The role of Vine and Wine Foundation of Armenia in wine tourism development

Hayarpi Shahinyan
Executive Assistant,
Vine and Wine Foundation of Armenia

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Establishment of VWFA

- Government of Armenia recognized the production of wine and brandy as priority sector of economy.
- With the aim of introducing a new strategy for state policy and development programs, Vine and Wine Foundation of Armenia was established in 2016.
- Founder is the Government of Armenia and the state authorized body is the Ministry of Agriculture.
The prime objective of VWFA

to preserve and develop the rich cultural and historical heritage of Armenian wine in Armenia and around the world.
The objectives of VWFA

• to develop viticulture as a guarantee of a high-quality wine production,
• to improve quality of wine production,
• to raise winemaking reputation and competitiveness of the country,
• to develop Armenian wine culture,
• to create and promote "Wines of Armenia" brand,
• to promote export of wine,
• to promote wine consumption culture in Armenia.
The framework of activities

- Viticulture projects
- Wine projects
- Wine education
- Wine law
- Wine marketing
- Wine tourism
Wine Tourism Projects

Wine Tourism Development Activities:

- Supporting home-made wine producers to improve the quality of wine and entry to market,
- Supporting organization of wine festivals:
  - Areni Wine Festival (more than 1000 visitors),
- Raising awareness within population through various events (tastings, master classes, TV programs).
Wine Education

Enhancement of professional skills:

- Support educational organizations of the sector,
- Support in implementation of educational and scientific projects regarding viticulture and enology,
- Support in participation of Armenian young professionals in international forums,
- Organization of trainings, study trips, experience exchange for professionals and students
International projects

Promotion in international markets:

- Organization of participation in international exhibitions (ProdExpo (≈60,000 visitors), Prowein China (≈15,000 visitors), Prowein Dusseldorf (≈60,000 visitors), etc.),
- Organization of participation in international renowned tasting-competitions (Mundus Vini, Concours Mondial de Bruxelles, etc.),
200+ participants
30 renowned professionals from 9 countries
5 group sessions
40 reports
30+ press coverage

MoC with The Cité du Vin museum of Bordeaux, France

• Presentation of Armenian wines and sector
Tastings of Wines of Armenia around the world

- Belgium
- France
- Hungary
- India
- Lebanon
Visits of international buyers and bloggers

Promotion in international markets:

- Organization of visits and business trips of leading international bloggers, journalists, buyers and suppliers,
- Publication of articles.
Articles
ARMENIA, THE SACRED LAND OF WINE

https://www.youtube.com/watch?v=1OkrRPMXYzk
THANK YOU FOR YOUR ATTENTION