

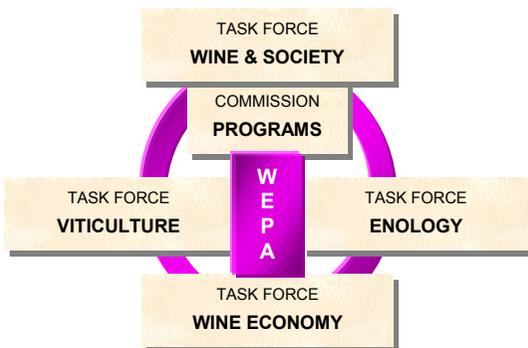
WEPA

WEPA Members. Among the Association's members there are many important companies in the Romanian wine industry, both in the production and trade spheres, such as:

-  Carl Reh Winery
-  Carpathian Winery
-  Cotnari
-  Edelweiss
-  Prahova Wine Cellars
-  Provinum
-  S.E.R.V.E
-  Vie-Vin Murfatlar
-  Vie-Vin Vinju Mare
-  Vincon Vrancea
-  Vinterra International

WEPA's Current Activity. This is carried out by a Secretariat under the Executive Director's leadership and the Steering Council's coordination.

To succeed in an increasingly demanding business arena, the Romanian wine community needs the ability to build its distinct, clear and coherent **Voice** to speak up for its interests and show the importance of wine industry as an image vector of Romania. Our Association will stand for this and with a view to meet its members' expectations it is going to channel all available Romanian expertise into a working mechanism, as follows:



WEPA



WINE

EXPORTERS AND PRODUCERS ASSOCIATION OF ROMANIA

For further details, please contact:

Secretariat APEV

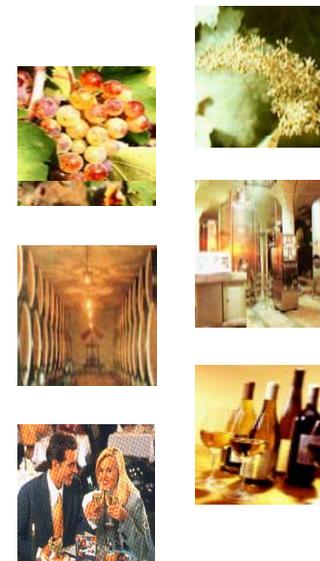
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WEPA



WINE

EXPORTERS AND PRODUCERS ASSOCIATION OF ROMANIA



Tapping the Potential of Romanian Wine Industry

WEPA

WEPA, the Wine Exporters and Producers Association of Romania, was set up in April 2001 as a non-profit legal entity of private law, meant to represent, defend and promote its members' rights and interests, both locally and internationally.

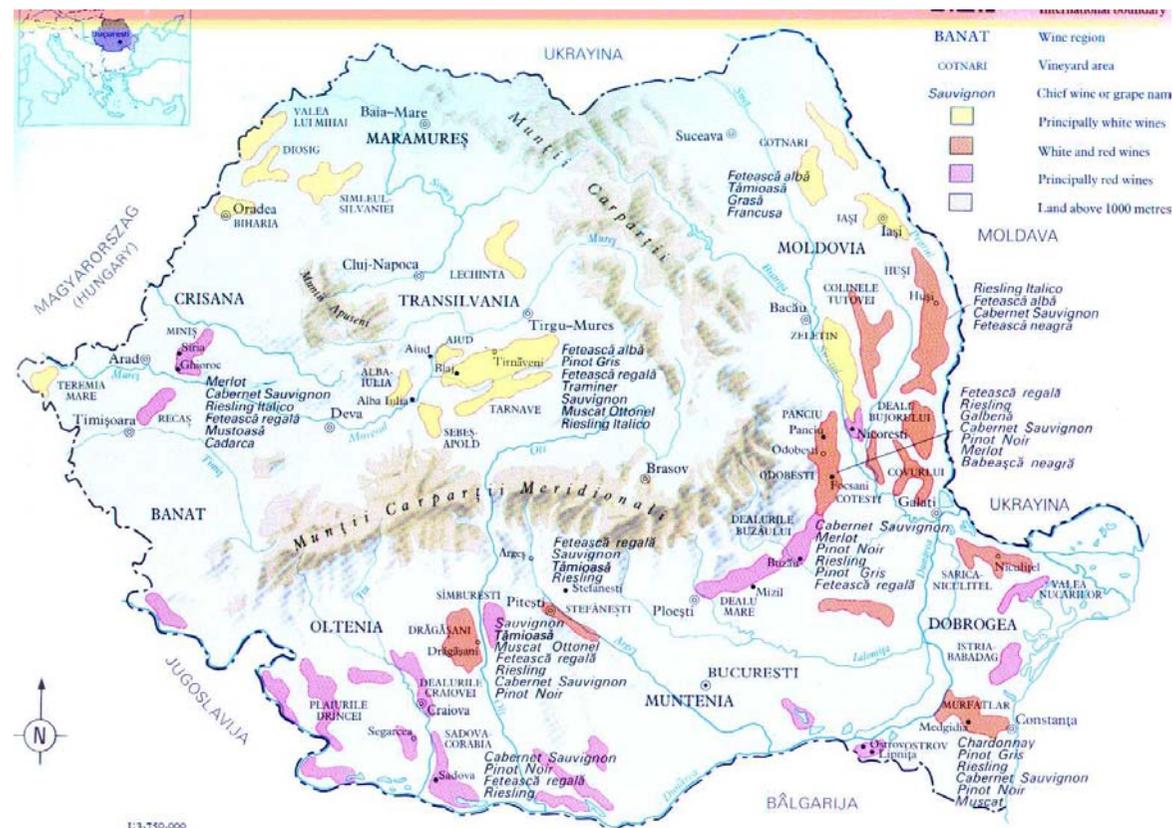
WEPA's birth stemmed from a strong need of those involved in the wine industry, wanted to discover, develop and promote their own identity as a distinct community.

Mission. Our mission is to help the wine industry of Romania express its identity, tap its great potential and become a valued member of the world-wide wine community.

Legal Basis. WEPA was set up in 2001 and it operates on the basis of Government Ordinance (GO) 26/2000 with regard to foundations and associations, and of GO 55/2000 with regard to interprofessional organisations on food and agricultural products.

Objectives. WEPA's immediate objectives are the following:

- Y Support the Romanian winemaking, through specific actions, in preparing itself for accession to the European Union (e.g. approximation of Romanian legislation, adoption of best oenological practices and techniques, appellations of origin, etc.) .
- Y Help the Romanian wine producers and exporters develop and reach the highest EU and international quality standards to withstand the competition pressure of EU and world markets.
- Y Initiate specific research on domestic and international markets and organise lobbying, advocacy and promotion campaigns in favour of Romanian wine industry.
- Y Facilitate the communication among its members and other renown wine associations of producers and exporters in the EU and in the world.
- Y Develop co-operation and attract foreign direct and portfolio investment in the field.
- Y Initiate local and international projects with multiple dimensions in art, culture, tourism, etc.



Romania - A God-Blessed Wine Land

Terroir. Romania is a major wine country in Europe with rich historical and cultural traditions. Today it undergoes profound changes and aspires to become a valued member of the world wine community as a producer and exporter of highly praised quality wines.

The total vineyard area devoted to wine-grape production is of about 200,000 hectares, spread throughout the country, as shown in the above map.

The continental climate, with hot summers and cold winters, is moderated by such local factors as the Black Sea, the Danube and the height of the Carpathian Mountains. The climate, soil, sun exposure and human soul are the key factors determining the quality of Romanian wines.

Grape Varieties. The main noble wines of Western European origin, with renown oenological characteristics, have been successfully acclimated in Romania since over two millennia (e.g. Merlot, Cabernet Sauvignon, Pinot Noir as reds, and Chardonnay, Sauvignon Blanc, Pinot Gris and Muscat Ottonel, as whites). Worth mentioning are also several extremely valuable native varieties such as Feteasca Regala, Francusa, Grasa and Tamaioasa as whites and Babeasca and Feteasca Neagra as reds.

Main Wine Regions. The major vineyards are located in Moldova, Muntenia, Oltenia, Banat, Transylvania, Crisana-Maramures and Dobrogea. The most known vineyards of Romania are Cotnari, Dealu Mare, Ceptura, Tohani, Valea Calugareasca, Jidvei, Murfatlar, Panciu, Odobesti, Vanju Mare, Minis, Recas, Dragasani.