



Interreg - IPA CBC   
Greece - Albania



REPUBLIKA E SHQIPERISE  
KESHILLI I QARKUT KORÇE

## FINAL REPORT

*"External expertise for designing and elaboration of promoting material" in the contents of the "Wincome" Project Korçe, Albania".*

*Ref : A2 - 2.2 -9/WIN-Ss\_01*



*Authored by : Erjon Nexhipi, PromoPrint Ltd*

## 1-INTRODUCTION

**The Republic of Albania** is a small country which borders the western side of the southern Adriatic Sea, just north of Greece, and looks towards Puglia, the heel of Italy. It has one of the oldest winemaking histories, but the modern wine industry has been distinguished by its sweeter and fortified styles in a time when the world is moving steadily towards dry styles.

Albania is currently engaged in efforts to increase its profile as a source of quality wines, and not just as a producer of raki and brandy. However the latter pair tend to be the products most likely to be found outside the country.

Indigenous varieties grown here include Debina, Mereshnik and Serine (the latter has light- and dark-skinned mutations). They are joined by better-known, international varieties such as Riesling and Furmint (the grape most famous for its role in Tokaji).

Albania can be separated into four wine regions, defined mostly by their altitude. The highest vineyards sit at altitudes of approximately 1,000m (3,300ft), which is relatively low when compared to Switzerland or northern Italy. These are found inland, in the foothills of the Pinus and Prokletije mountains (the Albanian Alps).

Below these are the vines surrounding towns such as Pogradec, Leskovic and Korca, sitting at around 700m (2,300ft). Sloping down from the hills to the coastal plains, the vines grow at anything from 600m (1,970ft) to sea level, and seaside vineyards are increasingly common.

The climate, though moderated by altitude, is clearly Mediterranean. Together with the fertile soils in the mountainous regions this makes Albania well suited to viticulture.

Across the Adriatic, several of the world's great grape varieties once travelled and were harnessed by the Etruscans, Romans and eventually the modern Italians and French. According to archaeological finds (of grape seeds), Albania's viticulture began even earlier, between 4,000 to 6,000 years ago.

In antiquity, Albania was at the center of Illyria (which included parts of Puglia) which was overtaken by the Roman Empire in 168 BC. It was ruled by Rome – and subsequently Constantinople – until the early middle ages.



It was subsequently part of the Ottoman Empire for almost 500 years, right up until 1912 when its people re-established their independence. During this time the religious laws of Islam outlawed the consumption of alcohol, so Albania's viticulture and winemaking traditions had faded.

The declaration of independence caused a sudden and dramatic increase in vineyard plantings. However, two world wars and an outbreak of pylloxera quashed these early signs of modern Albanian wine production.

Under Communism wine production peaked in the early 1970s. In the first decades of the postwar period a considerable amount of wine was exported to Germany, though this dwindled as Albania lagged behind other countries in terms of modernization.

In 1972 there were 23 wineries and 47 grapegrowing locations. Many of these operations survived the fall of Communism and formed the basis of the current industry.

## 2-Current sector situation

Agriculture is one of the main sectors of the Albanian economy in terms of employment and contribution to GDP and is considered a priority sector by the government of Albania. Despite recent growth, Albanian agriculture still faces various challenges including difficult access to credit; the agricultural sector receives only 2% of total credit for the economy. Since the year 2000, production of grapes has increased significantly from about 75,000 ton in 2000 to 205,000 ton in 2016 – subsidies schemes in late 2000s gave a boost to cultivation and production. Despite the recent increase, Albanian vineyard area is small when compared to Serbia and Macedonia. The wine production has also increased drastically from 7,000 mT in 2000 to 18,000 mT in 2014 (latest data) given the demand and supply conditions. On the demand side, domestic consumers are switching to wine consumption versus rakia (brandy produced mainly from grape and plums) consumption - as an effect of increasing revenues and changes in consumption patterns. On the supply side, Albania has both natural resources and some tradition for grape cultivation. This study is developed from the technical expertise and financing of the Albania Agribusiness Support Facility (AASF). AASF is a financing framework developed by EBRD in cooperation with and with support from the Government of Albania which started its activities in 2016. The objective of the facility is to motivate Albanian financial institutions to support a vital sector of the Albanian economy with widely untapped potential - agriculture and agribusinesses. AASF provides access to finance for the agribusiness sector in two ways: senior loans and/or portfolio risk-sharing to both MFIs and banks. The institutions benefit from a first loss risk cover that was made available by the Government of Albania. AASF therefore represents an innovative financial instrument to encourage lending by financial institutions to the whole agribusiness value chain. The final beneficiaries of AASF are farmers, entrepreneurs and companies that are engaged in primary agriculture, agricultural equipment production and trade, logistics, agribusiness service providers, agricultural processing, wholesale as well as retail traders. Agribusinesses may also benefit from the EBRD Advice for Small Businesses (ASB) program, which provides consultancy on strategy development, marketing, technical restructuring and other key institutional development areas by international and local experts.

The Albanian wine industry is facing different problems and challenges of development over the last two decades which relate to the internal factors of the entrepreneurships as well as



industry characteristics and other factors of economic development. Wine production in the last 25 years marks a dramatic change. In classical treatments of factors determining the development of this industry are evaluated climatic conditions, terrain and soil characteristics and elements of tradition, but the weight of these factors has dropped at constant rates. Our study aims to analyse some of the key factors affecting the development of this industry in our country. Despite the fact that are recorded such problems of internal environment of the sector businesses, such as those related to the provision of raw materials, the need for the adoption of modern technologies and increased product competitiveness, to improve the image by increasing quality, increasing distribution efficiency, improving marketing practices, etc., we have tried to analyze the external factors that affect the development of this industry. These factors are mostly related to the size of the market and its growth, with growth rates and per capita income, consumption growth, competition level, and so on. Attractiveness of this industry is defined more and more by the market size expressed mostly by the size and profile of demand for this product.

### **3- Objectives and purposes.**

- ✓ 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 wine production and exploitation, exchanging knowledge, analyse and communicate the good practices and lessons, develop business support in cross-border economic activity and promote ICT tools for "smart" wine businesses.
- ✓ The purpose of this tender is the provision of creative services in the field of graphic design for paper and electronic media. The contractor shall be requested to design several types of communication, promotion materials and publications and to design logos and visual identity style guides for the needs of the Regional Council of Korce in the context of the WINCOME project. The services including design of promotion material-brochures, project banner, USB with electronic promotion material, project result booklet.

#### **4- Scope of the work.**

The successful tenderer will provide high-quality services in the field of graphic design and the tasks needed to be carried out are:

- Conceptualize, develop layout, format and design all promotional materials and activities agreed as part of the public awareness strategy to advertise project products.
- Coordinate design work with the Project Manager in the development process of the project objectives and results.
- Providing conceptualization and creative input during the layout, design process and design of digital media. This includes the design of banners, leaflets and brochures.
- Facilitate and manage the printing of WINCOME publications and marketing material;
- Provide creative advisory or consulting services to Regional Council of Korea on the enhancement of existing communication channels, production services;
- Provide marketing, advisory and support service for the project.



## **5-Specific work.**

**TASK B / The tenderer should prepare “Final Report”, which include the tasks that had prepared in the first phase and the deliverables with the results of the project in the second.**

- ✓ Deliverable 2.4.3/The deliverable includes the elaboration of a Project Result Booklet, which will include project objectives, outputs, results etc. It will be elaborated when project results are evident about 6 months before project ends
- ✓ Deliverable 2.4.3/The USB sticks will have the project logo and inside they will include electronic promotion material of the project in pdf format (Project Presentation, results etc.)



## **6- Field Work Proposal.**

**Fieldwork will be undertaken to explore three main issues:**

- a. Project Objectives**
- b. Expected Output of the project**
- c. Expected results of the project.**

### **a- Project Objectives.**

- b- S.O1 bridge the gap between the GR and AL partners in terms of wine production and exploitation
- c- S.O2 exchange knowledge regarding wine production and viticulture
- d- S.O3 explore new and more efficient ways of selling the different wine qualities at larger part of customers.
- e- S.O4 analyze and communicate the good practices and lessons learnt in the partners regions
- f- S.O5 disseminate information on the different wine varieties production and their requirements as well as the traditional local viticulture methods
- g- S.O6 develop business support services to support cross-border economic activity
- h- S.O7 develop services fostering wine production
- i- S.O8 promote ICT tools for "smart" wine businesses
- j- S.O9 Promote thematic networks for common research and product development and common export promotion.
- k- S.O10 implement mutual actions for the exploration and promotion of the wine production tradition in order to boost exports and entrepreneurship
- l- S.O11 organize seminars to disseminate wine production and certification and on-site training viticulture and wine production thematic workshops
- m- S.O12 organize mutual cross-border wine exhibitions

- n- S.O13 develop Cross-border business-plans with pilot applications of cross-border collaborative schemes between individual businesses
- o- S.O14 preserve and promote the inherent local knowledge of traditional viticulture in the participating regions
- p- S.O15 educate horizontally new entrepreneurs both on viticulture techniques and wine production (integrated production).
- q- S.O16 develop business tools concerning the wine production and viticulture
- r- S.O17 systematically approach the reuse of abandoned vineyards.

### **b- Expected output of the project.**

- A- Multidimensional Analysis of the Wine Business Sector at the WINCOME CB Area:
  - A.1- Studies (x2) concerning the External & Internal Environment of Wine Business Sector-Link with SO2, 5, 6, 7, 16
  - A.2- Cataloguing and Commercial Evaluation of Local Wines' Varieties (Zitsa - Amyntaio -Korçë )-Link with SO1, 2, 3, 5, 6, 7, 9, 16
  - A.3- Asses of Cross-border and International Commercial Networks of Wine Products-Link with SO1,2,3,5,6,7,9,10,13,16
  - A.4- Web GIS Platform of Wine Zone Varieties & Production Units (Zitsa-Amyntaio-Korce)-Link with SO 2, 5,6,8,10,16
  - A.5- Local ( Zitsa- Amyntaio ) & Regional (Korce) Operational Plans (x3) for the Reuse of Abandoned Vineyards -Link with SO2,7,14,16,17
  - A.6- Spatial analysis & classification of Local Wine Production Zones (including abandoned) using Drones and ICT Mapping Tools.-Link with SO2, 5, 6,7,8,9,14,16,17
- B- Smart Specialization/Joint Exploitation & Promotion
  - B.1 - Recording & Investigation of genetic variability (indigenous grape varieties, Zitsa-Amyntaio- Korce)-SO 2, 5,7,14
  - B.2- Business & Financial Planning Tools (x3) of a "Smart Wine Production Unit" (Zitsa-Amyntaio- Korce)-SO 6,7,8,13,16
  - B.3- Pilot/demonstration projects (x3) for Smart production of grapevines' propagating material (Zitsa-Amyntaio-Korce)-SO2,4,5,6,7,8
  - B.4- Database Development of Best Practices on Smart Wine Production & Viticulture-SO1,3,4,5,6,7,8,16
  - B.5 - Info-kiosks (showrooms) x3-SO3,6,7,10



B.6 - Organization of 1 CB Wine Exhibition-SO1,2,3,6,7,9,10,12

B.7-Registrations to the National Intangible Heritage Indexes (UNESCO, Art.12) concerning Traditional Local Viticulture & Wine production-SO5,14

C- Exchange of Knowledge – Sustainability of Results

C.1- Organization of Joint Thematic business seminars (X2)- SO1,2,3,4,5,6,9,10,15,16

C.2-Organization of 4 local thematic agro-seminars (incl. on-site training)- SO1,2,3,4,5,6,9,10,15,16

C.3- Sustainability studies (X2) of the Project's Results (Greece/Albania)-SO1,3,4,9

### **c- Expected result of the project.**

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

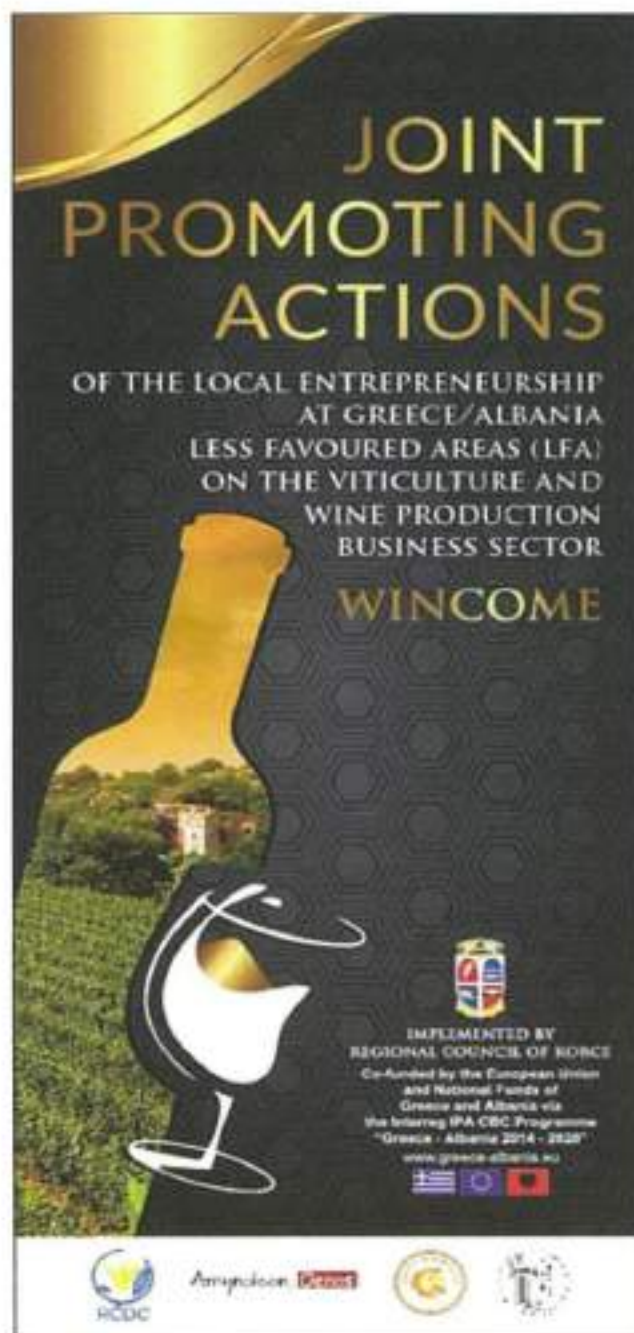
- ✓ Joint CB Wine exhibitions will promote CB business cooperation.
- ✓ WINCOME paves the way for future investments which will produce tangible and visible results on wine production and viticulture. The project's stakeholder will benefit from a great opportunity given to capitalize the project's outputs 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 Favoured Areas in local and regional level



## 6-The description of the products.

### 1- Project Banner

The first step was creating banners of the project, which was used during the implementation of the WINCOME activities and are reflected as below. The design has followed the rules of visibility of the programme INTERREG IPA CBC GREECE – ALBANIA 2014 -2020.



## 2- Leaflets.

The focus was objectives of the project, implementation stages, expected outputs, expected results.

**EXPECTED OUTPUTS**

- A. Multidimensional Analysis of the Wine Business Sector at the WINCOME CB Area.
- A.1 Cataloging and Commercial Evaluation of Local Wine Varieties.
- A.2 Assessment of Cross-border and International Commercial Networks of Wine Products-Link.
- A.3 Web GIS Platform of Wine Zone Varieties & Production Units.
- A.4 Local (Wine-Amygdalot & Regional (forced) Operational Plans (OP) for the Reuse of Abandoned Vineyards-Link.
- A.5 Spatial analysis & classification of Local Wine Production Zones (including abandoned) using Drones and ICT Mapping Tools.
- B. Smart Specialisation/Just Exploitation & Promotion.
- B.1 Recording & Investigation of genetic variability (Indigenous grape varieties, Zisa-Amygdalot-Kavol).

**EXPECTED RESULTS**

- Joint CB Wine initiatives will promote CB Business Cooperation.
- WINCOME will pave the way for future investments which will produce tangible and visible results in wine production and viticulture. The project's stakeholders will benefit from a great opportunity given to capitalize the project's outputs for business development purposes.
- At least 20 local traditional viticulture and wine production technicians 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 core regulatory business development model for Less Favoured Areas in local and regional level.

**JOINT PROMOTING ACTIONS**  
OF THE LOCAL ENTREPRENEURSHIP AT GREECE/ALBANIA LESS FAVOURED AREAS (LFA) IN THE VITICULTURE AND WINE PRODUCTION BUSINESS SECTOR.

**WINCOME**

WINCOME is an operational program for 2014-2020 to support the Transition from agricultural Family of Wine and olive oil to the Smart Specialisation Program (2014-2020) in the Less Favoured Areas.

Co-funded by the European Union  
Co-funded by the Government of Greece  
Co-funded by the Ministry of Agriculture, Food and Rural Affairs  
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**OVERALL OBJECTIVE**

Improve cross-border capacity to support Entrepreneurship Business Survival and Competitiveness.

**AIMS TO:**

**S.01**  
Bridge the gap between the GR and AL partners in terms of wine production and exploitation.

**S.02**  
Exchange knowledge regarding wine production and viticulture and explore new and more efficient ways of selling the different wine qualities at larger part of customers.

**S.03**  
Analyse and communicate the good practices and lessons learnt in the partners regions, disseminate information on the different wine varieties production and their requirements as well as the traditional local viticulture methods.

**S.04**  
Develop business support services to support cross-border economic activity, develop services fostering wine production, promote ICT tools for "smart" wine businesses.

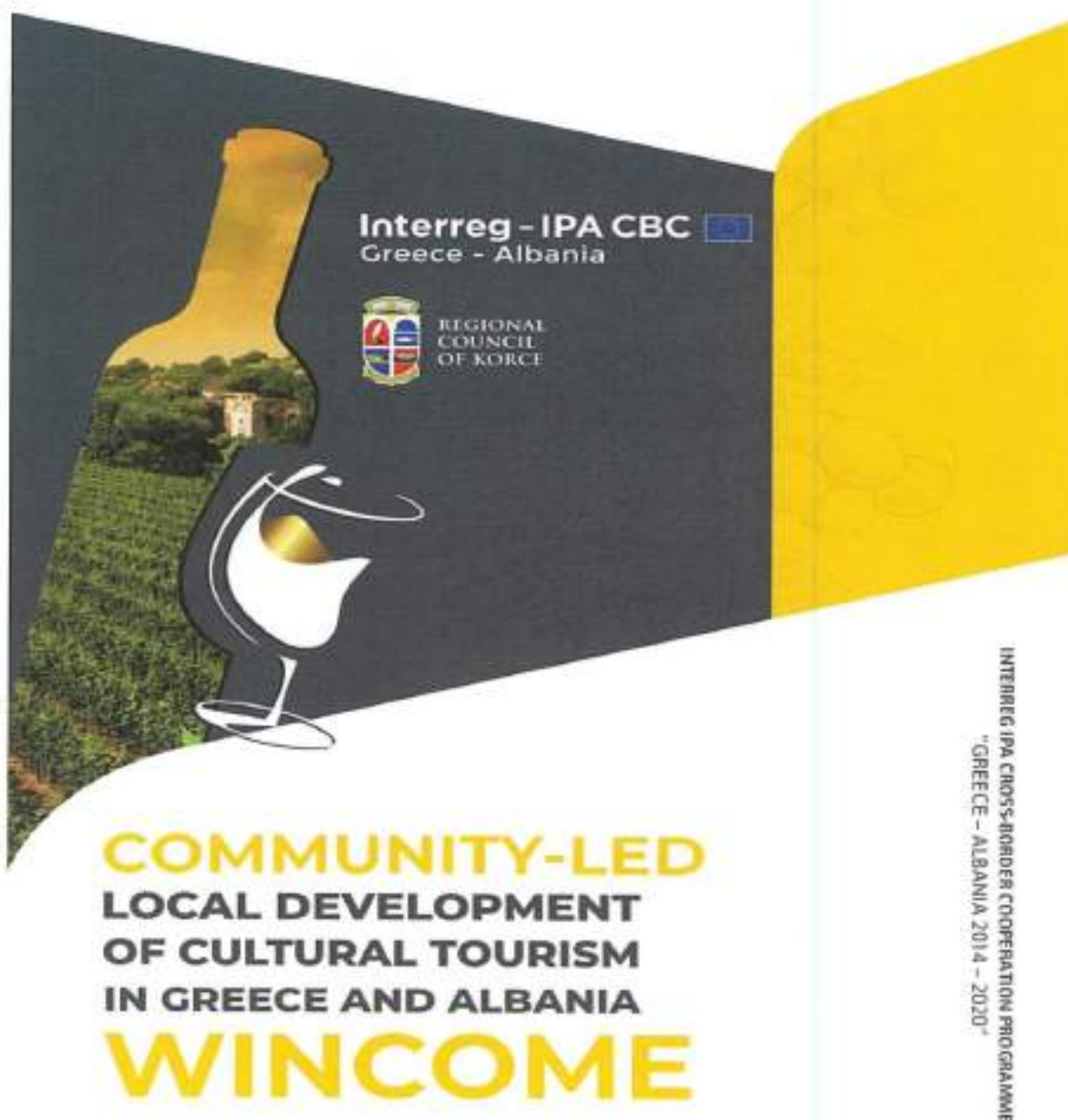
**S.05**  
Develop Cross-border business-plans with pilot applications of cross border collaborative initiatives between individual businesses, preserve and promote the inherent local knowledge of traditional viticulture in the participating regions.

**S.06**  
Educate horizontally new entrepreneurs such as viticulture techniques and wine production (improved production), develop business tools concerning the wine production and viticulture, and systematically approach the reuse of abandoned vineyards.



### 3- Project Result Booklet

Project Result Booklet, which include project objectives, outputs, results and in total is a summary of all the project of Wincome. It is made with a 150 gr letter in A4 Format and the cover page it is made with a 300 gr letter.



 [www.greece-albania.eu](http://www.greece-albania.eu)





#### 4- USB with project logo.

The USB sticks have the project logo and inside they include electronic promotion material of the project in pdf format (Project Presentation, results etc.).



**IMPLEMENTED BY REGIONAL COUNCIL OF KORCE,**

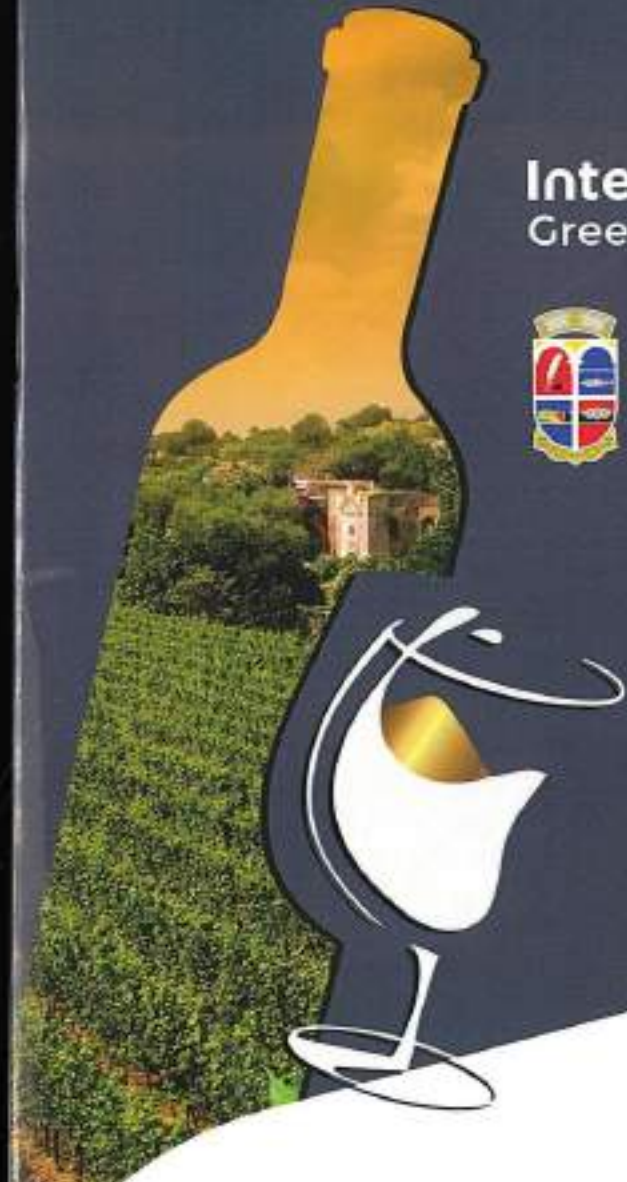
**Co funded by the European Union and National Funds of Greece and  
Albania via the Interreg IPA CBC program "Greece Albania 2014-2020"**



Interreg - IPA CBC   
Greece - Albania



REGIONAL  
COUNCIL  
OF KORÇE



ACCORDING  
TO THE  
ORIGINAL

**JOINT PROMOTING ACTIONS**  
OF THE LOCAL ENTREPRENEURSHIP  
AT GREECE / ALBANIA



**Interreg - IPA CBC**   
Greece - Albania



REGIONAL  
COUNCIL  
OF KORÇE



**01****PRIORITY AXES****BOOSTING THE LOCAL COMMUNITY****02****OVERALL OBJECTIVE**

**Wincome** is about how a joint route of promoting the outward-looking of SMEs & local wine products to international markets can support non-homogeneous areas to flourish in more than one field. The WINCOME's overall objective is in full accordance with the programme's specific objective of the thematic priority in which belongs: Improve CB capacity to support entrepreneurship, business survival & competitiveness.

**03****SPECIFIC OBJECTIVES**

**S.01:** bridge the gap between the GR and AL partners in terms of wine production and exploitation

**S.02:** exchange knowledge regarding wine production and viticulture

**S.03:** explore new and more efficient ways of selling the different wine qualities at larger part of customers.

**S.04:** analyze and communicate the good practices and lessons learnt in the partners regions

**S.05:** disseminate information on the different wine varieties production and their requirements as well as the traditional local viticulture methods

**S.06:** develop business support services

**S.010:** implement mutual actions for the exploitation and promotion of the wine production tradition *in* order to boost exports and entrepreneurship.

**S.011:** organize seminars to disseminate wine production and certification and on-site training viticulture and wine production thematic workshops

**S.012:** organize mutual cross-border wine exhibitions

**S.013:** develop Cross-border business-plans with pilot applications of cross-border collaborative schemes between individual businesses

**S.014:** preserve and promote the inherent local knowledge of traditional viticulture in the participating regions





# PARTNERSHIP

<b>Beneficiary No</b>	<b>Beneficiary Institution (Full Name)</b>	<b>Country</b>	<b>NUTS III</b>	<b>Legal Status</b>
<b>LB (P1)</b>	Municipality of Zitsa	Greece	EL213 Ioannina	public
<b>PB2</b>	Municipality of Amyntaio	Greece	EL134 Florina	public
<b>PB3</b>	Amyndeon Oenos	Greece	EL134 Florina	private organization
<b>PB4</b>	Regional Council of Korce	Albania	AL034 Korçë	public
<b>PB5</b>	Regional Center for Development and Cooperation	Albania	0	private organization

## A.A Project overview

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

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 are:



**A** 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

### 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

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 expe-



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 WINCOME 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.



# 1 OBJECTIVE & PURPOSE

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 wine production and exploitation, exchanging knowledge, analyse and communicate the good practices and lessons, develop business support in cross-border economic activity and promote ICT tools for "smart" wine businesses.

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 wine production and exploitation, exchanging knowledge, analyse and communicate the good practices and lessons, develop business support in cross-border economic activity and promote ICT tools for "smart" wine businesses.

The purpose of this tender is the provision of creative services in the field of graphic design for paper and electronic media. The contractor shall be requested to design several types of communication, promotion materials and publications and





# PROJECT IMPLEMENTATION ACTIVITIES

BP4  
Albania

## Deliverable Title

### WP 1

Deliverable 1.4.1

Deliverable 1.4.2

Deliverable 1.4.3

Deliverable 1.4.4

### Project Management & Coordination

Preparation Activities

Partner progress reports

Organization of one (1) Interim Project Meeting in Albania

Participation at meetings (2 in Greece)

### WP 2

Deliverable 2.4.1

Deliverable 2.4.2

Deliverable 2.4.3

### Communication & Dissemination

Content for Project Web Platform (Albanian)

Information Day (Albania)

Project promotion material-Brochures, USB, Posters,

Project result booklet (Albanian version - Translations and procurement)

### WP 3

Deliverable 3.4.1

Deliverable 3.4.2

Deliverable 3.4.3

### Multidimensional Analysis of the Wine Business Sector at the WINCOME Cross Border Area

Cataloging and Commercial Evaluation of Local Wines' Varieties (Korce Region)

Web GIS Platform and Spatial Database of Wine Zone Varieties and Production Units (Region of Korce)

Drone Mapping of Korce's Wine Production Zone

### WP 4

Deliverable 4.4.1

### Development of an Integrated Background of Actions for Smart Specialisation of the Wine Business Sector

Recording and Investigation of genetic variability

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WINCOME

## Info Day

IN THE FRAME OF PROJECT  
IMPLEMENTATION OF THE

# JOINT PROMOTING ACTIONS

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



IMPLEMENTED BY REGIONAL COUNCIL OF KORÇA  
Co-funded by the European Union and the Government of Greece



## DELIVERABLE 2.4.2 INFORMATION DAY (ALBANIA)

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 field. This project focuses on



## More specifically, the project will focus on:

Cataloging and commercial evaluation of local wine varieties.

GIS platform, which will include the geographical coordinates of all pilot zone varieties.

Mini Pilot project with new "SMART" winemaking techniques.

A

B

C



## DELIVERABLE 3.4.1

### CATALOGING AND COMMERCIAL EVALUATION OF LOCAL WINES' VARIETIES (KORCE REGION)

ACCORDING  
TO THE  
ORIGINAL

01



02

1. Description of wine sector in Albania
2. Status of legal framework on wine
3. National support schemes & programmes
4. Trends and prospects of identified vineyard cultivation
5. Value chain of wine sector
6. Market
7. Comperative winemaking techniques
8. Case study - Korca region

03



Drone Mapping of Korca's Wine Production Zone (platform design)



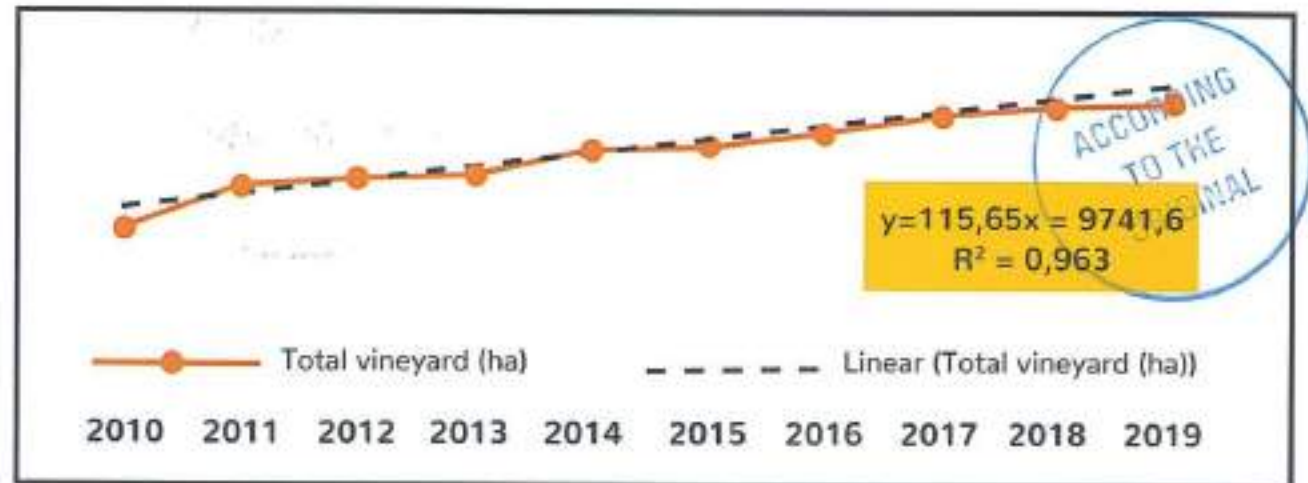
# A

## Cataloging and commercial evaluation of local wine varieties.

### 1.1.1 Overview of the wine production in Albania



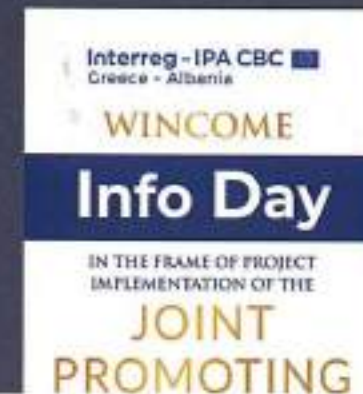
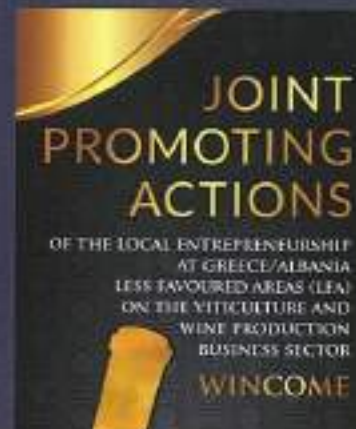
- Albania has a total area of 28750 km<sup>2</sup> (2875000 ha), from which 695520 ha or 24.2% are agricultural land. There were 11373 ha vineyards or 1.63% of the total agricultural land. Albania belongs to the subtropical zone and is under the impact of a temperate Mediterranean climate.
- According 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 4.18 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



Source: Authors based on INSTAT (2020)

## DELIVERABLE 4.4.1

### RECORDING AND INVESTIGATION OF GENETIC VARIABILITY (KORCE'S INDIGENOUS GRAPE VARIETIES)





## 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 km<sup>2</sup> (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

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 8<sup>th</sup> 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 the establishment of the

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 antiphylloxeric 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.

## DELIVERABLE 3.4.2

Web GIS Platform and Spatial Database of  
Wine Zone Varieties and Production Units  
(Region of Korçe)



[www.korcaregionwines](http://www.korcaregionwines)



## DELIVERABLE 4.4.2

Pilot/Demonstrative Project for Smart production  
of grapevines' propagating material





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 wine-makers 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 wine-makers, 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

Interreg - IPA CBC   
Greece - Albania  
**WINCOME**



**PROJECT EVENT:**  
DEMONSTRATION OF A PILOT PROJECT FOR SMART PRODUCTION  
OF GRAPEVINES' PROPAGATING MATERIAL IN THE FRAME OF  
**"WINCOME" PROJECT**  
KORÇE, ALBANIA

DATE: **JULY 15** | TIME: **11:00 AM** | PLACE: **PYLLI I FAZANEVE**

**DAY 1**

- 11:00 - 11:30 REGISTRATION
- 11.30 - 12:00 **Opening session**  
Welcome words by President of the Regional Council of Korçe  
**MRS. ANA VERUSHI**  
*Presentation of the dissemination of the project activities & objectives*  
Project Manager MRS. MARIELA ALICKOLLI
- 12:00 - 12:30 **Presentation of the "Demonstration of the smart production of the grapevine" of the pilot zone in Leskovik.**  
Case Study:  
• MAX MAVRUD COMPANY  
• MICI CANTIN  
• BREGU CANTIN
- 12.30 -13:00 Presentation of the new gis regional wine platform by external expert [www.korcaegionwines.com](http://www.korcaegionwines.com).
- 13:00 - 13:30 Discussion between stakeholders, experiences, grape wine products demonstrations.
- 13:30 - 14:30 Light Lunch
- 14:30 Free Visit on Artisanal Wine Production Subjects

**DAY 2**





## EXPECTED OUTPUTS

**A.** Multidimensional Analysis of the Wine Business Sector at the WINCOME CB Area:

**A.2** Cataloguing and Commercial Evaluation of Local Wines Varieties.

**A.3** Assessment of Cross-border and International Commercial Networks of Wine Products-Link.

**A.4** Web GIS Platform of Wine Zone Varieties & Production Units.

**A.5** Local (Zitsa-Amyntaio) & Regional (Korce) Operational Plans (x3) for the Reuse of Abandoned Vineyards -Link.

**A.6** Spatial analysis & classification of Local Wine Production Zones (including abandoned) using Drones and ICT Mapping Tools.

**B.** Smart Specialization/Joint Exploitation & Promotion.

**B.1** Recording & Investigation of genetic variability (indigenous grape varieties, Zitsa-Amyntaio-Korce).

## EXPECTED RESULTS

- 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 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 Favoured Areas in local and regional level.



## OVERALL OBJECTIVE

Improve cross-border capacity to support  
**Entrepreneurship  
Business  
Survival and  
Competitiveness.**

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

### S.O3

Analyze and communicate the good practices and lessons learnt in the partners regions, disseminate information on the different wine varieties production and their requirements as well as the traditional local viticulture methods.



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