

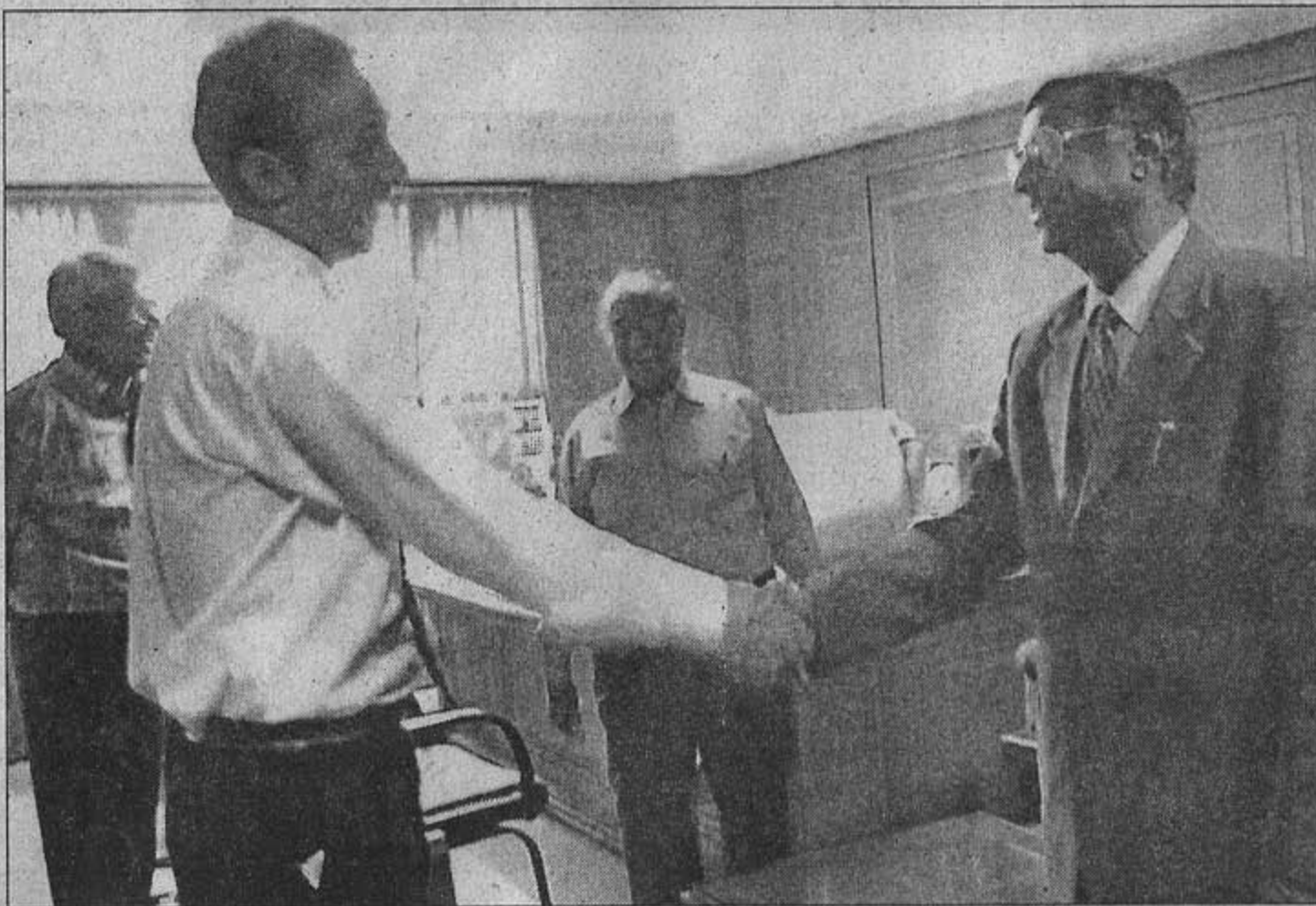
MP wines to hit international markets

Adhir Kumar Saxena
Bhopal, Feb 8

Wines manufactured in Madhya Pradesh will hit the international markets soon. In order to explore opportunities in vineyards in the state, a team from an Italian firm, Commercioestero Consulting, is in the state capital. External Affairs of the company, Gianluca Agati, informed Central Chronicle that the European Commission had initiated a 12-Million Euro project for capacity building in the Wine Technology of India. The basic objective of the project is to build capacity in wine manufacturing and to develop a strong brand on Indian wines abroad.

He expressed happiness on informing that the Federation of Madhya Pradesh Chambers of Commerce and Industry (FM-PCCI) is likely to join as a partner in the project. He said there were immense opportunities for promotion of wine manufacturing in the state and the product could be well placed in the international market. Till now only Nasik wines (GARGI Agriculture Research and Training Institute Nasik) are in the market and have no ranking in the international market.

He said that the project, conceived by Professor Marco Tupponi along with Promofirenze (Foreign investment body of the Chamber of Commerce of Florence Italy), schedules a series of activities and a cycle of training courses among Bulgarian, Chinese, French, Indian, Italian and Spanish public and private bodies. The project deals with co-operation and information activities, which aim at improving



Euro-Asian trade flow and also help the Asian disadvantaged areas to develop.

Mr PK Maheshwari, Joint President of the Federation of Madhya Pradesh Chambers of Commerce and Industry, had a meeting with Mr Agati and discussed on issues relating to promotion of the industrial activity in the state.

He said that the Madhya Pradesh government was pro-industrialisation and was also interested in promoting grape cultivation in the state for exploring possibilities and making it feasible for wine production.

The project will go a long way for providing vital information relating to wine production through capacity building. This will also provide an opportunity for MP produced wines develop an international brand in the world market. There will be employment opportunity and added business that will also open avenues for foreign market trading.

Mr Agati informed Central Chronicle that Madhya Pradesh would follow the Nasik pattern and there would be additional employment opportunities and could also mobilise FDI in fu-

ture. He praised the efforts and enthusiasm shown by FMPCCI towards creating an industrial environment in Madhya Pradesh. FMPCCI is likely to be a partner in the venture and help promoting the new industrial environment in the state.

Madhya Pradesh is utilising 500 acres of land for grape farming and this area is expected to increase manifold in future. He said that at present Ratlam farmers are cultivating grapes and once the soil and environment studies are complete, the farming will be extended to other parts of the state also.

Friday February 9, 2007

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By Adhir Kumar Saxena



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