



MOLDOVA

UNEXPECTEDLY GREAT

Is Moldova a safe destination?

YES!

92%

Travellers consider Moldova a safe destination, according to the Exit Survey, October 2023

Moldova Snapshot

Population: 2.5 million

Capital City: Chisinau (532.513 people)

Currency: Moldovan Lei (MDL) (approximately 1 MDL = 19 Euro). Major credit cards are accepted at hotels, restaurants, shops and most venues.

Language: Romanian (most Moldovans speak multiple languages)

ROMANIA

UKRAINE

Visa: Visa free for citizens of 100 countries, including the EU, North America, CIS,

Time zone: Eastern European Time Zone, GMT+2

Memberships: EU Candidate Country

Trade Agreements: WTO, DCFTA, CEFTA, GUAM, BSEC.



What makes Moldova a unique destination?



GEOGRAPHY AND HISTORY

In Eastern Europe at a historic crossroads of civilizations and cultures.



QUALITY WINES AND CUISINE

Top 10 global wine destination with new wine and food tourism offers for a special and decadent holiday.



UNDISCOVERED...FOR NOW

Get away from the crowds for a personal touch and service.



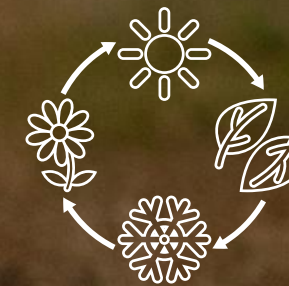
AUTHENTIC EXPERIENCES

Endless opportunities to experience Moldova's genuine hospitality and spirit.



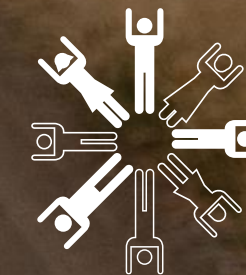
DYNAMIC CAPITAL CITY

From hip wine bars and restaurants to world famous opera and ballet, Chisinau has it all.



4 SEASONS AND 40 FESTIVALS

Cultural, wine and music festivals throughout the year. something special for each season.



MULTI-ETHNIC AND DIVERSE

Six distinct ethnic groups means we respect diversity and speak your LANGUAGE.



IDEAL FOR REMOTE WORK

High-speed INTERNET and mobile data accessibility makes for a perfect remote workplace.

Tourism offer



Rural tourism:
Network of 40+ rural guest houses +
cultural/culinary/nature activities



Wine tourism: accommodation,
restaurants, wine tasting tours, wine-
related services/activities



Adventure travel:
cycling/hiking trails, kayaking and other
outdoor activities



Tree of Life: 40+ festivals and events
annually (wine, culture, sports, music)



Chisinau city break: museums, culture
(e.g., opera, music), wine bars, restaurants



MICE: facilities and infrastructure to host
international conferences



Medical tourism: dentistry



Business travel: hotels, restaurant and
internet infrastructure

64%

of foreign tourists chose Moldova because of its wine attractions

HISTORY



5000 BC

Viticulture in Cucuteni – Trypolia culture



II-III AD

Roman Dacia



XV-XVI AD

Ștefan cel Mare vine cultivation at noble courts



XIX AD

Phylloxera



XX AD

Soviet period – mass viticulture- each 4-th bottle in USSR made in Moldova



VI BC

Greek Colonization



IX-XIV AD

Christians and wine culture in monasteries



XVIII AD

Dimitrie Cantemir first wine classification



XIX AD

Influence of French and Swiss colonists - 1-st school of winemaking



1982

Record Harvest 12 mln hl 193 000 ha of vineyards

The **GRAPE** Country

#1 in the world with the highest density of vineyards

#6 in Europe by vines surface

200 wineries

980 enterprises & 6 institutions of Education working for Wine and Oenotourism, Research and Technology

every **4th** active Moldovan involved in the wine sector (52 000 viticulturists)

#2 editions of the National Wine Day



In Moldova, there are over

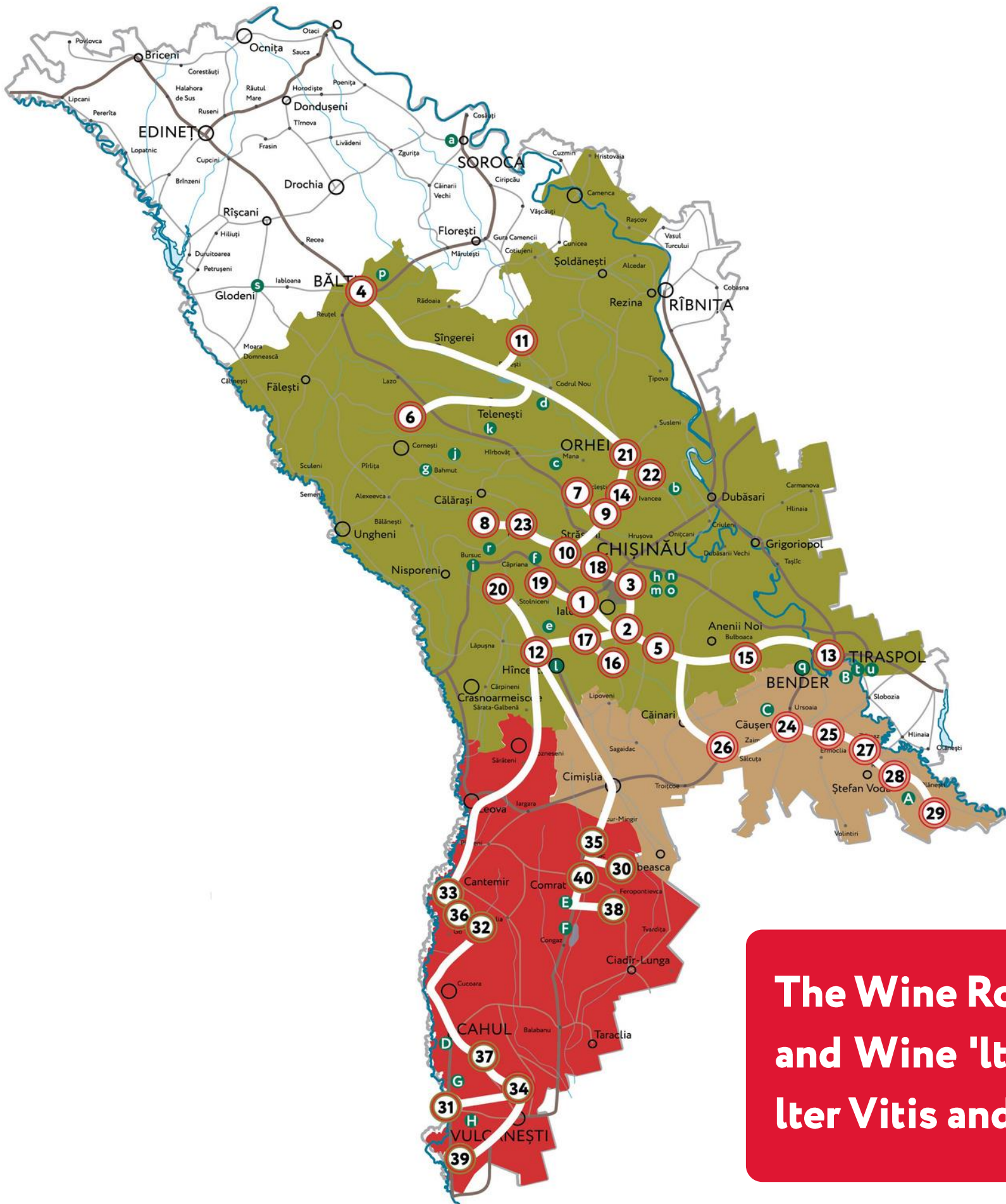
200 wineries

including 60 small wineries.



**Worlds largest wine
collection and largest
underground wine cellar**





WINE ROUTES OF MOLDOVA



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The Wine Routes go through the **3 historical wine regions** designated for the production of wines with protected geographic indication and include:

- **40 wineries for tours and wine tastings**
- **6 wineries with accommodation**
- **14 wineries with restaurants or food experiences**
- **Historical, natural and cultural attractions**

The Wine Routes of Moldova are affiliated with the European Cultural Route of the Vine and Wine 'Iter Vitis - Les Chemins de la Vigne,' promoted by the European Federation Iter Vitis and certified as a 'Cultural Route of the Council of Europe.'

EXPORTS

TRIPLED IN VALUE

**to non - CSI countries,
reaching in 2023**

\$192

+19% in volume and +24% in value

millions

Top bottled wine export destinations :

Romania 24%

Poland 9,7%

Czech Republic 9.5%

USA 6.6%

China 5.1%

Turkiye 4.5%

Holland 4.4%



Moldova: The Most Awarded Country in Eastern Europe

24 competitions in 2023

Mundus Vini Spring Tasting
88 medals



Berliner Wine Trophy
63 medals



London Wine Competition
60 medals



Brussels World Competition
36 medals



IWSC
34 medals



Vinarium
95 medals



DWWA
124 medals



Asia Wine Trophy
61 medals



est

650

medals

0

Wine of Moldova comited to
SUSTAINABILITY
PRINCIPLES



*Pilot project
implemented in 2022





Asconi Winery



Purcari

**Wineries as Unique Event Locations:
Where wine meets business**



Château Vartely



Castel Mimi

In 2018 Moldova hosted the UNWTO Wine Tourism Conference





Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



This year Moldova will host the

Iter Vitis General Assembly 2024

This prestigious event marks a significant milestone as we come together to celebrate the 15th anniversary of the Iter Vitis Certification.

Moldova is set to host the OIV Congress in 2025



**International Organisation
of Vine and Wine**
Intergovernmental Organisation



WINE OF
MOLDOVA

UNEXPECTEDLY GREAT FIRST **Ai** VINTAGE

wineofmoldova.com

#UnexpectedlyGreat

AI WINE JOURNEY



WINE OF
MOLDOVA

2

Data Collection and Analysis

Utilized data from the IoT weather stations installed on the demonstration plots across Moldovan wine regions to monitor the fermentation process, optimizing conditions for wine development with a focus on filtering, yeast selection, and temperature control specifics.

4

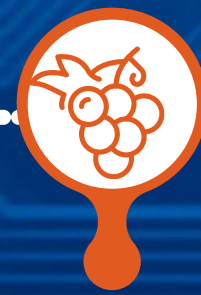
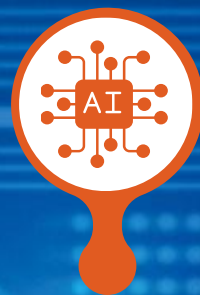
Fermentation and Winemaking

AI utilized fermentation lab data and sensory evaluations to enhance wine flavor, aroma, and structure by making adjustments during fermentations with indigenous yeasts based on AI insights.

6

Naming and label design

AI suggests wine labels "Elysium" for white cuvée and "Rubrum Aeon" for red blend, symbolizing tradition, progress, and merging AI with winemaking traditions for new eras.



1

AI Training

AI was fed and trained with extensive information on Wine of Moldova history of winemaking, PGIs, indigenous and local selected grape varieties, setting the foundation for its decisions.

3

Harvesting

AI recommended optimal harvesting times based on a comprehensive analysis of IoT data and precision viticulture data.

5

Blending

Winemakers partnered with AI to craft innovative Moldovan wine blends, combining data insights with sensory expertise to represent all three wine regions, capturing their distinct flavors, structures, and aromas.

7

Marketing and communication

AI developed a marketing strategy for wines, featuring Chelaris, the AI Metahuman Winemaker. The strategy personified the brand and demonstrated AI's role in winemaking, utilizing AI tools for content creation while ensuring consistency.



WINE OF
MOLDOVA

Meet Chelaris

This AI vintage celebrates Moldova's innovative spirit, merging Old World depth with New World creativity. It's about honoring the past while embracing the future.

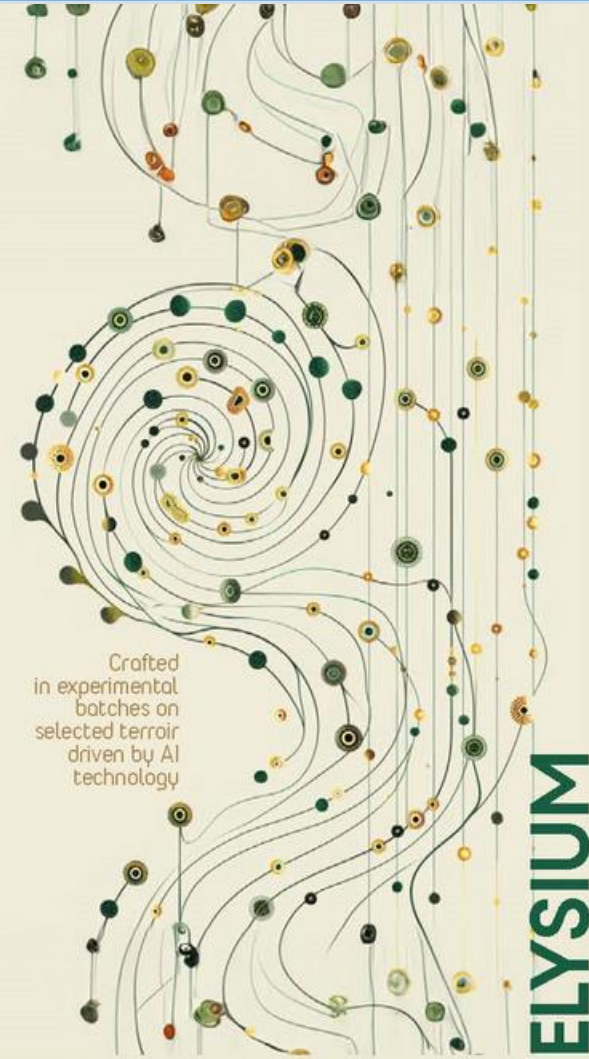
Chelaris, The first AI winemaker



Labels



WINE OF
MOLDOVA



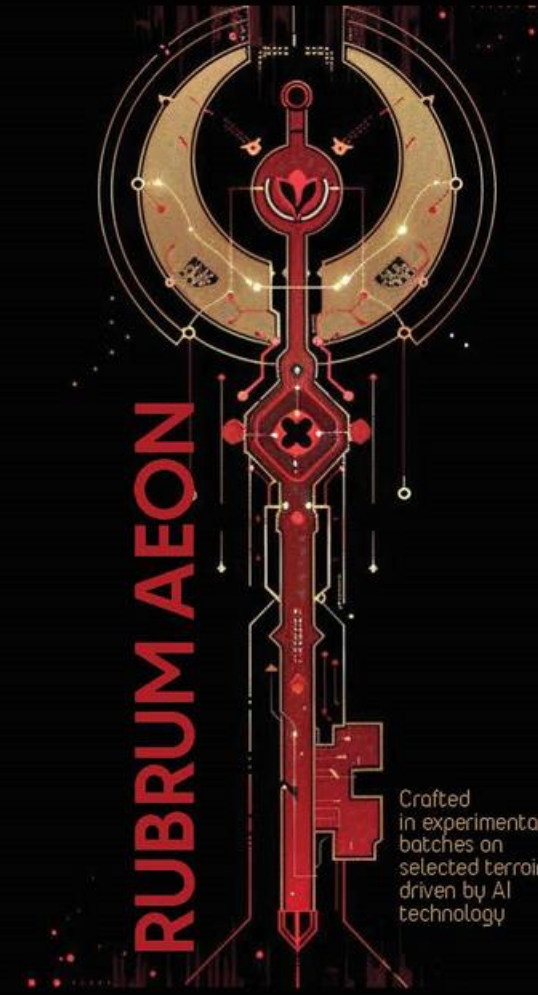
Crafted
in experimental
batches on
selected terroir
driven by AI
technology

ELYSIUM



fetească albă
fetească regală
viorica
2023

produced in
Republic of Moldova
12.5% vol



RUBRUM AEON

Crafted
in experimental
batches on
selected terroir
driven by AI
technology



fetească
neagră
2023

produced in
Republic of Moldova
14.0% vol





WINE OF
MOLDOVA

FIRST AI VINTAGE

ELYSIUM

White Dry Wine Vintage 2023

Winemaking Process:

- Harvesting at optimal ripeness Gentle pressing of intact grapes, bypassing the crushing step
Cold settling of must at +2°C.
- Fermentation at 14-18°C for 12-14 days with indigenous yeast.
- Sur lie aging for 30 days. Stabilization with bentonite (dosage: 50 g/hL).
- Chemical conditioning and blending. Filtration with cartridge plates.
- Cold sterile bottling with membrane filtration (0.45 microns).

Origin and grapes varieties:

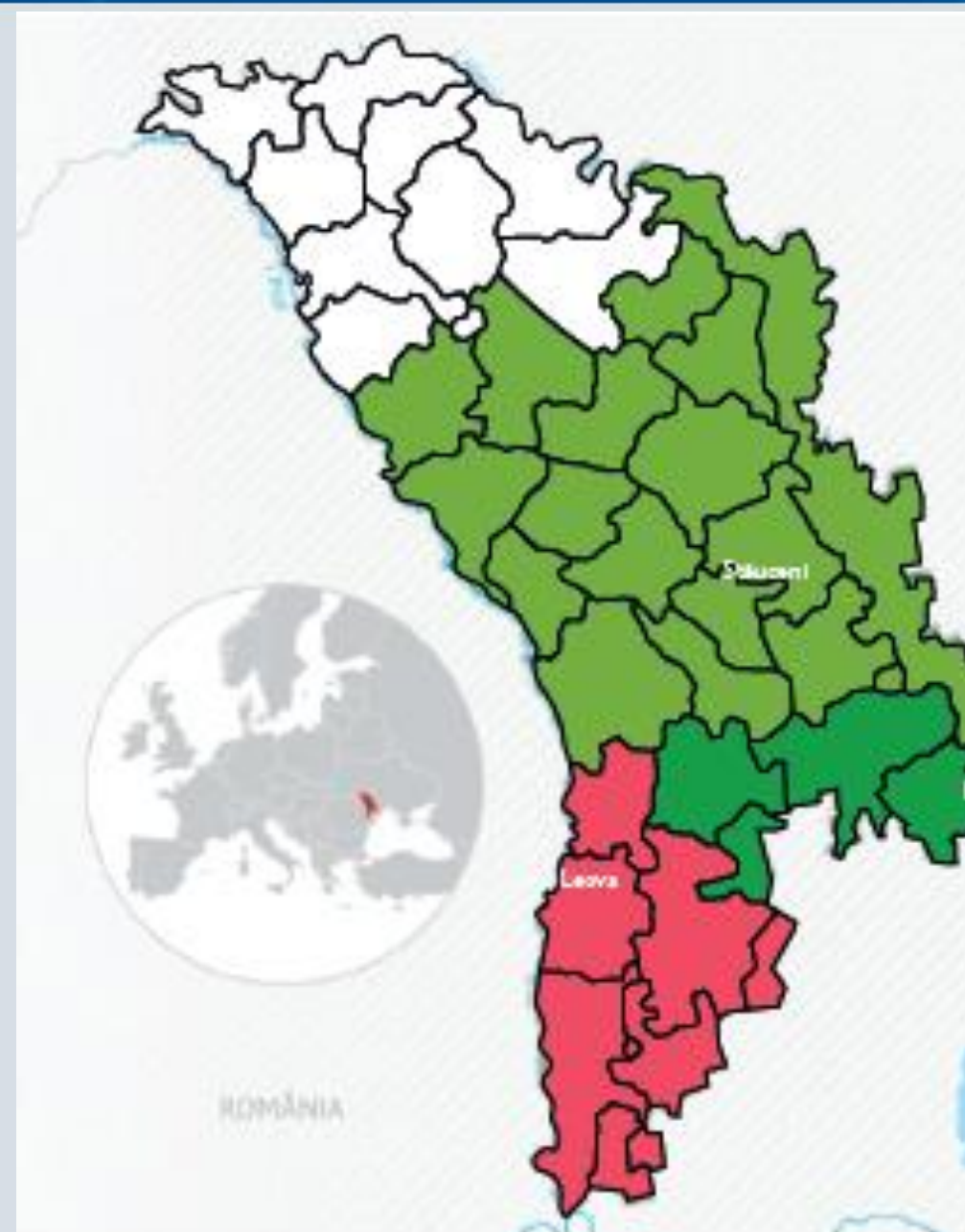
Grapes harvested from Demo Plots:

70% Feteasca Alba: Purcari (PGI Ștefan Vodă) 10%
Feteasca Regala: Leova (PGI Valul lui Traian)
20% Viorica: Stăuceni (PGI Codru)

Vineyards included in the "Wine of the Future" project and monitored by The National Office for Vine and Wine (ONVV) for climatic conditions.

Chemical Analysis:

Alcohol:	12.3% vol
Residual Sugar:	2.4 g/dm ³
Titrateable Acidity:	6.0 g/dm ³
Volatile Acidity:	0.39 g/dm ³
pH:	3.1
Total Sulfur:	40 mg/dm ³



- PGI Codru
- PGI Ștefan Vodă
- PGI Valul lui Traian





WINE OF
MOLDOVA

FIRST AI VINTAGE

RUBRUM AEOM

White Dry Wine Vintage 2023

Winemaking Process:

- Grapes harvested at full ripeness and phenolic maturity
- Destemming and gentle crushing
- Alcoholic fermentation with selected organic yeasts (Primaflora VC)
- Fermentation temperature: 24°C (first 3 days), maximum 28°C
- Maceration period: 14-18 days
- Twice daily cap punching for optimal extraction
- Pressing of the pomace fraction
- Malolactic fermentation with lactic bacteria addition
- Temperature monitoring during malolactic fermentation: 18-22°C
- Sulphiting and storage at lower temperatures (+8 - 10°C)
- Blending of wines
- Colloidal and tartaric stabilization at -4.5°C
- Cold filtration through cardboard plates

Grape variety: Fetească Neagră

Origin:

grapes harvested from Demo Plots:

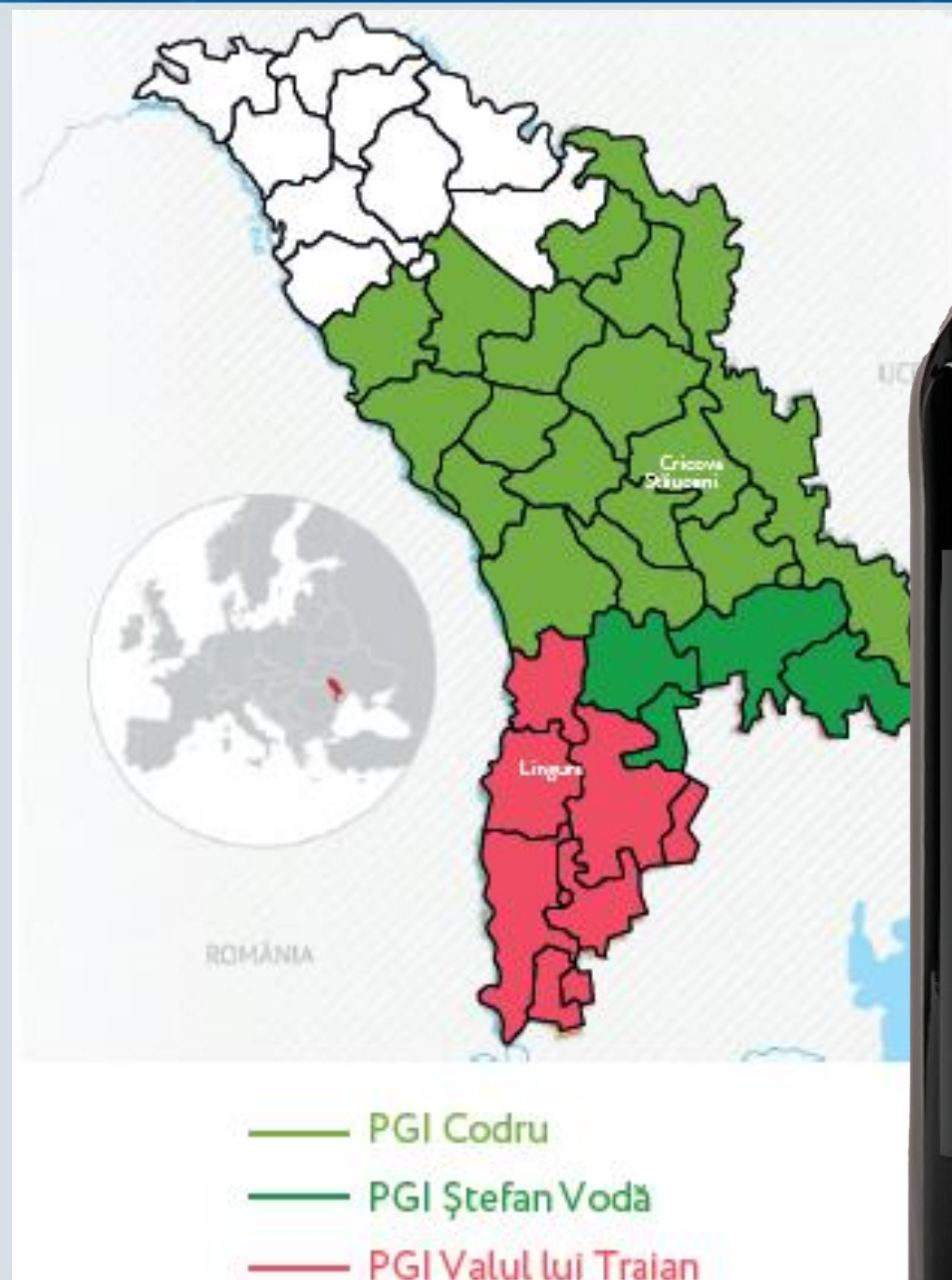
Lingura (PGI Valul lui Traian)

Cricova (PGI Codru) Stăuceni (PGI Codru)

Vineyards included in the "Wine of the Future" project and monitored by The National Office for Vine and Wine (ONVV) for climatic conditions.

Chemical Analysis:

Alcohol:	14.0 % vol
Residual Sugar:	1.2 g/dm ³
Titratable Acidity:	4.8 g/dm ³
Volatile Acidity:	0.46 g/dm ³
pH:	3.7
Total Sulfur:	40 mg/dm ³



Targeted Objectives for the next 5 years

1

Attract over **\$500 million** for innovation, sustainability, and terroir-adapted vineyards.

2

Fully **embrace sustainability standards** throughout the industry to ensure the longevity of Moldova's wine production.

3

Develop and promote Moldova's **first PDO wines** to express the country's unique terroir and traditional winemaking techniques.

4

Become a **world-class wine tourism destination**, with a 50% increase in wineries offering hospitality services and a surge in wine tourism.

5

Become **a host of major international events and conferences** to promote genuine Moldovan talent.

6

Nurture vibrant artisanal and **boutique wineries** and increase the number of them by 30%.

7

Boost the share of **bottled wine** in total exports to establish Wine of Moldova as high-quality, premium wines.



Thank you!
Let's talk