



GAMCON

GAGAUZIAN MODERNIZATION CONVENTION

Evaluation Report & Recommendations 3

Working Group 1 (Regional Development) meeting no.3
held on **03.07.2018** in **Comrat/Moldova**

Summary of the WG1 meeting

The 3rd meeting of the Working Group 1 (WG1) for Regional Development of the Gagauzia Modernization Convention (GaMCon) was held on 03.07.2018 in Comrat, Moldova (see Program of the WG1 meeting). Its aim was to discuss the draft version of the Strategy of Wine Tourism Development in ATU Gagauzia till 2025 (the EnoTour Strategy) and its finalisation.

Organisers welcomed participants and informed them about the work-plan of the WG1 meeting.

Ms. Levitskaia presented the key parts of the EnoTour Strategy that was elaborated during the March – June 2018. She focused mostly on those 5 parts of the draft document:

- Analytical part – description of current situation;
- Analytical part – potential of the eno-tourism development in the ATU Gagauzia;
- SWOT analysis;
- Draft version of the vision, strategic aims and priorities;
- Possible mechanisms of the EnoTour Strategy implementation.

At the end, she also introduced her “wish-list” of the eno-tourism projects that should be considered as priority projects for the region. She also presented possible “wine-routes” that can be organised in the ATU Gagauzia, following the examples from Slovakia and other EU countries.

The WG1 members discussed some issues from the EnoTour Strategy, esp. regarding the SWOT analysis and strategic aims. They also discussed how those “wine-routes” in Gagauzia can be organised and established.

Mr. Benc, based on the request of the MD partners as well as from the wine producers, presented his 1st presentation that consisted of short analysis of the problems of the Slovak wine-making industry, but he also presented the system of support for viticulture and winery in Slovakia and EU. However, core part of his presentation consisted of good examples how to develop and enhance the wine-production & wine-selling sector. He provided several examples

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from Slovakia, consisting small wine-producers, family companies, but also stories of top wine market leaders, including short analysis of key factors of their success.

After a short break, Mr. Benc opened a discussion on the finalisation of the EnoTour Strategy. He presented how the Action plan will be drafted and also collection of project ideas via project fiches. He explained the methodology how to fill in a form of the project fiche. He also introduced possible principles for project selection / prioritization that should be a part of the Action plan. Members of the WG1 then discussed how to collect the project fiches.

Last presentation of the WG1 meeting was done by Ms. Helle Willumsen, head of the project that will provide small grants for development of local communities in Gagauzia, incl. sector of tourism. She informed participants on the details of the call they launched and how to prepare projects.

Recommendations & Next steps

- Ms. Levitskaia and the MD GaMCon team will distribute the project fiche form to key stakeholders in Gagauzia and will instruct them how to fill in their project ideas. It will be done in July and the plan is to collect them till mid-August;
- Ms. Levitskaia with Mr. Benc and SK/MD GaMCon team will finalize the EnoTour Strategy till .also interview main stakeholders in the wine tourism sector in ATU st week of September and distribute it to other members of the WG1 for their final comments and suggestions;
- The 4th WG1 meeting will be organised at the end of September 2018 and will be devoted to presentation and final discussion on the EnoTour Strategy;
- 4th WG1 meeting will also discuss ways how to implement the EnoTour Strategy, how to monitor and evaluate it;
- RC SFPA with its MD project partners will prepare communication and dissemination strategy for the EnoTour Strategy and will distribute final version of the EnoTour Strategy during the October/November 2018 to all stakeholders.

Attachments

No.1: Ms. Alla Levitskaia: Strategic plan of the wine tourism development in Gagauzia 2018-2025 (presentation, RU language)

No.2: Mr. Vladimír Benč: Supporting wine production & enotourism in Slovakia (presentation, EN language)

No.3: Mr. Vladimír Benč: Gagauzia wine-tourism strategy elaboration. Projects: fiche, prioritization, etc. (presentation, EN language)

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