



Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

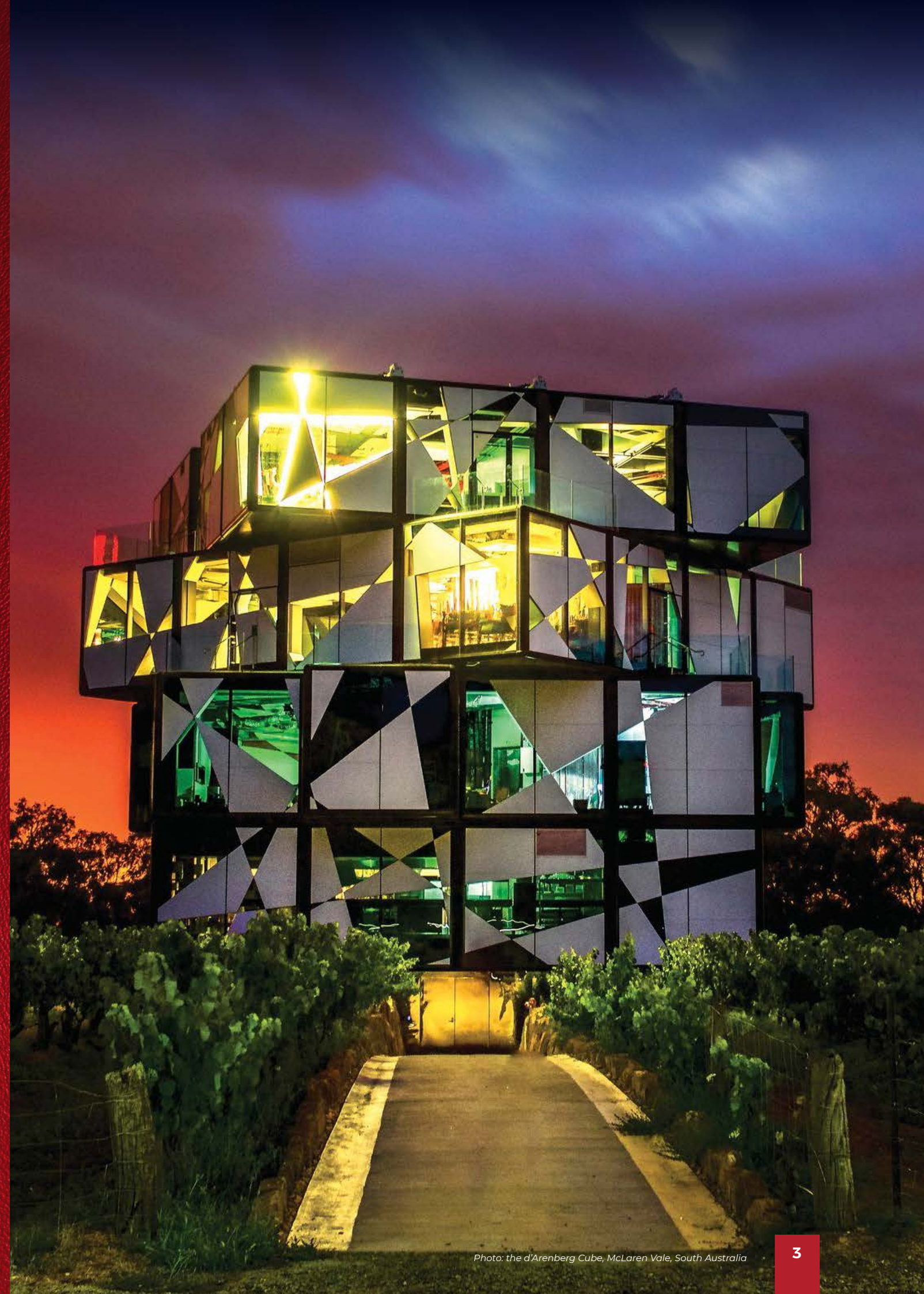
www.greatwinecapitals.com

INTRODUCING...

A World of Excellence

Since our inception in Bordeaux, France, in 1999, the Great Wine Capitals Global Network has emerged as an exceptional community of representatives from the world's greatest cities and their associated wine regions to fulfill an important shared Mission:

To sustain the health and prosperity of wine-related industries, communities and tourism in our Capitals.





Today, our Great Wine Capitals Global Network spans the globe, with 11 Member Capitals from the northern and southern hemisphere collaborating on a wide range of projects in tourism, education, business and travel.

From facilitating international partnerships to celebrating practitioners of excellence, nurturing a global culture of support to best practice sharing, our Network is a passionate and responsible custodian of the wine-related industries that make its member regions and their Capital cities, famous.

OUR COLLECTIVE AND INDIVIDUAL STRENGTHS COMBINE TO MAKE THE GREAT WINE CAPITALS GLOBAL NETWORK AN INDUSTRY AND CONSUMER-FACING BRAND THAT IS SYNONYMOUS WITH GREATNESS.

The Great Wine Capitals Global Network facilitates the sharing of knowledge, ideas and experience, stimulates business, innovation and friendships, and is a means to collaborate on common challenges and opportunities.

OUR ASPIRATIONS



**TO BE THE LEADING GLOBAL
NETWORK OF GREAT WINE
REGIONS AND CONNECTED
CITIES**



**A NETWORK HIGHLY VALUED
BY ALL ITS MEMBERS**



**A BRAND SYNONYMOUS WITH
GREATNESS**



**RECOGNISED & RENOWNED
BY WINE INDUSTRIES AND
CONSUMERS ALL AROUND
THE WORLD**



MEET THE GREAT WINE CAPITALS

Allow us to introduce you to the exceptional calibre that is our Great Wine Capitals Global Network.



ADELAIDE – SOUTH AUSTRALIA AUSTRALIA

Adelaide is the capital city of South Australia, and the gateway to 18 distinct wine regions which account for 50% of all bottled wine and 80% of all premium wine produced in Australia. Home to Australia's National Wine Centre and all national industry representative and research bodies, Adelaide is a brilliant blend of highly regarded established wine producers and innovative young winemakers who embrace alternate varietals and natural winemaking principles. Nestled between beautiful white sand beaches and cool-climate rolling hills, Adelaide boasts world-class Universities with globally esteemed technical and commercial wine faculties. With an eclectic array of small bars, culturally diverse restaurants, and vibrant fresh food marketplaces, “The Festival State” is internationally renowned for its wine and food festivals, and high-quality arts, cultural and sporting events including the iconic cycling event, “The Tour Down Under”.



Photo credits: Coriole Vineyards - Isaac Forman Serio, Adelaide - Joey Joenes



BILBAO – RIOJA

SPAIN

Bilbao is the most important city in northern Spain, the largest city in the Basque Country and a “City of Design”, famed for its spectacular blend of traditional and modern architecture, including the iconic Guggenheim Museum. The city’s urban transformation combines industries, services and technologies with art and culture. The Bilbao – Rioja region’s cultural sites, world-famous cuisine and the exceptional Rioja wines make it a sought-after tourist destination.

Home to nearly 600 wineries, Rioja wine harvests date back to the time of the Phoenicians and the region has produced outstanding red wines for global markets since the 19th century. “The land of a thousand wines”, Rioja is the most famous designation of origin for wines in Spain, producing traditional soft, delicate blends of red grapes along with single varietals made in a modern style and characterized by intense ripe fruit.



BORDEAUX

FRANCE

The UNESCO World Heritage City of Bordeaux is one of the most revered names in the world of wine, with more than 2000 years of winemaking history and expertise. A stunningly beautiful historic city with an abundance of wine bars, gourmet restaurants, high-end shopping and charming squares and parks, Bordeaux is also home to four Universities and several business schools, including KEDGE Business School and its Wine School with specialist research streams in wine business, wine marketing and wine tourism. Home of La Cite du Vin and over 8,000 Chateaux, Bordeaux is synonymous with exceptional wine and wine tourism experiences. Labelled “French Tech City”, Bordeaux has rapidly evolving industries in Agribusiness, Aerospace, Communications and Biotechnology. With thousands of hectares of woodlands, 180 km of beaches and hundreds of kilometres of walking paths, Bordeaux truly is a destination to immerse yourself in and explore.



Photo credits: Château de Candale



CAPE TOWN – CAPE WINELANDS SOUTH AFRICA

Home to some of the world's most bountiful vineyards and boasting numerous award-winning restaurants, Cape Town and the Cape Winelands in the Western Cape is a gastronomic wonderland for food and wine connoisseurs alike. A place where majestic mountains meet wild open seas, Cape Town and the Cape Winelands is home to nearly 600 wine cellars. Cape Town is the Legislative Capital and second-most populous city of South Africa, and in 2014 was named a "World Design Capital". Nestled on the coast at the foot of Table Mountain, Cape Town is a popular international tourist destination, selected by global travellers for its mild climate, spectacular natural beauty, well developed infrastructure and

proximity to amazing wine country. Home to world-renowned universities, including Stellenbosch University, Cape Town has many strong academic and research programs in Viticulture, Oenology, Wine Biotechnology and Cellar Technology.



LAUSANNE SWITZERLAND

Situated in the French-speaking region overlooking Lake Geneva with a stunning vista of the Alps, Lausanne, "The Olympic Capital" and home to the International Olympic Committee ranked as the best small city in world in Monocle's inaugural Small Cities Index.

Lausanne is famed as a young, vibrant, cosmopolitan city that is a paradise of gastronomy and wine. Boasting an extraordinary number of restaurant awards, Lausanne proudly lays claim to the "Chef of the Century", Fredy Girardet, the inventor of nouvelle cuisine. The steeply terraced vineyards of the region produce a diverse range of red and white wines, including the unique Chasselas grapes, whose subtleties are heavily influenced by the surrounding environment and climate.

One of Europe's greenest cities, Lausanne is an extremely attractive business destination and home to several world-leading Universities, including IMD Business School, whose MBAs rival Harvard in their renown.



Photo credits: Copyright Switzerland Tourism



MAINZ – RHEINHESSEN

GERMANY

The Capital of Rheinland-Pfalz is the birthplace of Johannes Gutenberg, the “man of the millennium” who revolutionised media with the Gutenberg Printing Press. Positioned on the banks of the Rhine River, Mainz is a 2,000-year old city, founded by the Romans, and was the former Capital of Germania. Today the city serves as an economic hub for the region, hosting a large number of media, technology, healthcare and trade organisations, as well as more than 40,000 students at different Universities. Mainz is also a City of Science and innovation as it is home to Germany’s renowned science institutions such as the Leibniz Institute for Archeology, the Max Planck Institutes for Chemistry and for Polymeric Research and the National Academy of Literature and Science. Mainz is a highly popular river cruise destination for tourists from all over the world, visitors enjoy cycling, sightseeing and the many delicious food and wine venues the city has to offer. Rheinhessen, Germany's largest wine growing region, is globally famed for its Riesling wines, with many other red and white varietals growing in popularity. With a long history of organic viticulture practices, Rheinhessen's wine industry is positioning itself for a bright sustainable future.



Mainz Photo credits: Rheinhessen - Carsten Costard



MENDOZA

ARGENTINA

Located in the eastern foothills of the Andes mountain range, Mendoza is the heart and soul of Argentina’s wine country. A bucket-list adventure travel destination for global travellers seeking world-class climbing, mountain biking, rafting and kayaking experiences, Mendoza also caters for those wanting to sit back and relax with a multitude of wonderful food and wine options. Mendoza is a thriving modern city with dynamic industries in agriculture, engineering, ICT, services and natural resources such as oil, gas and renewable energies. A strategic central point in the bioceanic corridor, there are few experiences to rival standing in a Mendoza vineyard on a bright summer day overlooking the distant snow-capped mountains as you enjoy an Asado (Barbecue) with a glass of the famed Malbec wine in hand. Estupendo!



City of Mendoza photo credits: Municipalidad de la Ciudad de Mendoza



PORTO PORTUGAL

Porto is Portugal's second largest city and is one of Europe's oldest tourist destinations. Set in the Northern Region on the shores of the Douro River, the city lends its name to the most prestigious and internationally renowned of all Portuguese wines, Port Wine. The historic centre of Porto and the nearby Alto Douro Wine Region both enjoy UNESCO World Heritage status.

Porto is also surrounded by the Vinho Verde wine region, whose soil, climate, geology and topography combine to produce truly unique and delicious white varietals. The region is dynamic and bustling, and visitors relish the history, architecture, culture, climate and its many food and wine delicacies.

The Northern Region is home to world-class Universities and Research Institutions, offering several academic and R&D programs connected to viticulture, oenology and wine tourism.



Porto photo credit: CC BY-NC-ND - Associação de Turismo do Porto e Norte, AR



SAN FRANCISCO – NAPA VALLEY UNITED STATES

The “City by the Bay”, San Francisco is the iconic cultural, commercial and financial centre of Northern California, possessing a romantic beauty, innovative spirit and expressive cultural pulse that inspires all who visit. Measuring 49 square miles, San Francisco is a city best walked to take in sights like the Golden Gate Bridge, Alcatraz and the famous Cable Cars. The city is the gateway to the world-famous Napa Valley, the epicentre of fine wine production in the US. Home to more than 400 wineries, the region caters to travellers seeking exquisite wine and gourmet food experiences, as well as those that prefer the peaceful calm of a luxury spa getaway.

Balancing the sophistication, infrastructure and resource capabilities of a dynamic international city, with the open spaces and natural beauty of some of the world's best vineyards, the region is a must-visit for the serious wine tourist.



Napa Valley photo credit: Bob McClenahan



VALPARAÍSO – CASABLANCA VALLEY CHILE

Famed for its unique architecture perched on colourful hillsides, Valparaiso is a major city, seaport and education centre in Chile. One of the South Pacific's most important seaports, Valparaiso is home to the Barracks General of the Chilean Navy as well as the National Customs Service and the Chilean National Congress. Home to bohemians, artists and cultural entrepreneurs, Valparaiso has a year-round festive energy. Located just 40 miles away is the Casablanca Valley, enjoying a privileged climate perfect for growing Sauvignon Blanc, Chardonnay, Pinot Noir and Syrah grapes. Valparaiso hosts nine Universities with many wine, food and tourism course options, and is today an important administrative, commercial, cultural and University hub. A place of seemingly endless sunsets, fresh coastal seafood, gorgeous cool-climate wines and colourful local culture, a visit to Valparaiso and Casablanca Valley will be forever remembered.



VERONA ITALY

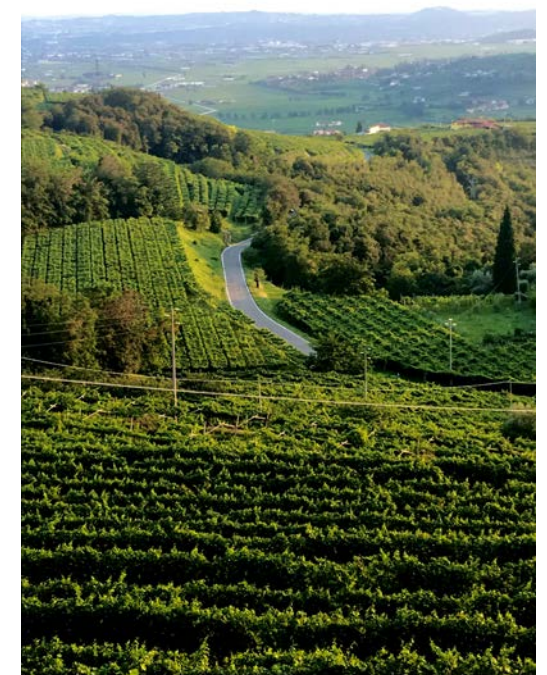
Nestled on the shores of the Adige River, Verona, declared a World Heritage Site by Unesco, is one of the most ancient and beautiful Italian cities and a major center for tourism, art, culture, food and wine.

A dynamic European industrial and business district, Verona enjoys strong sectors in technology, logistics, clothing, marble, food, and is the leader in Italian wine exports.

The wide offer of the University of Verona includes undergraduate and postgraduate programs in viticulture, oenology, and winemaking.

The famous setting for Shakespeare's "Romeo and Juliet", the "Arena", considered the most important open-air theatre in the world, Verona's historic landmarks, cultural events, natural beauty and magnificent culinary experiences attract visitors year-round.

Vinitaly, Verona's annual wine competition and expo, is Italy's largest and most important wine event. A short drive from the city can have you standing in a vineyard, walking among vines and enjoying a glass of Amarone, Arcole, Bardolino, Custoza, Soave, Valdadige, or Valpolicella!



Our world-leading initiatives include:

RECOGNISING GREATNESS THROUGH THE GLOBAL “BEST OF WINE TOURISM” AWARDS

The world’s premier wine tourism awards contest recognising and celebrating excellence in wine tourism experiences and enterprise. Regional awards are held in each capital with seven contemporary categories - Accommodation, Wine Tourism Restaurants, Sustainable Wine Tourism Practices, Architecture & Landscape, Art & Culture, Innovative Wine Tourism Experiences and Wine Tourism Services. Then the highly coveted Global Awards as well as the “People’s Choice” are awarded by public vote. Every year, more than 500 wine tourism businesses compete to be recognised at home and abroad as “the best of the best”.



Best Of Wine Tourism
by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

EMPOWERING CAPITALS AND INDUSTRY THROUGH GLOBAL SYMPOSIUMS AND CONFERENCES

From the Annual Conference held in a different Capital each year, to regional and virtual seminars and workshops, the Great Wine Capitals Network facilitates invaluable technical and commercial discussions to grow individual and collective interests. These forums allow the sharing of expertise, insights and ideas to advance the wider world of wine.



CURATING INTERNATIONAL BUSINESS OPPORTUNITIES

Network Member representatives are further strengthened by their access to a global civic and business community that is keen to connect, engage and forge great business partnerships with government and industry. Whether an individual member seeks a Network introduction or is self-driven to take the initiative, our members visit and interact with other Capitals to make business connections that strengthen the competitiveness of regions and opportunities for their communities.



STRENGTHENING GLOBAL WINE TRAVEL & TOURISM

A global community of wine tourism experts located in each capital craft and manage an array of specialty packages to give tourists visiting a Great Wine Capital, unparalleled quality and memorable experiences. Catering to a range of budgets and desires, customised food, wine, accommodation and immersion experiences are tailored to suit.



FACILITATING ACADEMIC EXCHANGES AND PARTNERSHIPS

World-class universities and business schools with dedicated wine-related education programs exist in each Member Capital. Through the Network, global academic communities are created, leading to attractive student, staff and researcher exchanges and internships, and institutional collaborations that enhance the reputation and standing of all.



LEVERAGING EFFICIENT DIGITAL AND TRADITIONAL MEDIA PROMOTION

Through an integrated dedicated marketing and communication approach, the Network efficiently utilises organic and paid pathways to showcase the unique value each Capital has to offer and promote each wine region as highly desirable wine experiences to be savoured.



HOW WE OPERATE

The Great Wine Capitals is a global network driven and coordinated by diverse representatives from each of our 11 Member Capitals. Through close communication and collaboration, our elected officeholders, committees, working groups and local coordinators work together to build and drive common projects that benefit all capitals and the communities they represent.

WHAT DOES THE GREAT WINE CAPITALS GLOBAL NETWORK HAVE TO OFFER?

Representing 11 of the greatest wine cities and regions in the world, the Great Wine Capitals Global Network fosters deep and collaborative connections that serves the collective and local interests of our Members through tangible benefits.

RECOGNITION

Share in the reflected glow of being part of an exclusive global brand of the most celebrated wine regions and cities on the planet, synonymous with quality and excellence

COMMUNITY

Establish strong, lasting relationships with representatives from government, industry and civic groups around the world who share a commitment to a sustainably vibrant wine sector

COLLABORATION

Engage with a diverse community of like-minded expert peers to address challenges and create opportunities for a healthier global wine industry

PROMOTION

Capitals, wine regions and the community of aligned businesses around the world are actively promoted through the marketing channels of the Network and other capital members

LEARNING

Share in experience, intelligence and resources, and develop multi-national ties with academic institutions, research bodies and industry professionals with specialized wine expertise

BUSINESS

Facilitate smart commercial introductions, identify investment opportunities and catalyse new trade across borders through network partnerships

INNOVATIVE PROGRAMS

Engage with a contemporary energised program of wine industry and wine tourism activities, such as the Global Best Of Wine Tourism Awards, Internship Platform and the Annual Conference

SUPPORT

Enjoy the support and amplification benefits of a like-minded global peer community working together to advance the wine sector channels of the Network and other capital members

SCALE

Alone, a single Great Wine Capital can only do so much on a global stage. The combined strengths of an aligned collegiate network of representatives makes anything possible



The potential is limitless.

TAKE THE NEXT STEP

To learn more about the Great Wine Capitals Global Network, please contact:

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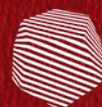


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A WORLD OF EXCELLENCE

Partner of the Porto Protocol Foundation.
Proud Observer Member of OIV, International Organisation of Vine and Wine.



the porto protocol

