



2015 BRNO - CZ

XXII ENOMETRICS CONFERENCE



ID=152

Wine Fairs and Expansion of Wine Industry **Sasa DREZGIC, Goran JUSTINIC, Dean RUMORA**

Faculty of Economics, University of Rijeka - HR
Sdrezgic@efri.hr, goran.justinic@gmail.com, dean@almes.hr

In recent period wine fairs are becoming more and more popular in Croatian wine producing regions. However, there are no empirical research which would determine relation of participation of wine producers and their business results in terms of production expansion and increased sales. Based on a survey conducted in wine rich County of Istria we provide empirical evidence on importance of wine fairs for the wine producers. The rich content of the survey will also enable to determine greatest obstacles for the production growth in terms of regulative, financial, tax and other relevant issues. The results of the research would provide ground for recommendation for drafting the relevant policy guidelines.

Keywords: wine fair, Croatia, wine production, empirical research

JEL Code: H71, H83, L50, L66