



The Place of Wine Chain in Romanian Economy
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Market mechanisms implementation, Common Market Organisation respectively, implies restructuring each agro-food sector's participants to the final output, in order to face internal and international competition. Among these sectors, wine chain is one of the best organised, because of production characteristics which means that vine is a long-term plantation and from its exploitation results wine that could be market for at least two decades.

The objective of this paper is the assessment of the wine chain's efficiency in Romania. In pursuing this, it is analysed the wine chain from viticulture to trade, concluding the results in a SWOT analyse. The findings of the research show that wine chain in Romania has strengths: grapes producers integrate numerous activities, the production is specialised, Romania has large areas cultivated with grapes, there are many professional and inter professional organisms, governmental and nongovernmental organisms on the whole chain; weaknesses: traditional technologies, vineyards areas are divided into small fragments, wine making technology is very old, self-consumption of wine in small farms, lack of orientation to quality and hygiene, lack of marketing orientation; opportunities for developing wine sector in Romania: tradition and experience in wine making, favourable environment conditions, good results of negotiations with European Union, increasing of demand for good quality wines; threats: restrictive environmental factors, perishability of grape, low level of power of purchasing, lack of information regarding industry structure, its yields, prices etc., lack of opportunities regarding labour market in rural area, demand's increasing for beer in some periods of the year, large penetration of imported wines on internal market.