

How does Italy protect and promote its wine appellations? 16-19 July 2007



In the context of the FAO/EBRD

"Protection of Georgian Wine

Appellations" project, TCIE organized on 16-19 July 2007 a study tour on Italy's wine appellation system. The study tour aimed to improve Georgian wine producers' capacity to stimulate demand for their products in the global market.

The tour included a seminar on *"How does Italy protect and promote its wine*

appellations?" with presentations by representatives of the Italian wine sector. At the same time the aim was to discuss the geographical appellations issue and learn from the Italian know-how how best to protect and promote such appellations.

The event was followed by visits of associations of wine-makers, laboratories and wineries in 3 different regions.

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