3rd UNWTO Global Conference on Wine Tourism

European Promotion of the Wine Territories

Chisinau, Moldova 2018

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What is RECEVIN?

• RECEVIN has the support of the Wine Cities National Associations, which exist in the majority of the 10 Countries members of the Net (Germany, Austria, Bulgaria, Slovenia, Spain, France, Greece, Hungary, Italy, Portugal and Serbia), that turn out to be the strength of 600 cities all over Europe.

• The union and strength of the European Wine Cities united at RECEVIN are our institutional tool for the defense, at a single voice, of the European local administrations interests, economically linked to the wine and wine tourism sector.

• At the same time it allows us to use an interchange platform of experiences, contacts and partnerships.
Objectives of the Network

Intentionally defend the Wine and Wine Tourism sector

• The recognition of the European Wine Cities Association in Europe grants the defense of the wine territories interests once that due to its European dimension, RECEVIN is the suitable platform to develop the positioning of interests shared by all wine cities at an European level.

RECEVIN’s Strategic and Political Priorities

• Defend PDO and PGI designations against its liberalization;
• Transatlantic Trade and Investment Partnership (TTIP);
• An observatory for Gastronomic and Wine Tourism;
• Liberalize European e-commerce of Wine.
Growth Objectives 2016-2020

• Constitution of an European Wine Route – Work Wine Tourism with all European Partners;
• Work in Iter Vitis project having RECEVIN a role of particular emphasis;
• Creation of a European Wine Museums network;
• Creation of European Grape Harvest Queen contest;
• Establish partnerships with several European Associations, namely AREV and CEUCO;
• Having an annual meeting at the European Parliament and at the European Commission;
Growth Objectives 2016-2020

• Implementation of strategies that promote the raising of European cities associated to RECEVIN;
• Growth of the number of European Countries with members at RECEVIN;
• Creation of structures that make communication easier between the different Nacional Associations and Associates;
• Promotion of a more active role of Municipalities near RECEVIN;
• Bring to value all the work done by National Associations of Wine Producing Municipalities, as well as the Municipalities themselves.
RECEVIN Projects and European Wine Tourism Growth

**European Wine Tourism Chart:** Document of general agreement that defines Wine Tourism concept and establishes the participation and cooperation lines of several types of agents for their development and self-regulation;

**Vademecum of European Wine Tourism:** Document that establishes Wine Tourism Quality Management System at the European level and from which methodology to be set in motion is normalized, develop and recognize European Wine Routes;

**European Wine Tourism Day:** Event the places Wine Tourism as a unique and multiple reality in all member states of the Net, once that it promotes the consumption of products from the territories, with intrinsic arguments of quality of life in Europe. This event is early celebrated on the second Sunday of November;
RECEVIN Projects and European Wine Tourism Growth

International Contest “Selezione del Sindaco”, in which well over a 1,300 European wine references take part;

Yearly Stage for European Young Wine Producers;

Projects Development COSME Program (Wine Senses - project approved € 396,000);
CREATIVE EUROPE Program (to be applied).
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<td>2018 Torres Vedras and Alenquer</td>
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<td>2019 <em>(To be appointed by Italy)</em></td>
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Welcome
5th UNWTO Global Conference on Wine Tourism - 2020
Portugal | Alentejo
Reguengos de Monsaraz