



13-14 November 2025

THE WINE SECTOR IN MOLDOVA UNDER THE LENS OF PERFORMANCE AND RESILIENCE

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Abstract: The wine sector is a cornerstone of Moldova's economy, cultural identity, and international profile, yet it faces ongoing structural and external challenges. This article examines its performance and resilience in the context of European integration. The study combines a review of literature with an analysis of indicators reflecting production, trade orientation, and competitiveness. Emphasis is placed on resilience factors such as adaptation to climate change, compliance with European standards, and innovation in market positioning. The findings indicate that while the sector has improved its performance and competitiveness, long-term resilience depends on sustainable practices, strategic investment, and closer alignment with European market requirements. By viewing the sector through the dual lens of performance and resilience, the paper provides insights for policymakers and industry stakeholders supporting Moldova's European path.



Introduction

Moldova's wine sector, merging tradition and innovation, remains vital to the nation's economy and exports. Despite climate and structural challenges, resilience grows through ISO standards, cooperation, modernization, and EU alignment. ONVV initiatives foster sustainability, quality assurance, and global recognition, reinforcing competitiveness and strategic development.

Material and methods

The study used mixed quantitative–qualitative methods to assess Moldova's wine sector performance and resilience (2015–2024), analyzing statistics, investments, exports, and financial stability through time-series, index, and comparative analyses within the context of European integration and sustainability.

Results and discussions

The research results reveal Moldova's wine sector's transformation through EU export expansion, investment growth, and financial stability. Modernization, innovation, and sustainability strengthened competitiveness and resilience, aligning the industry with European standards and ensuring long-term structural progress

Conclusions

The conclusions emphasize Moldova's wine sector's transition from volume to value through EU integration, ISO certification, and sustainable innovation. Circular economy practices, policy support, and modernization enhanced competitiveness, resilience, and financial stability, consolidating its role within European economic and regulatory frameworks