



AN INTERVIEW WITH ROSER MESTRE ARAGÓN EXTERIOR

Tell us about the VInCI project. How important are its results for the wine sector in the SUDOE region? And specifically for companies in the Spanish wine sector?

VInCI project is key to have a further insight at the trends, knowledge and forecasts in key markets, in a rapidly evolving sector with very strong international competition. Having knowledge of added value in advance, will be important in order to make new decisions and goals for Spanish wineries, at a time of maximum uncertainty in many countries and in the harvest itself, due to climatic changes and fluctuations in forecasts.

The networking itself generated by experts in the sector, organizations, designations of origin and wineries is also important when creating synergies in which information and knowledge flow. Moreover, it's important having this network for discussing joint issues and challenges in the sector, which we all face, throughout the project.



What is the activity carried out by ARAGÓN EXTERIOR in this project?

Aragón Exterior has advised partners, such as the University of Zaragoza and the University of Castilla La-Mancha, through its foreign network of international abroad, in obtaining answers from wine importers and buyers regarding key questions in surveys that are relevant when developing the tools of the project that will be available to all wineries and the wine sector. We also collaborate with different key external agents to obtain information (as is the case of the Agronomist & Winemaker Julio Prieto) with a report for the development of a tool to calculate the estimate early grape production. Lastly, we will be in charge of organizing the final dissemination event of the project results in Spain.

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Currently, at what stage are the activities of ARAGÓN EXTERIOR?

Dissemination: we are informing already our international contacts from the wine sector, not only via our website but also through the fair trade and events we are attending, such as Prowein Düsseldorf or Biofach Nürnberg, both in Germany.

In September, we will also inform international contacts in two wine events we are organizing: a Wine Showroom in London and a visit to Aragón from wine buyers from Switzerland.

In September, we will have a meeting with some Spanish Partners to discuss about the tool and have a further knowledge, and plan better our future actions.



Overall, in your opinion, what do you consider to be the biggest challenge facing the project?

The speed at which we are facing changes at the level of international markets in the wine sector may soon make the information and tools created become outdated. It would be interesting to have updated mechanisms or at least an effective tool for international networking between professionals in the sector in the future to share challenges, including climate change.

