



“Introduction of Geographic Indications (GI) in Wine in North Macedonia”

Regional Conference on Wine Wine markets: Current challenges and opportunities

20.02.2024 (Tuesday)

Conference Day I: **Export Opportunities & Challenges**

M6 Educational Center, Skopje

08:00-09:00 Registration and welcome coffee

09:00-09:30 Welcome Address

- Mr. Svetozar Janevski, President of Wines of Macedonia
- Mr. Frank Mueller, Regional Agricultural Counsellor, Embassy of the Federal Republic of Germany in North Macedonia

09:30-11:00 First Session: **Global wine market** (General, China, USA etc.) Prof. Jon Hanf, Geisenheim University, Germany

Discussions

11:00-11:30 Coffee break

11:30-13:30 Second Session: **Niches in Europe** Prof. Jon Hanf, Geisenheim University, Germany

Intra-regional Western Balkan trade with grape and wine - facts and figures
Elena Mladenovska-Jelenkovikj, representative of Wines of Macedonia

Short inputs by the auditorium on best cases on niche markets

Discussions

13:30-14:30 Lunch

14:30-16:00 Third Session: **Legal and technical requirements for export**, Prof. Silvia Diemer, Geisenheim University, Germany

Discussions

16:00-16:30 Final discussions and Conclusions