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Amyndeon Oenos

Good Practice

Amyndeon Oenos – Wine Cluster

April 26th 2021

Title and geographical scope

Amyndeon **Oenos**

- Amyndeon Oenos Wine cluster
- Acronym: AMO
- In Greek language:
Agrodiatrofiki Simpraxi
Dytikis Makedonias
- Regional Geographical scope



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Detailed Information

Amyndeon Oenos Wine cluster



- **Founded in 2008**
- **The first Greek regional Winery cluster**
- **11 wine making companies**
- **With quality certified PDO Amyndeon PGI Florina wines**
- **Xinomavro - Greece's Noblest Varietal**
- **Exports to more than 30 countries around the globe**

Amyndeon Oenos Wine cluster



Members:

Alpha Estate

Kir Yianni

Vegoritis

Domaine Karanika

Coop - ASEPA

Tsantalis

Ktima Pantou

Markouli Ioulia

InVino Estate

Dimopoulos Estate

Argyropoulos Winery

Amyndeon Oenos Wine cluster



- Implementation of common promotion projects
- Intra-EU as well as Third Countries
- co-funded by EU structural funds and Greek Government
- More than 4 million euros since foundation (2009)
- Promotion of xinomavro varietal worldwide
- Assistance of exporting capacity of cluster members
- Common research projects scheduled for the next programming period (2021-2027)

Objectives/Aims of AMO

- ✓ Study, identification, preservation and promotion of the authorized vine varieties of prefecture of Florina and in particular the variety "Xinomavro" that is cultivated in PDO Amyndeon area.
- ✓ Cooperation with academic community for the study of Xinomavro.
- ✓ Collaboration with national and international Wine Institutes.
- ✓ Support of sustainable development in Amyndeon area.
- ✓ Formulation of proposals and transfer of know-how to the Greek State.
- ✓ Administration and implementation of programmes financed by Greek State and EU, which promote "Amyndeon Oenos" causes.
- ✓ Organization of conferences and information campaigns
- ✓ Arranging, hosting and providing information on topics related to culture and physiognomy of Xinomavro grape variety

Financial Resources

- AMO is financed by its member fees
- In certain projects, AMO is co-financed by EU structural funds (Common Agricultural Market)



Results/Success



- ✓ This is the first time that such an initiative has been undertaken in a Prefectural level
- ✓ One common voice for all wineries of the Prefecture of Florina
- ✓ Official legal form
- ✓ Awareness Raising for Amyndeon as a quality wine origin (PDO Amyndeon, PGI Florina quality certifications)

Transferability



- ✓ **Horizontal Know-how transfer between members**
- ✓ **Vertical Know-how transfer between other supply chain sectors (vinegrowers, wholesalers, exporters etc)**
- ✓ **Assistance to central government Legislation initiatives**

Conclusion:

- ✓ **11 competitors have created**
- ✓ **1 comparative advantage**
- ✓ **for all 11 members**

Amyndeon Oenos

Thank
you!



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