



The Sicilian Vitiviniculture in Connection with the International Context: Evolution and Perspectives.

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Since the entrance of new producing countries and with the E.U. OCM wine reform, the world wine market has been subject to deep changes in its production, consumption and trade. These changes have determined an increasingly intense and dynamic competition among wine producers, both on a national and on an international level, and also a change in the offer which has become even more varied and connected with the areas of production (Chilean, Australian, Hungarian wines). For this reason, the research aims to illustrate the changes in the Sicilian wine production compared to the national context, analyzing the structural and organizational features. On an international level, it also shows the evolution and the trend of the Sicilian wine production export, with reference to the different products, underlining its main import countries and emphasizing the importance that the new consumer countries (India, China, Russia) are having for the market of the Sicilian wine producers. The research has been developed taking into consideration different statistical sources on this field.

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