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Moldova's thriving wine industry captures Europe's interest at European Political Summit

Moldova emerges as a key player in the wine industry, gaining international attention

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In a remarkable display of recognition, the second edition of the European Political Summit, held on June 1, turned its focus towards Moldova and its burgeoning wine industry. The summit, held at the picturesque Mimi Castle in Bulboaca, a winery that

seamlessly combines beauty, authenticity, and flavor, brought together over 500 international journalists and 47 delegates from across Europe. Notably, this marked the first time the European Political Summit was organized by a non-European Union member country, underscoring Moldova's growing importance both economically and in its integration perspective with the EU.

Moldova: a nation blossoming in the wine industry

Renowned for its rich winemaking tradition, Moldova has now positioned itself as the fourteenth-largest exporter of wine globally, contributing around 3% to the country's Gross Domestic Product. Furthermore, Moldova proudly holds the title of having the highest number of vines per capita. Wine expert Jancis Robinson MW, in an article for the Financial Times, highlighted Moldova's natural advantages as a wine producer, noting similarities in latitude and limestone content with the renowned Burgundy region. In addition, Moldovan wines have garnered over 5,014 international awards in the past decade, demonstrating the increasing quality and recognition of their wines on the global stage.

A Hidden treasure waiting to be discovered

For many attendees, Moldova's indigenous grape varieties and unique terroirs represented an unexplored treasure. In this context, Wine of Moldova, a national wine brand, organized a special event titled "Savor Moldova - Meet Our Local Producers!" During this event, accredited journalists were introduced to the high-quality products of Moldova's viticultural, tourism, and agricultural industries. Each journalist was also presented with a registration kit containing a selection of Moldovan wines for tasting.

A Vision for the future and sustainable development

Wine of Moldova took the opportunity to share its strategic vision for the future sustainable development of the Moldovan wine industry. This year, the organization launched the #10yearsofwinevolution campaign, aiming to showcase how and why Moldova's wine industry is evolving to meet the challenges of the global market.

Investments and tourism

Looking ahead, key industry players have ambitious plans to raise $500 million over the next five years through investments in land and equipment. Moreover, Moldova aims to establish itself as a world-class tourist destination, with a growing number of wineries offering authentic experiences comparable to those found in Napa, Stellenbosch, and Mendoza.

With its indigenous grape varieties, innovative producers, and rich viticultural heritage, Moldova is gearing up for its next major international event, where it will proudly present its exceptional wines to the world.