total Engagement: 243

Total Views: 24 050

Total Engagement: 89

Total Views: 18 025

Total Engagement: 141

Organic Views: 376

Organic Engagement: 12

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During webinar number 3, invited speakers discussed about Contests, tastings and reviews and the way these can be used both in order to verify the quality of the wines a winery produces, as well as the compliance with international standards and the preferences of the consumers, but also how these tools can be used for the promotion of a wine brand.

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>



As in the case of all online events, the webinar was intensely promoted on social media



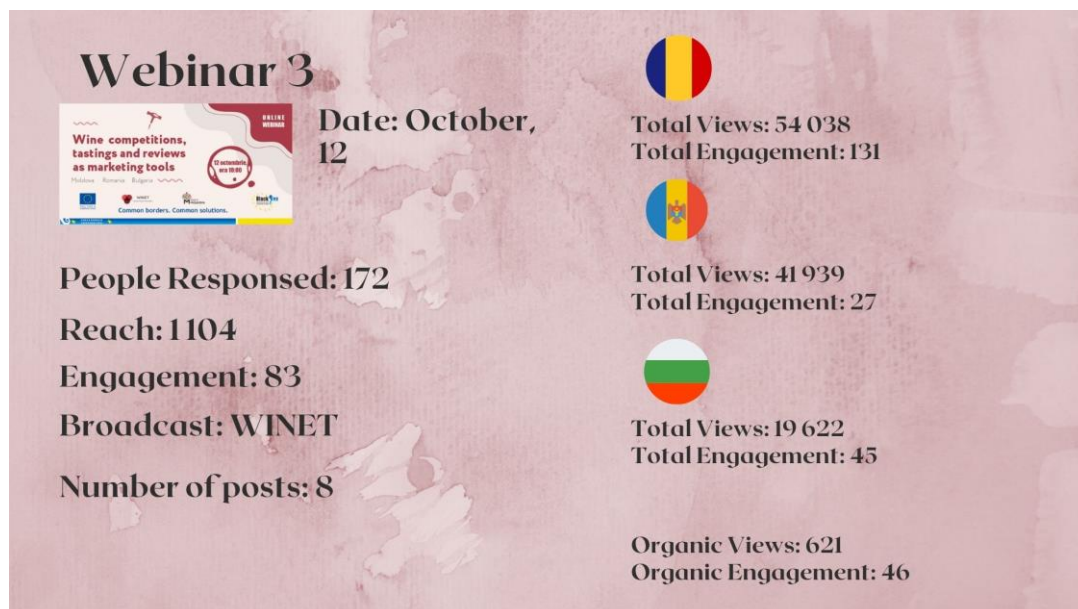
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ONLINE STATISTICS



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 wone 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

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25

LUNI, 25 OCTOMBRIE 2021 LA 10:00

Online Webinar "ECO WINE"

Facebook Live

Vezi clipul video

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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.**

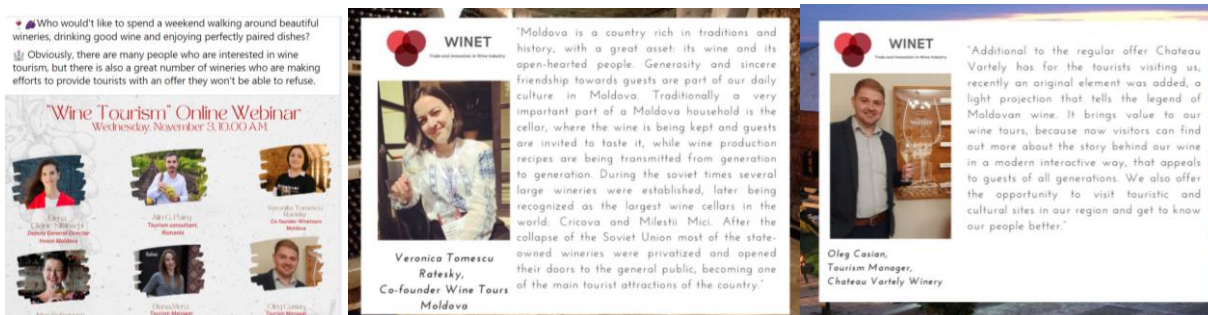
<https://www.facebook.com/winet.project/videos/1593708624426500>

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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-speciilitati-din-industria-vitivinicola-din-moldova-romania-si-bulgaria/?fbclid=IwAR3XkbmNoG8xXYdXkVARG13vy-VQJJIHSAWJJKCCQ4miyP2rDardGnjdfSk>

<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-gpfa41OHjjQsAkRalWtE5nUlKkUvDP8

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>

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<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:



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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] [Рум...	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] [Бор...	6,047
Results from 10 ads	67,396
	Total

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WINET


Trade and Innovation in Wine Industry




WINET
Published by Otilia Dragutaru · 7 July

The Bulgarian seashore warmly welcomed the team of Moldovan winemakers, members of WINET, as they arrived in Balchick, a charming seaside resort in Southern Dobruja.






Here they had the opportunity to taste the wines of a brand with a very suggestive name: Queen's Winery House. What other more suitable name could have the owners chosen for an estate located close to one of the most important tourist attractions of the area, Queen Mary's Castle, constructed in 1926, for the... See more



Best practices exchange program



Best practices exchange program

19,963
People reached

242
Engagements

Boost post

18,289
People reached

176
Financements

Boost post

One of the important benefits of being a WINET member is the opportunity offered to companies related to meeting, exchanging know-how and participating in best practices exchange programs with other winemakers, both from their country, as well as from the other two countries that are part of the project.

Representatives of Moldovan winemaking companies, members of WINET, are visiting sunny Bulgaria these days as part of best practices exchange program visits. The tour proves to be very useful for the Moldovan team, but also for the Bulgarian wineries they are visiting, offering them the opportunity to discuss the latest modernised trends in winemaking, to talk about the problems each of them faces given the global pandemic circumstances, to reflect on solutions they have identified, as well as to share tips and tricks.

Moldovan companies visited the districts Vidin and Stara Zagora, with stops at Betterhalf Garage Winery in Mogilovo Village, Midslicare Estate in Mogilovo village, Alexandra Winery & Vineyards in Sredna Gradiste, as well as Edoardo Mogiljo wine.

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-j>

<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-comaniile-vitivicole-din-republica-moldova-vizita-de-lucru-la-vinari-din-romania-si-bulgaria-pentru-a-se-inspira-in-dezvoltarea-afacerilor/>

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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:

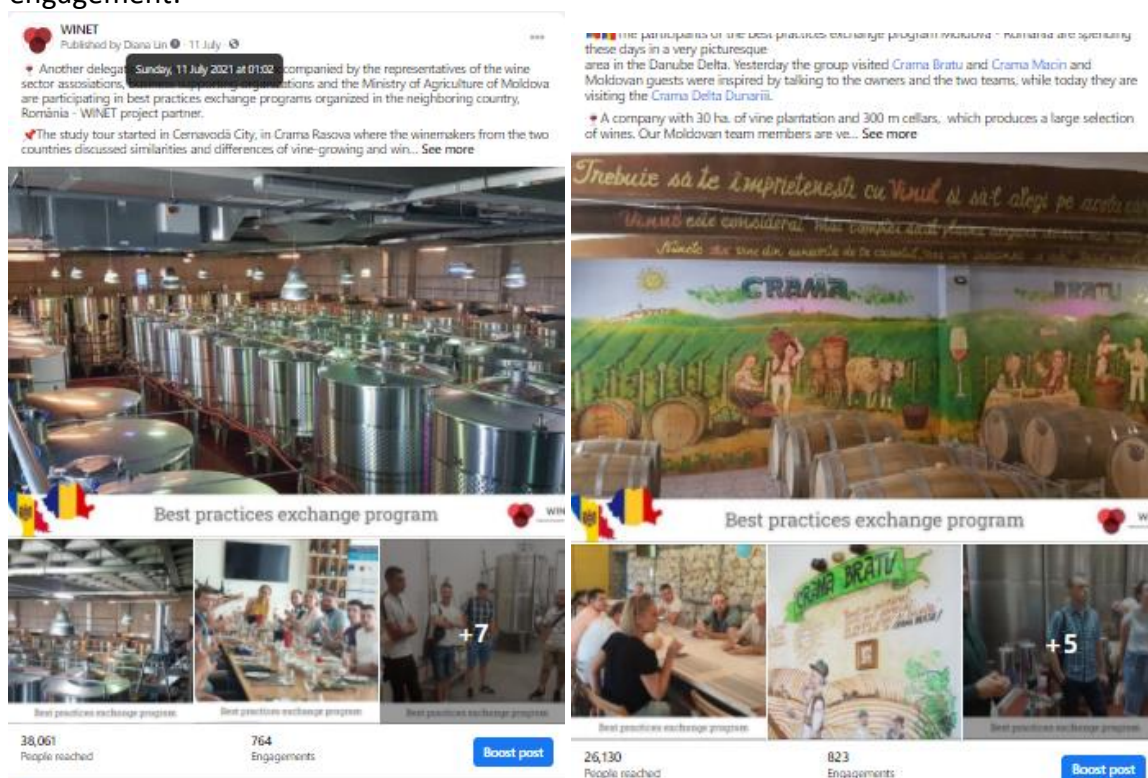
<https://www.chambersz.com/delegaciya-ot-vinari-i-eksperti-ot-rumaniya-poseti-balgariyaproekt-winet-46977>

<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, winegrowers' organizations 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

...the participants of the best practices exchange program... these days in a very picturesque area in the Danube Delta. Yesterday the group visited Crama Bratu and Crama Măcin and Moldovan guests were inspired by talking to the owners and the two teams, while today they are visiting the Crama Delta Dunării.

A company with 30 ha. of vine plantation and 300 m cellars, which produces a large selection of wines. Our Moldovan team members are ve... See more

Best practices exchange program

Best practices exchange program

Best practices exchange program

Best practices exchange program

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:

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WINET

Trade and Innovation in Wine Industry



<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>

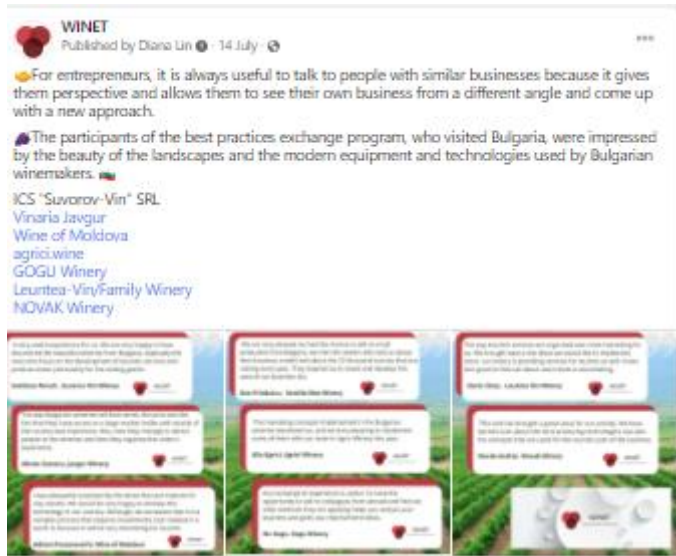
4. Bulgarian winemakers have visited Romania with the exchange study visit, and the article about this visit was placed on the WINET.wine platform and the PP3 page:

<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, were we could collect opinions and quotes from the exchange experience programs participants:

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5. The next series of news was dedicated to the visit of the delegation of Bulgarian and Romanian winemakers to the Republic of Moldova:



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WINET

Trade and Innovation in Wine Industry



WINET
Published by Diana Lin · 27 July

On the third day, the Bulgarian delegation, participating in the best practices exchange program organized within the crossborder WINET project, visited **Chateau Cojusra, Migdal-P**. Winemakers and representatives of the wine sector had the opportunity to discover a modern wine producing factory, and also a touristic complex in a style of French Chateaus, as well as an impressive wine collection cellar.

After exchanging views on how a winery can resist, promote and gain ... [See more](#)



Best practices exchange program

WINET
Published by Diana Lin · 28 July

The best practices exchange program organized by the cross border WINET project and implemented by **Agencia de Investitii/Invest Moldova Agency** continues with the visit of our dear colleagues from Romania.

On the first day, the winemakers had the possibility to visit 2 amazing Moldovan wineries: **Purcari Wines** and **Milesti Mici**. Each tour took the representatives from Romanian wineries to a deep dive into the winemaking process. The delegation was impressed by the lus... [See more](#)



Best practices exchange program



Best practices exchange program

Best practices exchange program

Best practices exchange program



Best practices exchange program

Best practices exchange program

Best practices exchange program

WINET
Published by Diana Lin · 29 July

On the second day, the delegation of winemakers from Romania experienced the revelation of innovation in wine-growing techniques for producing high-quality wines during a visit to the experimental plot of **Wine of Moldova**, situated near **Stautzeri**.

They were also introduced to the insights of high-level wine tourism logistics when visiting the famous **Combinatul de Vinuri "CRICOVA" S.A.** Here they found out more secrets of sparkling wine production, and how to give persona... [See more](#)



Best practices exchange program

Published by Diana Lin · 30 July

On the third day of the best practices exchange program, a real success in sharing new ideas and visions was achieved. Like their Bulgarian colleagues, the Romanian delegation visited another winery situated near **Chisinau - Chateau Cojusra, Migdal-P**. The wine representatives discussed the evolution of the wine sector from both countries, the imperative of country brand awareness strategy, and the adoption of alternative winegrowing and winemaking processes (orange wines... [See more](#)



Best practices exchange program



Best practices exchange program

Best practices exchange program

Best practices exchange program



Best practices exchange program

Best practices exchange program

Best practices exchange program

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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.

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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-Slivinschi, 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.



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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 t... [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

HOST: Stefan IFRIMANDI, Network expert WINET project, main organizer CROV

SPEAKERS:

- Dr. Caroline GIBBY PH.D., Head of Wine, University of Applied Sciences (University of Applied Sciences)
- Dr. Felicia ABRAMIA, Head of the Control Inspectorate of Quality Production and Food Inspection, Roma, Italy
- Dr. Alexandru MONDOLUX, Professor of Economics and management, University of Applied Sciences (University of Applied Sciences)
- Dr. Felicia ABRAMIA, Head of the Control Inspectorate of Quality Production and Food Inspection, Roma, Italy
- Dr. Felicia ABRAMIA, Head of the Control Inspectorate of Quality Production and Food Inspection, Roma, Italy

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

HOST: Alina PETRARIU PH.D., Network expert WINET project, Head of marketing Online Variety

SPEAKERS:

- Alan LAYTON, Head of Marketing, Teesside Univ, London, UK
- Prof. Dr. Prof. Dr. Georgy SDOBOLE, Constantin Brancoveanu University, Germany

Awards, and the wine expert from London, Joe Fattorini, will talk about the presence of the wine online. Next, Prof. Dr. Gergely Szolnoki, Geisenheim Un... [See more](#)

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

HOST: Georgiana TUDORA, project manager WINET project

SPEAKERS:

- Elena OLEINIC-SLIVINSCHI, Deputy General Director, WINET project leader, Invest Moldova Agency, project's Leading Partner
- Corina ZAH, Director, Next Generation Business SRL, Bucuresti, Romania
- Svetlana Pavlova, Expert International Cooperation, Chamber of Commerce and Industry Stars Zagreb, Project Partner, Bulgaria
- Florentina Jeleacu, General Director, Chamber of Commerce, Industry and Agriculture Tulcea, Project Partner, Tulcea, Romania

CONFERENCE OPENING September 16, 2021
 10:00 AM

HOST: Elena OLEINIC-SLIVINSCHI, Deputy General Director, WINET project leader, Invest Moldova Agency, project's Leading Partner

SPEAKERS:

- Ian IORDACHI, Deputy General Director, Invest Moldova Agency
- Sergiu GHERCIU, State Secretary, Ministry of Agriculture and Food Industry
- H.E. Daniel IONITA, Ambassador, Embassy of Romania to the Republic of Moldova
- Gheorghe BARANAUKAS, Deputy Head of Cooperation, EU Delegation to the Republic of Moldova
- Petar KRUSHKOV, Head of Trade and Economic Section, Embassy of the Republic of Bulgaria to the Republic of Moldova
- Aurel LEGBANEL, Project Officer, Joint Technical Secretariat of the Black Sea Basin Programme, South-East Regional Development Agency, Constanta, Romania
- Pau ROCA, General Director, International Organisation of Vine and Wine, Paris, France

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 ca... [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 sol... [See more](#)

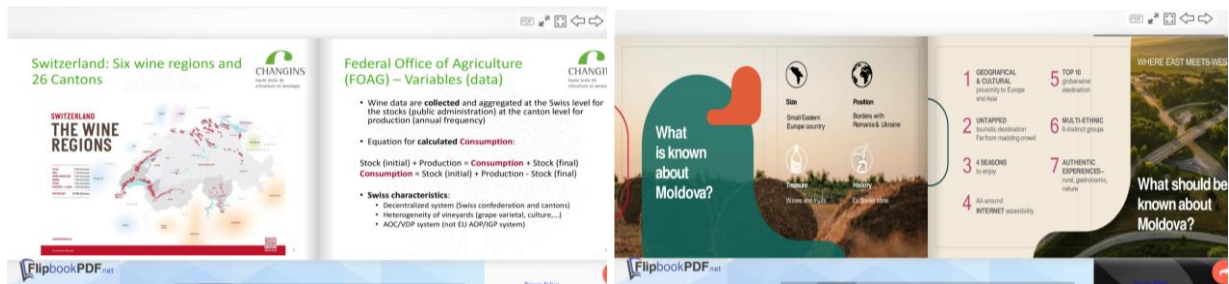
All presentations of the speakers were collected, flipbooks were created and shared on social media, in order for viewers to be able to study their content more closely.

Common borders. Common solutions.





Project funded by
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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=IwAR1q3PLvdqgza0wmeVHU48U821muC4rBbUDsk0wX-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_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/>

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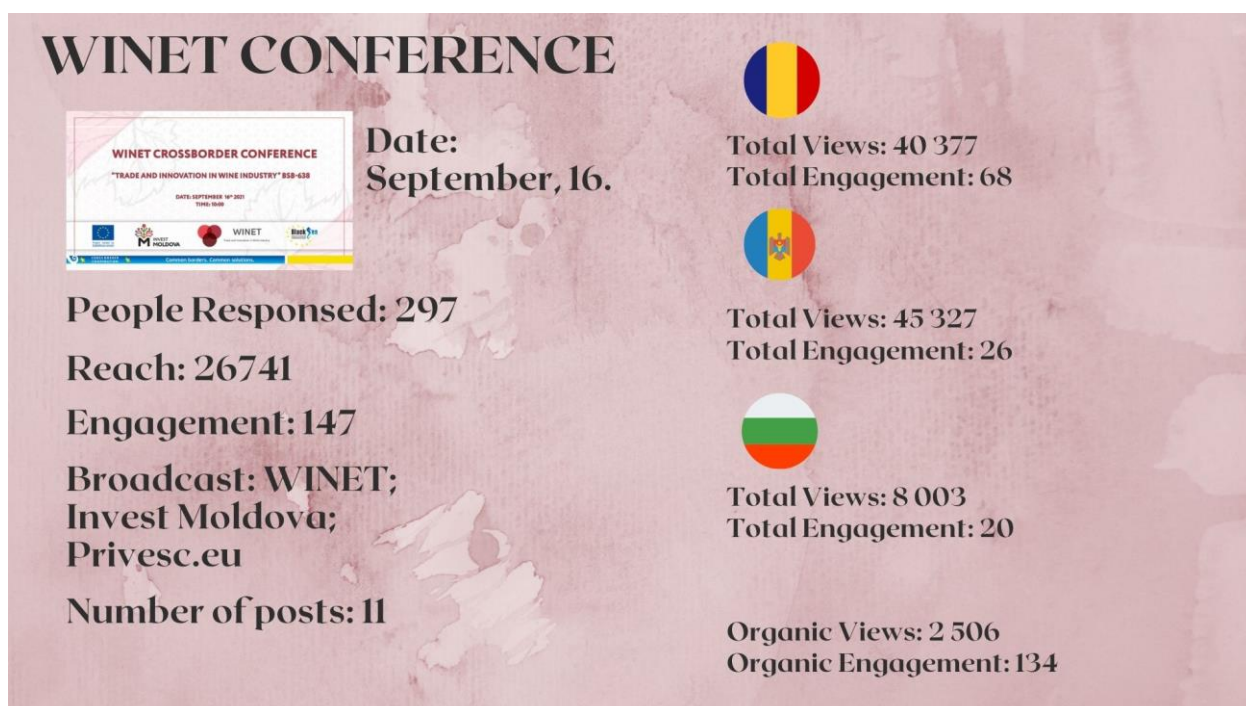
<https://bani.md/prima-conferinta-transfrontaliera-winet-va-fi-organizata-la-chisinau-vor-participa-18-speakeri-din-diverse-tari/>

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.

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WINET

Trade and Innovation in Wine Industry



activitățile acestuia, dar și despre prima conferință transfrontalieră WINET.



15,558
People reached

295
Engagements

Boost post

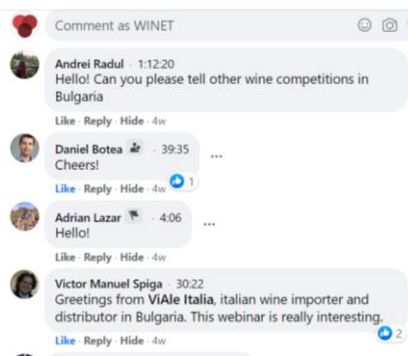


15,051

31

Engagements

Boost post



ONLINE STATISTICS

Paid facebook posts

 Views: 1435902

 Engagement: 3869



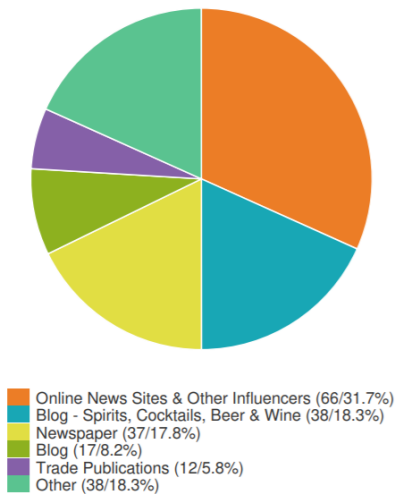
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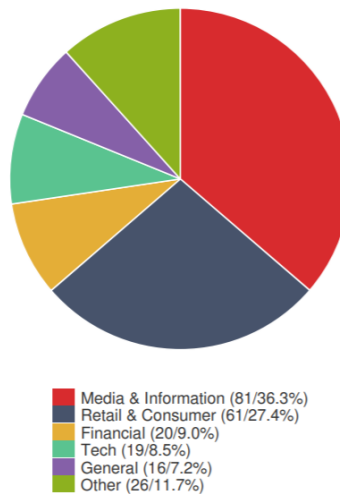
Publication of articles

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		

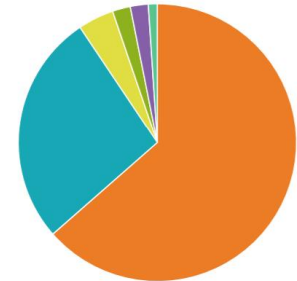
The second article was dedicated to the project in general and the way it promotes Moldova, Romanian and Bulgarian wines, but also touched upon the characteristics of these wines and why the consumer should look for them on the shelves of the stores and menus of restaurants.

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

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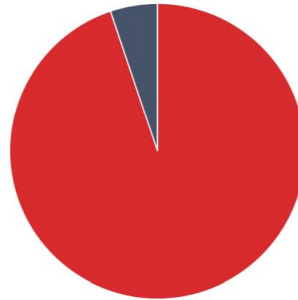


Total Pickup by Source Type



- 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

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