

# Mediterritage

**Valorisation économique du patrimoine naturel et culturel des montagnes méditerranéennes**

## **SOUS-PROJET « WINOLIVE »**

### **Présentation de la contribution de Préfecture de Florina Région de Macédoine Occidentale (Grèce)**

#### **1. Présentation générale du territoire/village**

*Overall presentation of the territory / Village*

Florina is one of the four prefectures comprising the Region of Western Macedonia. Surface area 1,924 square kilometres and an altitude of 650 m. that rises to 2,524 m. at the summit of Voras. Morphologically, the prefecture consists of mountainous and semi-mountainous areas and lowlands.

To the north it borders with the Former Yugoslav Republic of Macedonia and to the west with Albania. The Lake Megali Prespa is the point where the three countries meet, forming the tri-national point. The climate is clearly continental with cold winters, heavy rainfall and snow and an average annual temperature of 1 1.5°C, although there is a noticeable difference between the three plateaus of Amynteo, Florina and Prespes.



#### Population

The Population counts 54,768 inhabitants, 0,5% of the country's population, which is are distributed in an urban centre, the town of Florina (14,279 inhabitants), a semi-urban centre Amynteo (3,636 inhabitants) and in a total of 88 communities.

#### Agriculture

Agriculture and cattle-breeding constitute the primary sector's most dynamic fields. Along with fishing, the exploitation of forests and the mines they compose 30% of the prefecture's Gross National Product (GNP), marking Florina as a chief agricultural and cattle breeding prefecture.

Main products: soft and strong wheat, barley, rye, corn, beans (of high quality), sugar beet, medic, potatoes, strawberries, grapes (that are used for the production of Amynteo wines of Appellation of Origin of High Quality), cauliflowers, leeks, cabbages, tomatoes, onions and peppers, apples, pears, chestnuts, walnuts etc. In addition, the prefecture produces thousands of tones of high quality meats and dairy products.

#### Industry

The secondary sector, which corresponds to 25% of the prefecture's GNP, consists mainly of the manufacturing, electric power production and construction branches. Presently, 600-650 manufacturing firms operate in the prefecture. 17% of these are operate in the field of wood and furniture, 1 7% in the metal, 1 5% in the field of food and beverages (including the reputable wines of Amynteo and the renowned soft drinks with natural carbonated water), 14% in construction and transportation and 9% in the textiles/ footwear/ clothes branches.

The Public Power Corporation (PPC) is the main company active in the field of electric power production. PPC operates the Thermolectric Power Station (TPS) at Amynteo-Filota, which has a total capacity of 300 MW and employs 560

workers. Recently, a second electric power production plant, the TPS at Melitis-Achlada with a total capacity of 300 MW, started operating

### Services

The tertiary sector, which represents 45% of the prefecture's GNP, includes the commercial branch with 917 shops. Moreover, 391 leisure and recreation businesses are in operation.

Tourism: The prefecture's natural wealth, along with its diversity, climate, alpine environment and traditional elements has elevated Florina into an ideal place for winter and summer tourism.

## **2. Situation du territoire / village par rapport au thème du sous-projet**

*Situation of the territory / village with regard to the sub-project*

The production and aging of wine is one of the biggest wealth sources for the local population of the Prefecture of Florina. A high level of producing and marketing efficiency is already existent, but this is the rule only for a few big wine producers, which have the experience of the big world markets. There are a lot of efforts been undertaken by smaller producers for a better positioning in the wine and agrotourism market, but there is a need for better cooperation and networking among the local stakeholders. Wine is a trademark of the area and the proposed sub project could create the base for the further development of wine tourism, which is already been practiced but not in an organised and cooperative way.

In the last years there are many initiatives and efforts regarding the promotion of wine and wine tourism. The wine routes of Greece have been created and the area of Aminteo, with its famous xinomauro wines, is a crossroad in these routes. During the whole year, small festivals attract tourists from other parts of Greece and most of the wine producers have producing plants which are visitable and open to everybody. Local wines take part in international contests, win prizes and open the road to more publicity and market penetration. The producers organise themselves in local unions, in order to promote the region as a high quality wine producing area. Still, there is a long way to go until the wine sector becomes a tourist magnet and an instrument against the high unemployment in the region.



## **3. Les attentes par rapport au sous-projet**

*Expectations from the sub-project*

The intention of the proposed sub-project is the appointment of the local VQPRD wines (special variety of "xinomavro") and the networking of the wine-experts with the tourism professionals of the local population through an active experience exchange. This will result to a more prosperous collaboration and therefore development of the agrotourism of the area. The wine festival, the exhibitions and the other events proposed here, combined with the appointment of the area's natural beauties will motivate the evolution and the sustainable development of the wine-producers and the tourist professionals to the offer of new services of bigger added value. Through the cooperation with other territories there will be an exchange of good working practices and know how in the sustainable development of wine tourism and the creation of a good functioning network among the local stakeholder, who has the great chance to see and learn who things work in other areas of Europe and Greece.

Wine process is a very dynamic sector of the economic life of the area with obvious development signs over the last 5 years. This development must be associated with educational processes, training and networking with all the rest productive stakeholders (tourism professionals, services supply) of the area. It will be the solid base for the further development of the touristic market and the services required as a whole. Also, it will create the necessity for more and quality updated jobs and enterprises. Finally, the conditions will be appropriate for the development of the professional occupation for a part of the population with the education and the clustering of the enterprises mentioned above. This sub-project can act as an example for the professional settlement of young people of the local population.

This sub-project is concerned about the development and the exploitation of the resources of an area with comparative advantages that shall not be left undeveloped. Main policy is to keep the local population—and especially the young one— at the area of their origin, providing them with all the means necessary for a sustainable action and development. The sub-project contributes to that result through the appointment and promotion of the local products and the touristic and cultural capabilities.