

HÎNCEȘTI



Krakow, 2017





District Economic Profile

- local industries - bakery products, services, construction, transport
- resource based industries – cereals, tourism
- trade industries - winemaking, livestock, aromatic herbs, clothing and footwear



Priority areas

- Agriculture
 - fertile soils
 - tradition
- Winemaking
 - Proper area for certain varieties of grapes (sauvignon)
 - Tradition + inheritance out of the Soviet period
- Tourism
 - unique tourist attractions



The creation of regional brand

- Internal actions
 - **Product of Hincesti** - campaign to support local producers and brand assumption
 - **Hincesti Touristic Cluster** - this umbrella structure aims to create a common strategy for the tourism development in Hincesti (LPA's, winemakers, artisans, artistic groups, entrepreneurs in tourism)
- External actions
 - Creating visual identity
 - Participation in national and international fairs
 - website, maps, videos to promote district



PRODUS DE
HÎNCEȘTI

Inițiativă de promovare a produselor
locale din regiunea Hîncești

Produs de hîncești
Website: hincesti.guide





HÎNCEȘTI



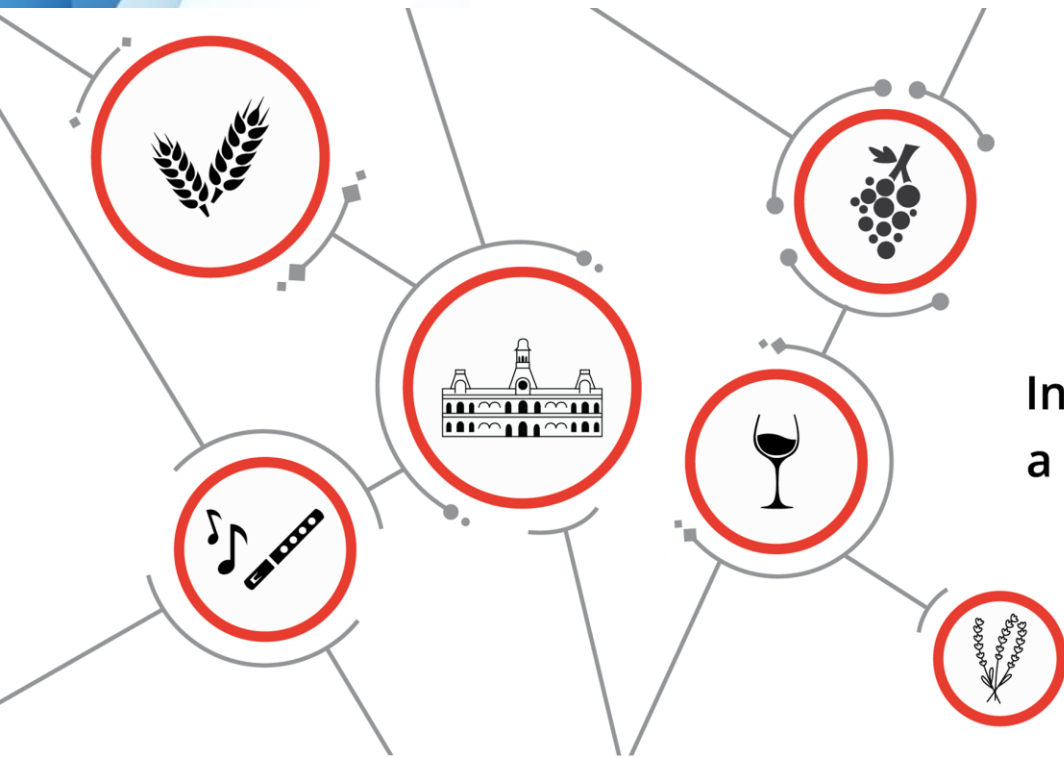
Hîncești Touristic Cluster



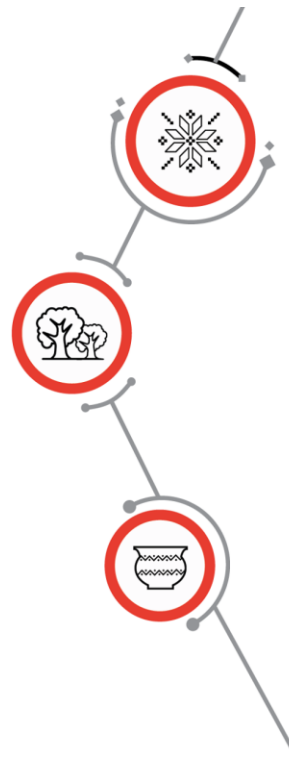


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Inițiativă de promovare
a produselor locale din
raionul Hîncești





Thank You!