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### **Romanian wine market: European and international perspectives**

**Silvius Stanciu**

Dunărea de Jos University of Galati, Romania

Winemaking and wine trade represents a dynamic sector, with important implications for the business environment, for society and for the individual consumer. Romania, a country with a tradition in wine production, is characterized by extensive wine yards. According to official statistics, domestic wine sector is ranked 6th at European level and 13th in the international rankings, registering a significant increase in the last period. As a food commodity, wine must be characterized by well-defined nutritional features and quality, and must not affect the consumer's health. This paper proposes an analysis of the wine market, at national and European level. The research has shown that, both at a European level and at an international level, there is a high concentration degree of the wine product market with registered geographical specifications. The statistical data published on the National Institute of Statistics, the Ministry of Public Finance and the Association of Wine Producers and Exporters used to collect the information necessary for the study, together with the information available on the topfirme.com online platform as well as the specialized articles and treaties. The paper can be useful both to the academia, as a means of experimental result interpretation and research, and to the European and national business environment, as a means of identifying some niche markets, accessible to wine producers. Therefore, it can be appreciated that the study is important for the business and academic environment and can be a basis for the further researches into the development of the wine sector.

Silvius.Stanciu@ugal.ro