

# **Marketing and promotion of wine on foreign markets: entering the European market.**

## **How Ukrainian companies to conquer the European market?**

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# How and which market to enter?

- 1. Strengthening the position inside the Country**
- 2. Approaching the European market**
- 3. Flying overseas**

**Quality**

**Branding**

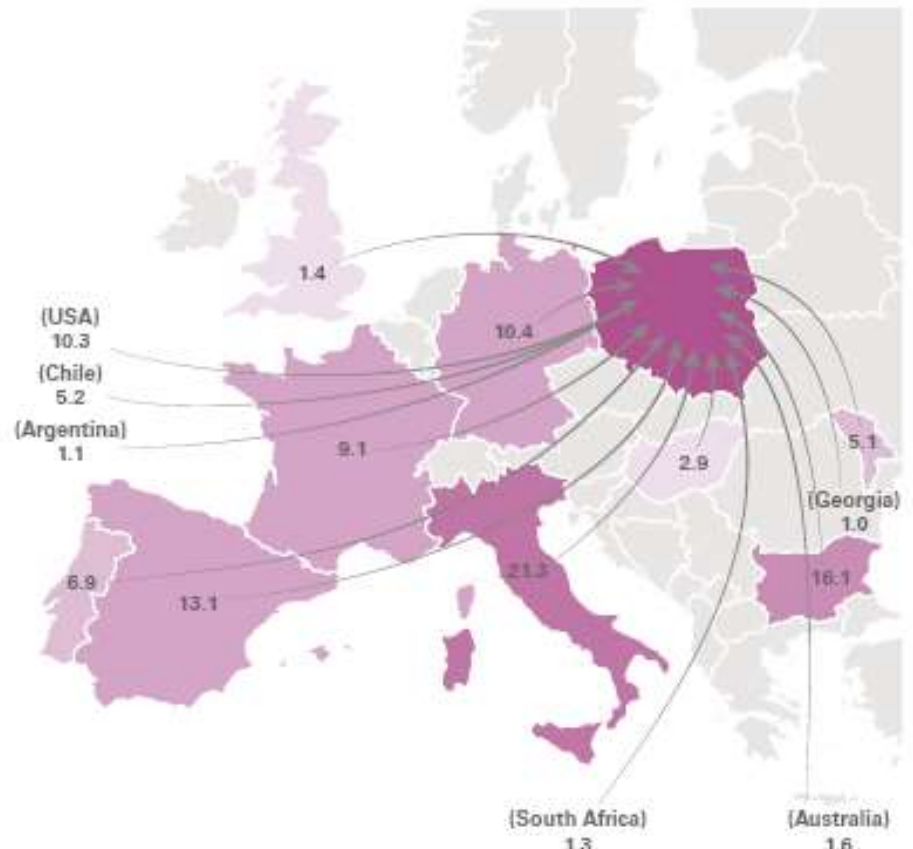
**Image**

**Luck**

# Where in Europe?

## The market of grape wine, fortified wine and vermouth in Poland

Imports – key sources (million litres, 2013)



27-28 October 2017

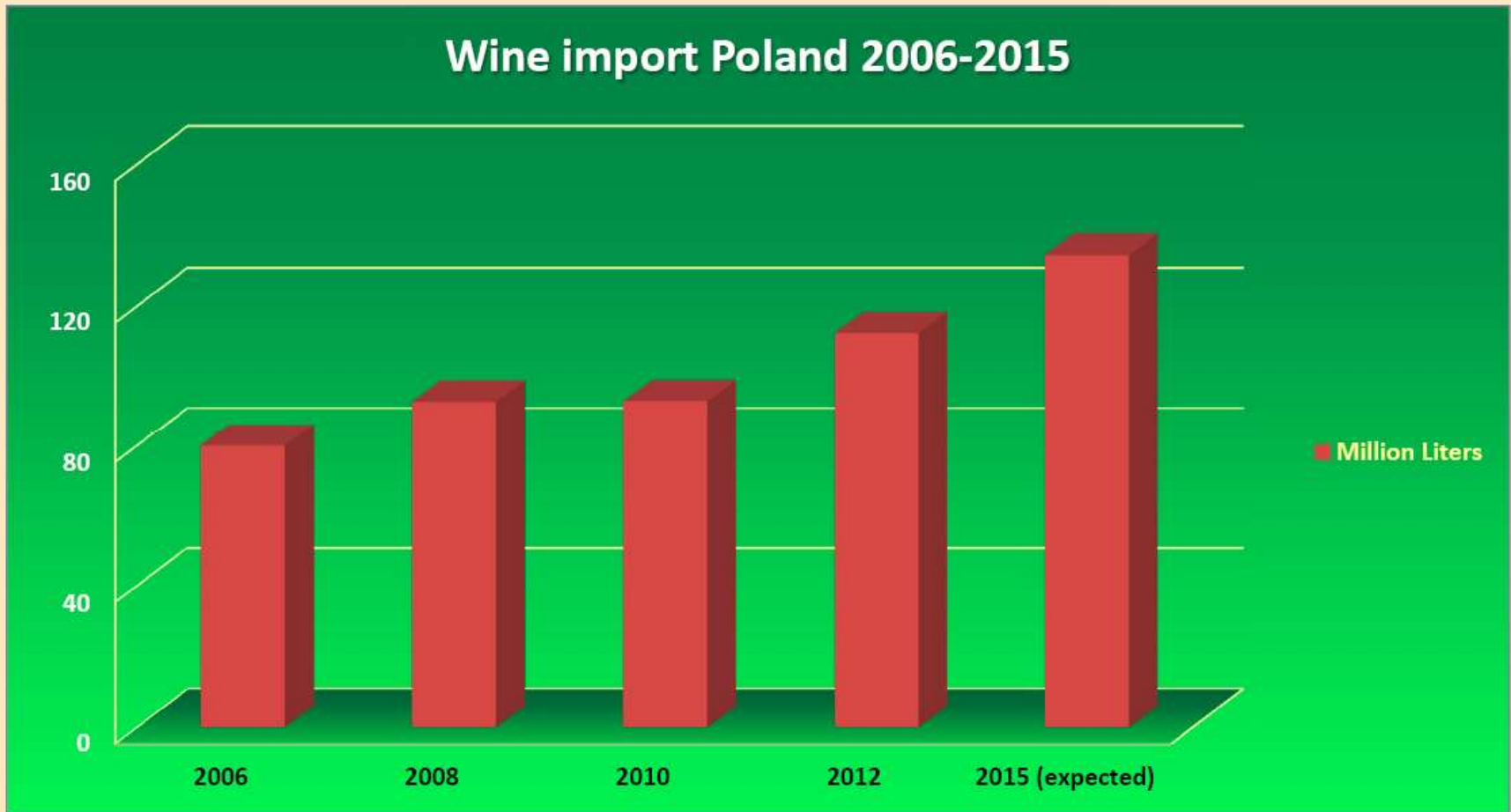


**+10%  
Year**

**38 M  
People**

**50%  
Warsaw**

**+70% by 2019  
Bubbles**













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