

JOINT PROMOTING ACTIONS

OF THE LOCAL ENTREPRENEURSHIP
AT GREECE- ALBANIA
LESS FAVORED AREAS (LFA)
ON THE VITICULTURE AND WINE
PRODUCTION BUSINESS SECTOR

WINCOME



REGIONAL
COUNCIL
OF KORÇE



Interreg - IPA CBC 
Greece - Albania



REGIONAL
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OF KORÇE



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Të nderuar lexues!

Promovimi dhe Vlerësimi i asaj që kemi trashëguar, territorit, natyrës, mjedisit historik, traditës, artit dhe kulturës është përditshmëria, angazhim dhe detyrimi ynë.

Ndaj Rajoni i Korçës tashmë është kthyer në një destinacion 4 stinor.

Ndaj të flasësh është pak, ta vizitosh shijon shumë e më shumë nga kjo mrekulli e Juglindjes Shqiptare.

Agroturizmi është një nga drejtimet kryesore të zhvillimit rajonal.

Një vend të veçantë zë dhe vreshtaria.

Si në gjithë Shqipërinë, qysh prej lashtësisë, prodhuesit e verërave, me një trashëgimi ampelografike që tregon historinë enologjike, i gjen edhe në Rajonin e Korçës.

Pozicioni gjeografik i disa zonave, diët me diell, toka, llojshmëria e varieteteve autoktone ka bërë që të rriten sipërfaqet me vreshtari, aftësia përpunuese e tyre, por edhe të rritet numuri i vizitorëve që duan artin, kulturën, eksplorimin, pasionin për enologjinë.

Ky është synimi ynë.

Ne po ja dalim...

Ara Verushi

KRYETARE E KËSHILLIT TË QARKUT





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INTRODUCTION

The economies of the GR/AL CB Less Favored areas (LFA) diverse at all spatial scales. While agriculture is perceived as vital and proved to be the most resilient sector of the CB local economy (despite the recent economic crisis, the agriculture sector both in GR and AL increased GVA by 3,2% and 12,6% respectively), employment in other sectors is generally higher (GR CB area is considerably less agriculture and more heavily service-oriented than the AL one). Moreover, both in two countries, LFA's policies often address issues related to economic development (mainly tourism), infrastructure & environment. However, in the vast majority of local communities, the applied development policies, so far, do not consider the actual needs of local economies for agricultural and agro-food development. Thus, the phenomenon of agricultural abandonment (and the concomitant economic activities) at the targeted area of the WINCOME project, have become wide-spread. At the same time, other related weaknesses concerning the Economy and Labor Market of the project's area) the disparities of the Project's Beneficiaries (PBs) areas with respect to the level of economic development & labor productivity and b) the high rates of unemployment due to prolonged recession. The idea for the development of WINCOME is based on the needs of the PBs in relation mainly to Viticulture and Wine Production by applying the "Bottom-Up" approach which goes beyond excising practice of "Top-Down" local development policy.

The "bottom-up" approach means that local actors participate in decision-making about the strategy and in the selection of the priorities to be pursued in their local area. Experience has shown that the bottom-up approach should not be considered as alternative or opposed to top-down approaches from national and/or regional authorities, but rather as combining and interacting with them, in order to achieve better overall results.



The needs concern both

a) the promotion of local viticulture and wine production in order to attract new entrepreneurs and

b) the establishment of wine trade CBC. In the regions involved there have been a few notable success stories, of local wine products becoming popular. One of the more notable ones has been the Zitsa's and Amyntaio's famous wines which are also "PDO" branded. However there has been very limited transfer of knowledge and innovation to the neighboring regions. The 5 PBs realized the need to submit a project idea that for the first time would fully, utilize the local wine products and viticulture potential, capitalize the experience gained from previous thematic co-founded projects and maximize the benefits through CB trade cooperation. LB soon after the announcement of the call for proposals drafted WINCOME proposal & contacted organizations of the cross-border area from his network of cooperation to assess usability & interest in the project.

Knowing the problems & opportunities of the CBC area's SME's, LB communicated with PB2, PB3, PB4, PB5. LB had a continuous contact with the representatives of the partners for discussing the general details on the proposal's preparation & submission. At this stage all PB's agreed that must focus on products for which the sales claim refers to a "unique product not to be found elsewhere because it calls upon specific know-how shared among productive system stakeholders in a restricted production area". This applies to products in which local processing and know-how play a very important role. The WINOME project will aim at organizing mutual actions for exploiting the excellent wine varieties produced in the CB area. This series of mutual actions include the organization of wine production and promotion lessons, as well as seminars where the maintenance of quality, standardization and certification will be examined. Consequently, the main target groups that WINCOME influence directly are:

a) Wine production businesses and

b) people intending to exercise entrepreneurial activity in the area (including unemployed).

The AF was circulated among partners for feedback & consultation. Consequently, the project seems to be really mature since its initial steps of preparation, a fact that also supports success of the project & fruitful cooperation of the project partners till the finalization of the project.



CROSS - BORDER COOPERATION ADDED VALUE

All actions of the project have a strong CB character. Under the WINCOME, the basic elements of cross-border cooperation are those of cooperation among local and regional authorities and businesses, but also an orientation on elimination of the economic dysfunctions caused by border. From the very beginning of the project planning process, the consortium strongly motivated from the opportunity given for a) transformation of the border from a line of separation into a "workspace" for Joint Exploitation and Promotional Actions of Wine Products, and b) promotion of economic growth and exchange of know-how. Thus, concerning all the aforementioned, WINCOME stands both as a pilot CB thematic business development project itself and as prerequisite for improving CB entrepreneurship and especially young. WINCOME is about how a joint route of promoting the outward-looking of SMEs & wine products to international markets, can support non-homogeneous areas to flourish in more than one field.

WINCOME embodies the establishment of a cooperation network in the service of sustainable, local development in the field of targeted entrepreneurship (wine production and viticulture) by adopting multimodal and smart specialization methodologies; a cooperation network that can, with time & reasonable effort, expand and multiply its effect and results in the GR/AL CB area.

WINCOME is in synergy with & complementary and ensures the continuity of these projects as it address the same or similar issues in neighboring areas.



PROJECT OBJECTIVES & CONTENTS

The WINCOME project's overall objective is in full accordance with the programme's specific objective of the thematic priority in which belongs: Improve cross-border capacity to support entrepreneurship, business survival and competitiveness.

In terms of sub-objectives (S.O), WINCOME aims to:

S.O1 bridge the gap between the GR and AL partners in terms of wine production and exploitation

S.O2 exchange knowledge regarding wine production and viticulture

S.O3 explore new and more efficient ways of selling the different wine qualities at larger part of customers.

S.O4 analyze and communicate the good practices and lessons learnt in the partners regions

S.O5 disseminate information on the different wine varieties production and their requirements as well as the traditional local viticulture methods

S.O6 develop business support services to support cross-border economic activity

S.O7 develop services fostering wine production

S.O8 promote ICT tools for "smart" wine businesses

S.O9 promote thematic networks for common research and product development and common export promotion,

S.O10 implement mutual actions for the exploitation and promotion of the wine production tradition (in order to boost exports and entrepreneurship.

S.O11 organize seminars to disseminate wine production and certification and on-site training viticulture and wine production thematic workshops

S.O12 organize mutual cross-border wine exhibitions

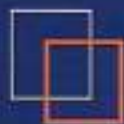
S.O13 develop Cross-border business-plans with pilot applications of cross-border collaborative schemes between individual businesses

S.O14 preserve and promote the inherent local knowledge of traditional viticulture in the participating regions

S.O15 educate horizontally new entrepreneurs both on viticulture techniques and wine production (integrated production).

S.O16 develop business tools concerning the wine production and viticulture

S.O17 systematically approach the reuse of abandoned vineyards



EXPECTED RESULTS

Despite the fact that the project's support to local entrepreneurship is non-financial, the project itself, develops a sustainable framework for business development, provide essential business tools and exchanging know-how. The innovative character of the project is demonstrated by the multilevel approach that has been adopted to improve capacities of regional and actors/facilities to support the development/growth of businesses. This approach aims firstly

a) to highlight the great potential on producing added value and competitive wine products with superior characteristics using local traditional techniques,

b) to attract young entrepreneurs and secondly to pave the way for smart business specialization.

Consequently, the project's expected results are:

Over 100 CB wine and viticulture enterprises will be supported (non-financial) from the project's expected outputs.

- Joint CB Wine exhibitions will promote CB business cooperation.
- WINCOME pave the way for future investments which will produce tangible and visible results on wine production and viticulture. The project's stakeholder will benefit from a great opportunity given to capitalize the project's outputs for business development purposes.
- At least 200 new interested entrepreneurs will be educated in wine production techniques and viticulture.
- At least 20 local traditional viticulture and wine production techniques will be demonstrated on-site.
- 5 user-friendly innovative ICT tools will be developed and be available for use.
- WINCOME, will serve as best practice and contemporary business development model for Less Favored Areas in local and regional level.



EU LEGISLATION IPA CBC PROGRAMME GREECE – ALBANIA

Expenditure declared under the Interreg – IPA CBC Programmes has to be in line with the EU regulations and the relevant national rules and legislation. The most important EU regulations relevant for the eligibility of expenditure for the Programmes under the Instrument for Pre-Accession Assistance (IPA), are as follows:

- 01** Commission Implementing Regulation (EU) No 447/2014 of 2 May 2014 on the specific rules for implementing Regulation (EU) No 231/2014 of the European Parliament and of the Council establishing an Instrument for Pre-accession assistance (IPA II);
- 02** Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal;
- 03** Commission Delegated Regulation (EU) No 481/2014 of 4 March 2014 supplementing Regulation (EU) No 1299/2013 of the European Parliament and of the Council with regard to specific rules on eligibility of expenditure for cooperation programmes;
- 04** Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action;
- 05** Specific rules approved by the Joint Monitoring Committee;



PROJECT RESULTS



Del. 2.4.2 | Information Day in Korca Region, Albania

1.1 Overview of the wine production in Albania

Albania has a total area of 28750 km² (2875000 ha), from which 695520 ha or 24.2% are agricultural land. There were 11373 ha vineyards or 1.63% of the total agricultural land. Albania belongs to the subtropical zone and is under the impact of a temperate Mediterranean climate.

According to EU classification, Albania belongs to the zone C of vineyards cultivation, with three subzones: C III B, C III A, and CII. During the period 1970–1990, the total vineyard area increased to 20000 ha, of which 14000 ha (70%) were for wine production, and there was consolidated and developed an authentic wine production industry.

During the 1990s (1990–1994), in the short term at least, has been a dramatic reduction in total vineyard area, from 20000 ha (1990) to 4300 ha (1994), and, after 2000s, was shown a slight increase to 7994 ha (2005), and to 10533 ha in 2016. In Albania (2016) was produced 205286 tons grape, by which 124436.7 tons (60.6%) were produced from vineyards and 80850 tons (39.4%) were produced from pergolas.

There are some of 426 wineries with different wine production capacities, producing dry wines, sweet wine and raki for local consumption, and grape juice, brandy, and raki for export. In 2016, in Albania were produced 118744 hl wine, by which 97980 hl by small family wineries and 20764 hl by large wineries. Export of wine was 256 hl (in USA and Kosovo), while the import was 27975 hl. Wine consumption per capita was very low (146463 hl or 4.78 liters/capita), compared to EU and some regional countries, where the wine consumption per capita varies from 11.4 liters/capita (FYROM) to 43.3 liters/capita (Italy) (Spain - 24.2, Montenegro - 24.8, Serbia - 31, Greece 32.2, Austria - 36, Croatia 39 liters/capita), but it was slightly higher than Kosovo and Turkey, by 1.5 and 1.1 liters/capita, respectively.

During the last 10 years, there is a tendency and an increased demand for wines produced by indigenous and local grapevine cultivars and ecotypes, such as white wine "E Bardha e Beratit", "Shesh i Bardhë", "Cëruja" and red wine "Kallmet", "Shesh i Zi", "Vlosh", "Debinë e Zezë", "Serin i Zi" and "Pamid". According to the National General Development Strategy of Viticulture (2007), there was planned that the total vineyard area will be about 20000 ha in 2030, followed by the improvement of grapevine variety structure and production.



Korça Regional Council within the *IPA CBC program, Greece - Albania 2014-2020*, organized today the *"Information Day"*, for the WINCOME project. Present at this meeting were Lecturers and students of the Faculty of Agriculture, Regional Directorate of Agricultural Extension, business representatives and specialists of field.

This project focuses on improving the management skills of cross-border areas in support of entrepreneurship, business survival and competition in the viticulture sector.





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Del. 2.4.3 | PROJECT PROMOTION MATERIAL BROCHURES, USB, POSTERS, PROJECT RESULT BOOKLET

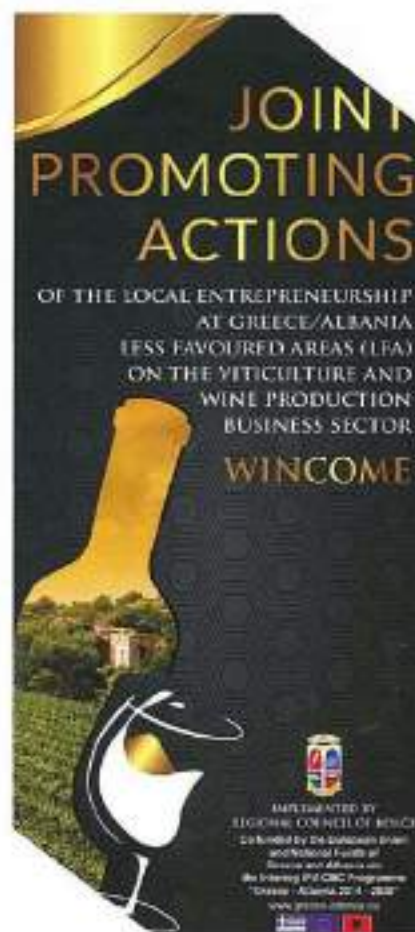
The purpose of this Deliverable was the provision of creative services in the field of graphic design for paper and electronic media. The design of several types of communication, promotion materials and publications, logos and visual identity style which guides the needs of the Regional Council of Korce in the context of the WINCOME project were produced. Concretely the design of promotion material-brochures, project banner, USB with electronic promotion material, project result booklet was been exhausted and distributed during events of the project.

PROJECT BANNER

The Project Banner was produced at the beginning of the project with eye-catching design, to introduce the project at conferences and meetings. The banner reflects the main WINCOME design concept to keep the project branding consistent and to make the project easily recognizable and has followed the rules of visibility of the programme

INTERREG IPA CBC GREECE - ALBANIA 2014 -2020.

https://greece-albania.eu/wp-content/uploads/2020/09/IP_Guide_GR-AL_2014-2020_final_v3.pdf





LEAFLETS

The leaflets are designed in a way to capture the attention of the different target groups and increase awareness of the project. It explains the rationale behind the project - its objectives, the activities and main tasks planned as well as the expected results. The leaflet was created to reflect the conceptual design of the project logo and website in the context of project objectives and results.



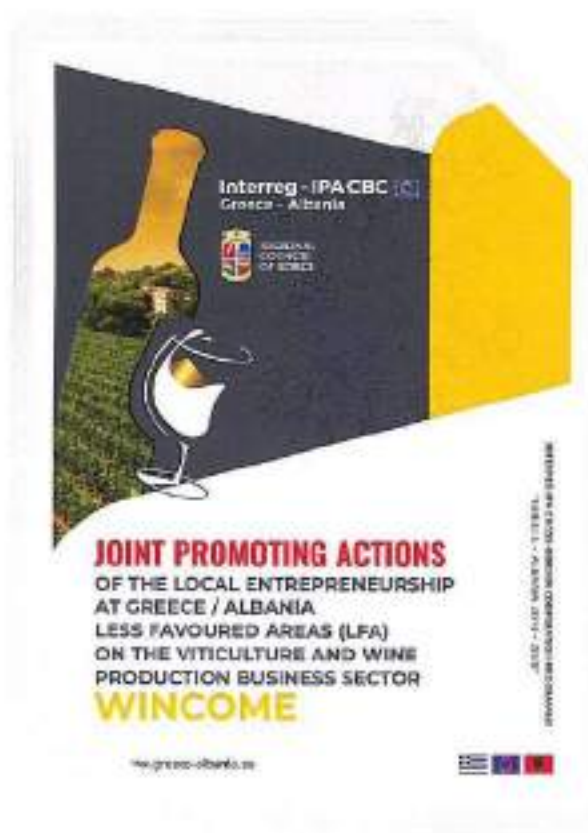


PROJECT RESULT BOOKLET / ADVERTISING

The concept behind the Project Booklet was vital information and results generated by implementation activities as a component of the project historical records which serves as an "Executive Briefing Book". It provided key documentation, together with necessary reference of fulfilled activities.

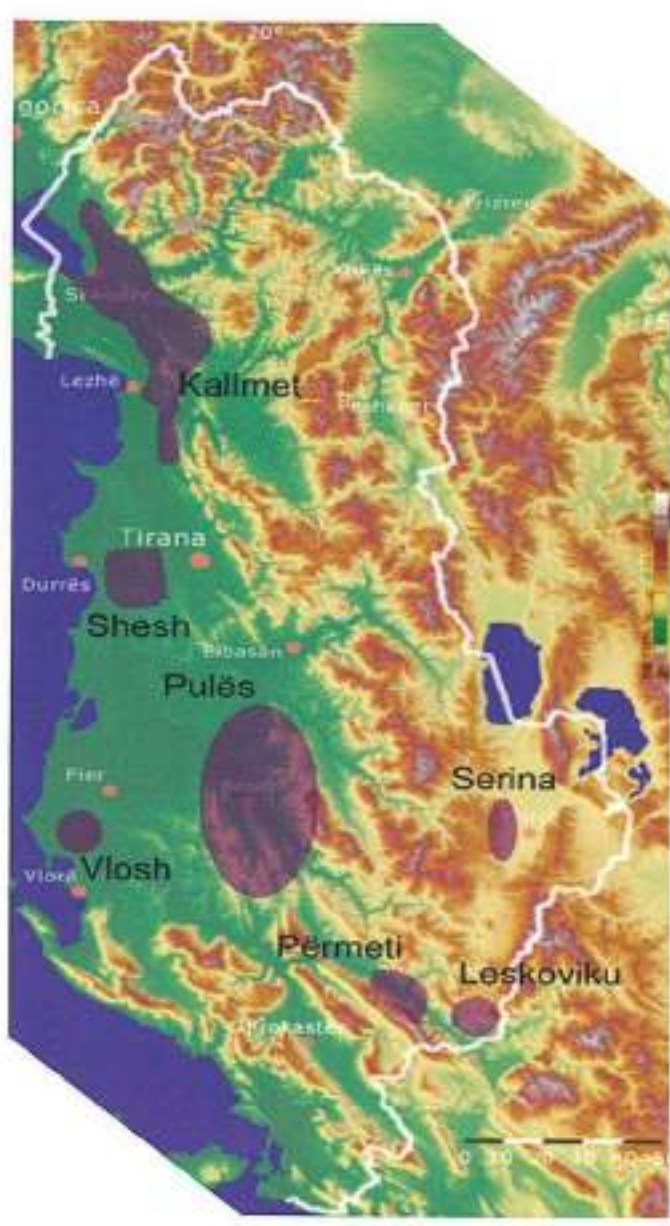
USB WITH PROJECT LOGO

Information dissemination is the process of spreading information to the public. The goal here is to deliver the message to as many people as people without necessarily needing a response or feedback from the recipients. Distributing USB is already a form of information dissemination where are including electronic promotion material of the project in pdf format project Presentation, results etc.





Del. 3.4.1 | **CATALOGING AND COMMERCIAL EVALUATION OF LOCAL WINES' VARIETIES (KORÇE REGION)**



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CASE STUDY KORCA REGION

Stretching in the sub-mountainous areas, the Korca region has very favorable conditions, geographical position with a variety of climates and microclimates and land reliefs, sunlight, abundant rainfall in autumn and winter that create sufficient water reserves, have made viticulture since time immemorial early to be an important agricultural activity in our region. Viticulture development is considered as an important branch of agricultural development in the future, because it is considered a profitable business and the investments made are repaid in a period of 7-9 years. Compared to some other agricultural crops, the incomes created per unit of agricultural area, especially in hilly and mountainous areas, are several times higher. The development of viticulture and related products, including wine production, is one of the fastest and most sustainable ways to increase the level of employment and income not only for rural households but also economy as a whole. Also, the development of this activity affects the alleviation of poverty and the reduction of the phenomenon of migration of the population of rural areas.

The development of the wine production industry aims to complement the consumer taste with local products, and as such this industry takes into account the vineyards, local producers (wineries and factories), packaging providers and local traders. Meanwhile, the importers of these products from the Balkan region undoubtedly remain a very important factor in this market. This product occupies a modest share of household expenses but which increases from year to year as a result of increasing the economic level and improving the food diet. The competition of imported products is quite fierce as good wine offers the possibility of price liberalization which translates into quality wine price paid by the consumer. Meeting the standards of production and product hygiene, product certification, conditions for increasing food safety, storage and trade according to all norms of the European community are some of the issues that are worrying the entrepreneur of the Korca region. The new investments that will be made in this sector need to be based on real data on the situation of the sector in macro and micro levels as well as free trade agreements in the region. Also, the level of wine consumption per year per capita is higher in the countries of the European continent, with an average per capita of about 40 liters per year.



For the countries of the Balkan region, especially for the countries of the Western Balkans and especially for the Korca Region, in addition to other shortcomings, from the few data that are published, it is clear that the level of wine consumption per capita is very low. The current area planted with vineyards in the Korca Region is small compared to other crops. Until the 90s, the area of viticulture has increased significantly, reaching up to 1109 ha. Major changes after 90 were also accompanied by land fragmentation and massive damage to viticulture. Since 1995, the planting of new vineyards in the conditions of small family farms has begun and in recent years this area is growing from year to year. The current varietal structure of the vineyards is considered inappropriate. About 90 percent of the vineyards are planted with grape varieties for wine production, of which 60 percent for red wines and 40 percent for white wines while demand from industry and consumers is very high for wine varieties. red. The increase of areas with vineyards has resulted in the increase of grape production, but anyway since domestic production is not enough, domestic consumer demand has been met by imports of raw materials, grapes and wines.

Vineyard area and production by municipalities

Municipalities	Total (Ha)	Vineyards in production (Ha)	Produce (Ton)
KORÇË	362	351	1,586
MALIQ	168	166	861
PUSTEC	66	66	524
POGRADEC	280	255	1,500
KOLONJË	125	122	670
DEVOLL	109	107	380
TOTAL	1,109	1,067	5,521



Korca region has 1067 ha with vineyards and 282 ha with pergolas. Total grape production reaches 9700 tons with an average yield of 51.8 kv/ha. Viticulture areas, grape production and yield of grape production have increased from year to year. However, the area planted with vineyards is the lowest that our region has had in the last 40 years. Before the year 90 in the Korca Region there was a larger area with vineyards than today, which shows that there are all the technical possibilities and professional experience to increase the areas planted with viticulture. In addition to increasing domestic wine production, a good part of it can be provided by imports. For the climate of the Korca Region and the tradition of viticulture cultivation that the farmers of this region have had, the orientation of investments in this sector is important for these reasons:

- *The initial investment does not represent a high cost, compared to the initial investment other crops.*
- *The coefficient of timely return of the initial investment is low, so the investment returns very quickly.*
- *Employment in this sector is more stable than in some other sectors and cultures.*

The increase of the area with viticulture will create new opportunities for entering the market with the production of industrialized wine, the increase of exports of viticulture products and by-products. Supporting farmers in typical grape production areas, especially varieties used for wine production, will affect not only their employment, but also the increase of employment in rural areas but also the increase of income of families of them and the economy as a whole.

The increase of areas with viticulture will create new opportunities for entering the market with the production of industrialized wine. Today in the region of Korca there is a tendency for the creation of wine production canteens but in the last 10-15 years, quality wine is still not appearing in the market comparable to those coming from the global market and especially from Italy, Spain and France.

Local producers get the raw material for grapes from three main sources:

- Own farms which are increasing from year to year (with slow growth);*
- Farms in the region where they work;*
- Macedonia and Kosovo.*

In the Korca Region, several wineries have been set up, but the stability of the wine quality has been variable, as a considerable part of the raw material they use is imported from different countries and consequently the technical specifications are different. Few wineries in the Korca region have their own vineyards and those that do do not manage to fully use their production capacities. They are forced to buy raw materials from third parties. This story has been repeated for about the last 15 years, despite some improvements that have been undertaken in this regard. In these conditions and especially due to the lack of quality, the Wine Market in Albania, at least during the next 10 years, is thought to be still dominated to a considerable extent by imported wines.

In the Korca region there are no regular statistics regarding the types of wines produced in the country and especially regarding their consumption. The lack of statistics complicates the concrete analysis regarding the segmentation of the wine market in the country. However, from the sporadic data of wine producers, licensed wineries aim to produce good quality wine, combining in a profitable balance the price with its quality, and this market segment is growing, which is explained by the increase in domestic consumer demand for good quality wines. However, the market segment of good quality wine and high price is dominated by imported wine, while domestic wine dominates the market segment of poor quality and low price. The key is to increase consumer confidence and awareness of the quality of wines in our region.



4.1.1.1 History of vineyards and wine production in Albania

The territories of present - day Albania have been inhabited as early back as 100.000 years ago. It was at the turn of the third millennium BC that an Indo-European population settled there. As the result of the mixture, a population incorporating the unique cultural and linguistic characteristics of the whole Balkan Peninsula was created.

Based on this ancient population, the Illyrian people developed through the second millennium and the first century BC. After its fall in the year 30 BC., Illyria came under the control of Roman Empire. With the division of the Roman Empire (395 AD), Illyria became a part of the Byzantine Empire [2].

The country has suffered continuous invasions over the last 1000 years and by the end of the 14th century Albania was occupied by the Ottoman Empire. The subsequent efforts and insurrections for independence eventually brought about the proclamation of the independence of Albania in 1912. After 1912 till the end of the First World War, the country was attacked by neighboring countries (Susaj, 2008).

Albania is now a parliamentary republic with a population of 3.5 million inhabitants, and a total land area of 28 748 km² (a little smaller than Belgium). Its climate is typically Mediterranean: cool and wet in winter and hot and dry in summer (AHMI, 1987). It is a mountainous country, with only 24% (697000 ha) of its land suitable for agriculture, but over 50% of its population lives off the land, on farms with an average size of 1.14 hectares [4].

Albania claims one of Europe's longest histories of viticulture. French geographer Henri Enjalbert (1910-1983), an eminent specialist in wine geology, has considered that Albania, the Ionian islands of Greece, and southern Dalmatia (part of Illyria in the Ancient period) may have been the last European refuge of the vine after the Ice Age. Certainly there are written accounts of viticulture in Illyria, as it was known in classical times, as early as 8th century BC. Early Latin writers also cited Illyria as a source of a high-yield vine that was introduced to Italy.

Antiquity
geographer,
Strabon (63 BC - 20 AD)
has written
about Albania:

*"...inhabitants of Adriatic
eastern coast
export wine in Rome
that keep it
in woody barrels... [8]."*

JOHAN WILKES (2005), HAS WRITTEN THAT:

"... for Hellenics world, Illyrians looks like winebibbers, by the fact that Adrians (an Illyrian tribe) organize competitions who can drink more and woman, who participate also into these competitions, bring their drunk men at home and their kings, Agron and Gent, were great winebibbers too..."

WILKES CONTINUES THAT

"...Hellenics learned by Taulants an excellent recipe for "hydromel", prepared by fermentation of honey, wine and water, a famous drink used by Illyrians of Panony during Atila's period..."



During archaeological excavations in the period 2005–2008, in the Bylis ancient city, built at 400 BC (*remains of Bylis are in Hekal, Mallakastër*), were discovered some ceramic tanks used for grape crushing and wine decantation, in a size of 165 cm x 145 cm, divided by walls of 35 cm thick. There were found 16 amphorae, isolated by the inner side with bee wax and pine resin.

In Apollonia, another Illyrian ancient city, near to Fier, there were found and preserved 1500 amphorae in four rows, that form a wall of 21 m in length, 6 m in width, and 2 m high. Volume of each amphorae was 22–26 liters. In the same time, in Saranda's gulf, 2 km far from seaside, there were found 6 amphorae. All these amphorae date up to 300 years BC.

Roman and Byzantine Empires stimulated grapevine cultivation in Illyria (*Arbëria or Shqipëria*). Scriptures and chronicles of 10–14 centuries testify for exports of wine, olive oil, silk, and salty dried fish from Albania to Italy.

In the Ottoman Register of 1431 [10] was written that from 1123 villages, starting from Mati's River to Konispol, 158 villages or 14% cultivated grapevine and regularly payed the wine tax. Turkish chronicler (historian) Elvija Çelepia, in 1660–1670, has written: "*Elbasan has 2000 ha with vineyards, Shkodra 2300 ha, and Desartia (district of Berat and Skrapar nowadays) 7000 ha*". Between then establishment of the first Albanian Government in 1912 and 1944, viticulture increased rapidly, but phyloxera devastated a huge area. The first cases of phyloxera in Albania were discovered in 1933, and because of backwardness and lack of scientific capacities there were devastated more than half of vineyard area, so, by the end of Second World War, there were only 2737 ha of vineyards (Sotiri et al., 1973). Reestablishment of Albanian viticulture begun in 1945, after establishment of communist rule, when started the establishment of new vineyards with grafted seedlings imported from Italy, France, Hungary, and Bulgaria.

In 1957, started the production of grafted seedling by 9 antiphyloxeric state nurseries and there were established 24 wineries in all regions, producing dry wines and raki (*a grape distillate*) for local consumption, and sweet wines, grape juice, and brandy for export. In 1965, there were 10000 ha of vineyards. During the period 1970–1990, total vineyard area increased to 20000 ha, of which 14000 ha were for wine production, and there were consolidated and developed an authentic wine production industry.



4.1.1.2 Case study Korca Region

VITICULTURE AND ENOLOGY IN KORCA REGION

The geographical position of the Region, with a variety of climates and microclimates and land reliefs, sunlight, abundant rainfall in autumn and winter that create sufficient water reserves, have made viticulture from an early age an important agricultural activity in the Korca Region. Viticulture is considered as one of the priority sectors of agricultural development because it is valued as a profitable business.

Compared to some other agricultural crops, the incomes created per unit of agricultural area, especially in hilly and mountainous areas, are several times higher. Viticulture development and wine production is one of the fastest and most sustainable possible ways to increase the level of employment and income not only for families in rural areas but also for the economy as a whole.

In the Region of Korca there are **1117** ha of vineyards, which produce about **6683** tons of grapes, with an average yield of **63** kv/ha divided into several Administrative Units (tab).

Administrative Unit	Surface (Ha)	Productivity (Kv/ha)	Produce (Ton)
MOLLAJ	20	45	70
BULGAREC	140	60	841
VOSKOP	190	38	692
PIRG	48	86	400
MALIQ	85	28	231
LESKOVIK	120	55	660
CËRRAVË	110	100	1100
PROPTISHT	34	100	640
BUCIMAS	64	100	340

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NR.	WINERIES	CAPACITY (HL)	DISTRICT
1	KORCA 2000	400	KORÇË
2	NIKOLIN MICI	450	LESKOVIK
3	DHORI BREGU	400	LESKOVIK
4	MUSA BIBA	200	LESKOVIK
5	NEXHDET CACO	400	GRABOVICË, POGRADEC
6	BLEDI BLACERI	250	POGRADEC
7	RILINDJA	400	KORÇË
8	NIKO SOTIRI	200	KORÇË
9	ALTIN CECI	200	GURISHTË, PIRG
10	ELIPS-94	300	LIBONIK, MALIQ
TOTAL		3500	

Our wineries meet their requirements 30% of domestic production and 70% buy domestically and import. They produce about 70% red wine and 30% white wine.

The varieties they use are:

CABERNET ● MERLOT ● TOKAJ ● PAMID ● SHARDONE
REISLING ● MAVRUD ● GRAY PINOT

A considerable amount of wine is produced in traditional household conditions. An official end-of-year holiday has been established in the Municipality of Pogradec, which coincides with the opening time of wine bottles produced for family consumption. A significant amount of wine is produced in clandestine conditions by some restaurants who are in violation of the law and a potential risk to the consumer due to the uncertified product.



4.1.1.3 *Autochthonous grape varieties in Korca Region*



BLACK SERINA

Indigenous cultivar in the Korca Region, it ripens from the end of September – the beginning of October and manages to accumulate good values of sugar 19–22%. **The ancient variety for harmony, harmonization, which fits in the quality of proper aging, is suitable for the high level.** Produces satisfactorily on the buds of the last 1-year base. The producer is well maintained in various forms of cultivation. Gives high output for stumps and surface units. You should not charge me with high loads per stump as quality Gives 19–20% sugar. Under the name of Black Serine are often included even worthless foreign mixtures. It is therefore an urgent task to isolate and propagate the best clones to make the variety valuable.





WHITE SERINA

Ancient variety widespread in southern Albania. It was the base of viticulture before the appearance of phylloxera (*Phylloxera vastatrix*).

Destination: production of high quality table wines. Grapes accumulate 22-24% sugar. It is moderately late ripening. Productivity coefficient 1.15. Gives 70-75% fruit shoots.

Bunch: medium, moderately compact, rarely brittle.

Grains: medium or small, round, thick membrane, yellow to golden in color. Since it is a grape with high oenological values, there is a need to add only the most valuable forms in support of a careful selection work. It is recommended to spread more in its cultivation areas.





MAVRUD

It is a red wine grape used for blending as a color enhancer with, for different wines. Produces satisfactorily in the base buds therefore goes well even with short pruning.

Variety that does not excel in high yields, with small to medium grains. **Late maturity. It is an old French cultivar. Medium-sized leaves, with down below it, easily detached.** Medium or small vesicles 8-10 × 11-14 cm. Medium to small grains, round, thin-skinned, yellow, covered with fine brown spots, especially on the sunny side.

Gives more than 100 kv/ha. it gives 88-95% of fruit shoots, of which 90% have 2-3 buds. **It is known for its medium resistance to cold.** Accumulates up to 22-23% Aligote sugar.





TOKAJ

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Hungarian origin. Widespread in the Korca region. It is known **for its high quality wine. Medium round leaves. Medium trunk-shaped. Medium round grain.** Slightly thick yellow or greenish-yellow bark with spots. Liquid, sweet brick with characteristic taste. Adapts to different climatic conditions and agro technical practices. Likes light and clear hilly soils. It is traditionally pruned short but should also be tried with mixed systems. Does not accept high loads with loops as it spoils the quality. Medium-term harvest.





WHITE MUSKAT

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It is cultivated in the old vineyards of Përmet, Leskovik, Pogradec. **The bunch is medium, compact and seldom brittle. The grains are medium-sized, round, yellow-gold, with a bronze shade on the sunny side.** Medium-ripening cultivar, ripens in late August-early September. The vegetation period lasts 147-155 days. Has affinity with all types of sub / grafts. The average weight of a bunch is 120-130 gr. Yields 60-80 kv/ha. Accepts pruning mixed with sprout with 10-12 loops. **It is recommended to spread.**





KABERNET SUVIGNON

Leaf: Medium, pentagonal. **Bunch:** medium-small, cylindrical, moderately compact;
Grains; medium, round, **Bark:** bluish-purple, thick; **Pulp:** slightly fleshy, with a slight taste of herbs. Adapts to mild, dry climate. In high areas it likes south-facing hills, and rocky or well-drained soils.

Does not accept very fertile and moist soil. Likes mixed pruning. Gives average but stable products. Medium maturity. Gives strong ruby-red wine, with a tendency to purple, alcoholic, aromatic and with a slight characteristic taste of herbs.





MERLOT

Leaf: medium, green in color. **Bunch:** medium, pyramidal in shape, more or less brittle. **Grains:** medium, round, blue-purple. **Pulp:** juicy, sweet, herbaceous, more or less strong. Adapts to different soils and climates. **Produces:** over 4-5 loops therefore apply mixed pruning. **Production:** abundant, stable. With medium maturity. Sensitive only to scarring. Produces typical wine with exquisite taste, color of, with light taste of herbs, alcoholic, aromatic, with low acidity.





Del.
3.4.2

WEB GIS PLATFORM AND SPATIAL DATABASE OF WINE ZONE VARIETIES AND PRODUCTION UNITS (REGION OF KORCE) www.korcaregionwines.com



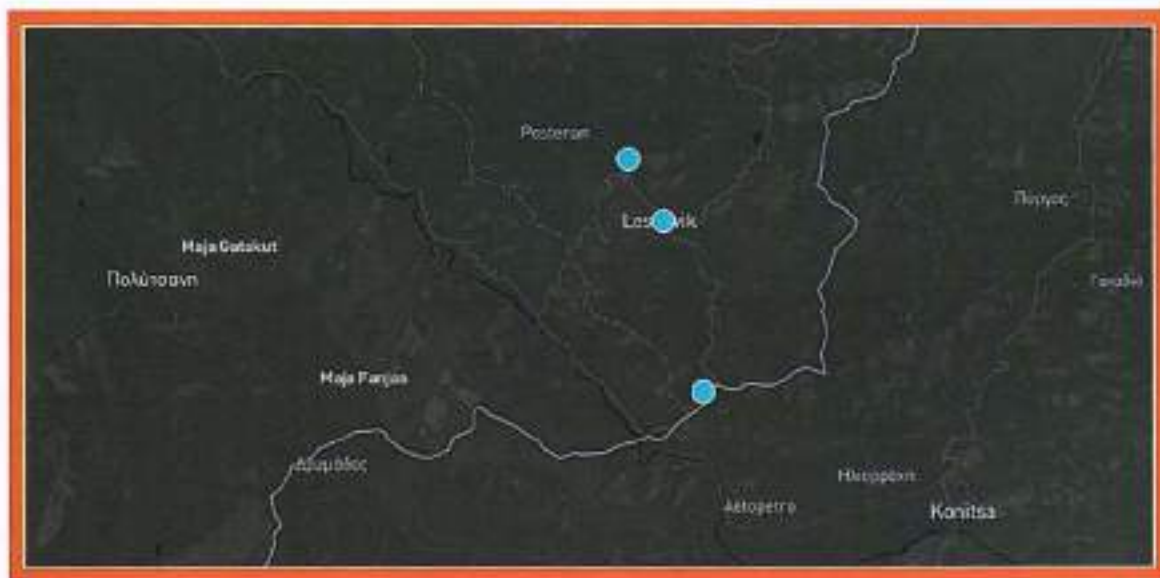
This Web GIS Platform and Spatial Database of Wine Zone Varieties and Production Units of the Regional Council of Korçe has been produced with the financial assistance of the European Union.

Demands are increasing worldwide for geospatial information and geo data accessibility to support vineyard management using new technology for precision farming. The rapid evolution of Information Communication Technologies (ICT) and Geographical Science offers enormous potential for the development of optimized solutions for distributed information for precision viticulture. A web services based system was developed to support operational applications for agronomic treatments and grape harvesting and to provide digital images for mobile devices that can also be integrated on farm machinery.



Smart Vineyard is a system designed to store, manage, access and disseminate data through Web GIS applications and advanced research in precision viticulture. It makes use of distributed and integrated agro-meteorological data, remote sensing, chemical and physical analysis data, soil and morphological data and has been tested on experimental vineyards in Korça region.

The aim of this system is to promote the cost-effective integration of information through the use of open source software and thus encourage the creation of an environment of shared knowledge to support new methods of analysis and transfer of results for site-specific operational applications.





Del.

DRONE MAPPING OF KORCE'S WINE PRODUCTION ZONE

<http://www.korcaregionwines.com/video>

Geographical information, communication and dissemination technologies (Geo-ICDTs) is an innovative initiative that integrates state-of-the-art technologies for geospatial information collection and rapid dissemination.

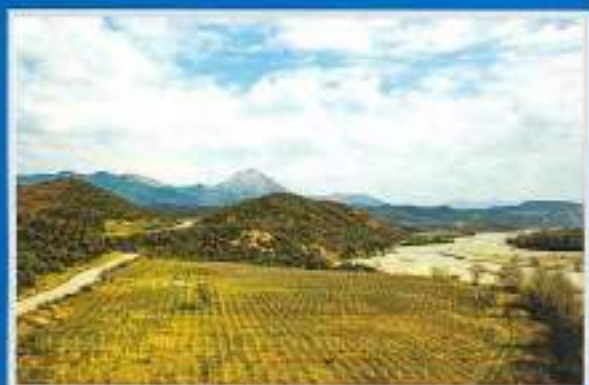
Its ensembles core emerging technologies that lay out the platform for spatial decision-making, geo-computation and location-based services (LBS).

In the past few decades, rapid developments in geolocation-based platforms and services have made significant contributions towards emerging markets and applications like spatial data infrastructure (SDI), digital earth observations (EO), precision agriculture, location-based commerce (l-commerce), mobile commerce (m-commerce), e-commerce, e-governance, etc.

These technologies have also indispensably affected the institutionalization of e-agriculture in the agricultural sector (the primary driver of economy across nations), which thrives with improved productivity and sustainability (adaptive to climate change). Tasks may include but not limited to the following:

- 01 Database development, application and customization
- 02 Vineyard Mapping and Inventorying & Vineyard Management
- 03 GIS data upgrade and data system integration
- 04 Remote sensing and image analysis
- 05 GIS modelling and analysis
- 06 Spatial data collection and GIS processing
- 07 Aerial spatial analysis (with drone-real time analysis)







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KOMPANIA MAX MAVRUD

Max Mavrud winery is located in the mountainous area in south-east Albania in Leskovik. The winery vineyards are cultivated in mountainous terrain at an altitude of 750 meters above sea level in the south with a very suitable position facing the sun. The land Ph is at 6.8. We have started with 6 hectares of vineyards but aim to grow no more than 10-12 hectares. Vineyards cultivars are Mavrud, Merlot, Pinot Noir, White and Black Debine, Pearl.



KANTINA MICI

This business has started by my father at year 1991. Time after time we take care about it. Now we have a well consolidated business. In the next year (2022) we plan to construct a modern winery in Leskovik.



KANTINA BREGU

We own a family business started in year 1992. We didn't cultivate grapes by ourself, but we by it from regional growers from Leskovik.



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Del.
4.4.2

PILOT / DEMONSTRATIVE PROJECT FOR SMART PRODUCTION OF GRAPEVINES' PROPAGATING MATERIAL

A Demo project shows in practice how a particular problem may be addressed. It facilitates the replication and up-scaling of an action through visible accomplishments and lessons of experience"

- 01** To provide a learning framework for better solutions and approaches. Demonstration projects show case approaches and solutions that can inspire and further catalyse change. Demonstration projects are normally small in scale and therefore the risk (*and cost*) of failure is minimal while still providing the opportunity for learning from live experience. Because demonstration projects are normally local in scope, their activities and results are highly visible. Such first-hand experiences are especially important in situations where social processes, behavioural changes, and institutional reforms are the keys for success.
- 02** To focus on "action". Demonstration projects enable stakeholders to see for themselves what and how much they can do. By coming together and pooling their resources, stakeholders will discover latent capacities for real change. Through actual cooperation on the ground, effective partnerships which build on comparative advantages of different stakeholders will emerge. The real changes effected on the ground, though limited in scale, will underscore the implementation focus of the process and thereby create credibility.
- 03** To facilitate replication and up-scaling of innovative approaches. When projects are consciously designed to demonstrate new and better approaches and solutions, they will provide a sound basis for replication and up-scaling. Because demonstration projects are small in scale and short-term in implementation, lessons can readily be drawn from them - lessons of experience which can highlight weaknesses and/or gaps as well as strong points and unforeseen opportunities. With this information, firmly based on real experience, the demonstrated project approach can more confidently be repeated, both more widely and on a larger scale (*replication and up-scaling*).



THE SCOPE OF THE PILOT PROJECT

The pilot project was executed as part of the project "WINCOME", Co-financed by *INTERREG IPA CBC GREECE - ALBANIA 2014-2020 PROGRAME* and implemented by *Regional Council of Korçe*.

The purpose of this project is to provide and coordinate professional and timely services for successful organization of the following event: *"Pilot Project for Smart Production of Grapevines"* Propagating Material. The expertise should provide support in the attendance of *"on-farm demonstration activity"* for smart production of grapevines. This process is a demonstration event, where farmers can see particular technologies or management practices in operation on a working farm not too dissimilar to their own; this allows them to visualize alternative futures for their own enterprises and business.

They can compare what happens on their own farm with what may be portrayed as *"best practice"*. They can discuss what they see and hear with other farmers, which may help them to evaluate its potential relevance to the circumstances of their own farm business. Demonstration farms can give farmers an opportunity to explore at firsthand how environmental concepts and economic viability can be brought together in real, local conditions. In the context of the deliverable, a Pilot/Demonstrative Project for Smart production of grapevines' propagating material will take place at the selected area. Through this Pilot / Demonstrative Project, Project Partners as well as relevant stakeholders, will have the opportunity to investigate propagating material production techniques at a real-life environment, thus gaining valuable experiences based on field research.





RESULTS OF THE PILOT PROJECT

The demonstration event "DEMONSTRATION OF A PILOT PROJECT FOR SMART PRODUCTION OF GRAPEVINES' PROPAGATING MATERIAL IN THE FRAME OF "WINCOME" PROJECT KORCE, ALBANIA" was fully completed with the participation of wine viticulture stakeholders, public, municipalities, students. The event brought together regional and local actors, professors of the University "Fan S. Noli", viticulture production operators of all the region. The project aims at a common path towards the improvement of grape varieties as well as the support of new businesses, in improving the quality, strengthening, the competitive capacity. The producers have brought their experience in the field of viticulture and demonstration of wine old artisanal technique and smart innovative one. Each producer had decorated a wine table where had promoted their products not only wine but also typical Albanian grape product like raki, vinegar, white and red wine etc.



Local, regional, Representatives, stakeholders, communities and interested participated in the demonstrative "WINCOME" pilot event which took place in the administrative units of Maliq Municipality on 15th of July. The event has launched the improvement regional wine industry contracting practices, fostering stronger competition between winemakers, and to provide a greater level of certainty and transparency to growers. Increased competition for grapes and improved price transparency will benefit growers, enabling them to make better-informed production decisions. In particular, growers will be better placed to decide which winemaker or winemakers to supply, which grape varieties to grow, how much key inputs such as water and fertilizer to apply and how to optimize other viticultural decisions.



The findings and recommendations arising from this market study focus on encouraging practices that will facilitate more efficient grape production and processing. The unique characteristics of the wine industry present a challenge in developing recommendations. Recommendations should reform industry practices and address market failures and unfair practices, yet not have unanticipated adverse impacts, particularly on smaller winemakers, cool climate grape growers or on product innovation.

The event promoted the sale and consumption of Korca Region Wines through coordinated and collaborative marketing activities. The stakeholders shared the stories about the natural advantages of the unique and diverse grape growing attributes to its territories, development of their market for wine internationally and domestically. Identification of viticultural practices that enhance grape and wine quality, better understanding on how grapevine genetics interact with the environment and viticultural management techniques, assessed vine balance and its impact on yield, grape composition and wine quality and examined new techniques to determine optimum grape maturity according to selected wine styles have been represented by vineyard stakeholders which made an interactive event.

Demonstrations of the grape wine production, experiences, tradition was interpreted in the innovative way by the invitatories. Part of the event is reflected in the photos below.



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CONCLUSIONS



Quality is a term that we use incessantly in our consumer culture, and yet it is highly subjective. Each of us has a personal sense of what constitutes a poor, good or even great wine. Quality refers to the production of wine grapes and wines that meet international standards for the class or style of wine in question. However, each of these wines requires quality grapes to make a sound product. And quality grapes mean establishing a well-designed and well-managed vineyard that is capable of producing uniform, fully mature grapes that are free of disease and defects and (where necessary) a cold hardy vine that can survive the winter.

The viticultural approach will vary with the type of wine, and quality must be built into every phase of the vineyard operation. Developing a vineyard is something like building a house. How many of us could construct one from scratch with no prior experience? Some people will act as their own general contractors and acquire enough knowledge as they go along to successfully complete the process. Others will hire someone to do all the work and then step into an operating-management role. It's also possible to purchase a turnkey operation with management, labor, market and reputation already in place. Electing to start with a bare piece of land means a complex endeavor with a great many decisions that have to be right if the whole structure is not to collapse. There will be a correct way and a wrong way to do things, and in many cases a short cut as well, but most of the time the long road will be the best choice. It may be more expensive and time-consuming, but it will pay dividends in the wine.

Vineyard development involves hundreds of questions and the success of your vineyard will depend on your ability to respond with at least an educated guess in each case. Because vineyards are a perennial crop, downstream adjustments can be expensive, and often impossible short of tearing out the vines, so it's better to get it right at the start. The process begins by asking the right questions and gathering relevant, high-quality data; don't hesitate to consult as many growers, winemakers and consultants as you need to. Then you can create options and choose what appears to be the best solution. Finding the answers will be time-consuming, but look on it as an adventure.



To attain your quality goals, you should learn both traditional and modern practices. Technology and tradition should not be considered antagonistic; in fact, Old World regions have adopted practices from the New World to help them make better and more consistent wines (using the rolled steel pencil stake rather than the more traditional string to train new vines, for example). We are not dealing with either-or situations and often a carefully chosen combination of old and new practices may be ideal. Vineyard size is an important decision that has quality implications, because it will directly impact the amount of time, effort and money you will be called upon to invest.

A commercial wine vineyard can exist in any size from a few vines to thousands of acres (most in the East are small by comparison to those in Western states) but it is always important to remember that the goal is quality, not quantity. The advice offered by experts to new growers is to start small and expand gradually with the experience that you have gained from farming within the limits of your means and ability. Too much vineyard will end up sacrificing quality, with possible long-term vine health and productivity consequences. It is more rewarding to grow fewer high-quality grapes than a lot of mediocre grapes. Smaller vineyards have higher unit costs, but are more manageable.

Keep in mind that vineyards are very sensitive to neglect; if at any point you lose interest, your lack of enthusiasm will almost immediately show up in the quality of grapes and the wine. Before making any grandiose plans, keep in mind that a ragged-looking vineyard may not compromise quality, but the perception of winemakers and the public could be adversely affected. To ensure quality, don't bite off more than you can chew. Develop a sound business plan and make sure you know where to get help when it is needed, before you are overwhelmed by the costs and the amount of work involved.



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