

Press release – November 2020

## The National Office of Vine and Wine of Moldova has a new director, Cristina Frolov exposes her main challenge: *"the problems the wine sector is facing require extensive collaboration and cooperation with all the industry members"*

Following the competition conducted by the Ministry of Agriculture, Regional Development and Environment, Cristina Frolov was elected for the top position of the institution with 6 votes out of 8. Thus, according to the order of the Ministry, Cristina Frolov started her activity on November 23, 2020 for a 4 year mandate.

At the beginning of the mandate, in a letter sent to all representatives of the Moldovan wine sector, gathered under the country wine brand "Wine of Moldova. A legend alive", the new director also stated the work priorities set for the next period:

*"The Moldovan wine industry is going through a period of change, we need to make even more efforts to promote the country's wine brand, which will have the effect of increasing exports of quality wines. Furthermore, we will work together to simplify export, taxation and certification procedures, access to subsidies and development funds, attract additional investment and environmental protection, and to re-inforce our image : that will give us a chance to face competition from cheap wines on the market , produced in countries where climatic conditions allow lower production costs than in the Republic of Moldova. We, the representatives of the wine sector, must strengthen our efforts as rapid action is needed, we will join forces and act together for the good of the industry".*



### Cristina Frolov, Director, National Office of Vine and Wine:

For eight years, Cristina Frolov was General Manager at the winery "Castel MIMI", during which time she managed the entire renovation process of the castle, which was later returned to the national and regional tourist circuit. Moreover, Cristina Frolov was a member of the Coordinating Council of ONVV, representing the Wine Association of the Geographical Delimited Region "Codru" and held the position of president of the National Association for Inbound Tourism (ANTRIM), an organization whose mission is to promote the tourism sector from the country. She also graduated from the Academy of Economic Studies in Bucharest, is married and raises two children.

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Cristina Frolov succeeds to Dr. Gheorghe Arpentin, who was the Director of the Office of Vine and Wine over the last 4 years, after participating in its creation in December 2013, then member of the Coordination Committee from 2014 to 2016. Gheorghe Arpentin used to say: „*The National Office for Vine and Wine is proud of its contribution towards helping the wine industry to rethink and reform, and to ensuring its wines meet international quality standards. Wine of Moldova is a sign of that change as well as a symbol of our commitment to our customers and business partners*”. He is the man who worked with producers to set up a system of protected geographical indications based on the European model. He will now concentrate on his wine production and on his mission at the OIV (International Organization of Vine and Wine) as President of the Commission for Safety and Health.

#### About the National Office of Vine and Wine (ONVV)

ONVV is the No. 1 expert in the wine sector, which contributes to the regulation and development of the field, serving as a platform for the joint action of all those involved in increasing the competitiveness of wine products, capitalizing on authenticity and consumer orientation. Among its basic objectives are the diversification of sales markets and the promotion of Moldovan wines through the national program and the national wine brand "Vinul Moldovei. A living legend".

Moldovan wine has undergone a complete revolution in improving wine quality over the last decade, with clear proof shown by 740 medals awarded to Moldovan wines in 2019 at renowned international wine competitions.

Between Ukraine at the east and Romania at the west, Moldova comes in 6th position amongst European winemaking countries and the country with the highest density of vineyards in the world, with 128 000 hectares of vines and more than 30 different grape varieties! It is a major producing country as 15% of the active population is implicated in the wine production. Yet a wine heritage which started 5,000 years BC with the largest cellars in the world -places Moldova amongst the oldest wine producing countries. An oenotourism experience out of the ordinary: Moldova is a new booming destination of wine tourism, with its exceptional National Wine Day and its unique underground cellars mentioned in Guinness records... All cellars are constructed by natural sustainability principles.



#### CONTACTS

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