



AMBR

Wine tourism, a boost for rural communities

PROJECT TITLE	RO MD Cross-Border Wine Tourism Cluster Development
IMPLEMENTATION PERIOD	11.03.2020 - 10.07.2022
ORGANISATIONS INVOLVED	Regional Development Center “Stability” (MD); SMART Development Center (RO)
PROGRAMME	Romania – Republic of Moldova ENI CBC 2014-2020
TOTAL BUDGET	101.436,00 €



Romania-Republic of Moldova
ENI-CROSS BORDER COOPERATION

A special focus on rural community development, and local culture promotion: the partnership of business, science and education was used in Romania and the Republic of Moldova to create a cross-border cluster to promote a wine-route tourism. Through the establishment of a cross-border “Wine Trail”, the AMBR project is building local capacities for tourism and strengthening economic opportunities for production and marketing of wine and related infrastructure in both countries. With an initial assessment of the industry value and growth areas, exchanges of resources and best practices to maximize industry opportunities, the AMBR Wine Trail is an investment into one of the oldest and most respected cultural products of the cross-border region.



BUSINESS



ECONOMIC DEVELOPMENT



Project co-funded by the European Union