

WINE2WIN

INTERREG VI-A IPA BULGARIA – NORTH MACEDONIA PROJECT

WINE2WIN

PROJECT NUMBER

BGMK0500182

SUBSIDY CONTRACT

РД-02-29-409/03.07.2026

PROGRAMME

Interreg VI-A IPA Bulgaria – North Macedonia
2021–2027

IMPLEMENTATION PERIOD

04.07.2026 – 03.07.2027

PARTNERS

Imako Vino Exclusive, Shtip, North Macedonia (lead partner); Logodaj Winery, Bulgaria

TOTAL PROJECT BUDGET

€522,839.85, of which EU funding
€444,413.87

LOGODAJ WINERY BUDGET

€257,709.85, of which EU funding
€219,053.37

Objective

To increase the competitiveness of the local economy and improve the business environment in the cross-border region by modernising the production processes of two rural wineries – Imako (North Macedonia) and Logodaj (Bulgaria) – and by jointly developing a modest cross-border marketing offer that supports visibility and sales growth of the upgraded wineries.

Description

The overall objective is to modernise wine production processes in two rural SMEs—Imako Vino Exclusive (North Macedonia) and Logodaj Winery (Bulgaria)—so they can achieve higher productivity, lower unit costs, and consistent quality. Imako will install a robotic palletising system to automate post-bottling logistics, while Logodaj will introduce an integrated microfiltration system with CIP, a Monho pump with inverter, a piston pump, and a mechanised remuage unit. These investments will significantly reduce manual operations, improve hygiene, and increase production efficiency, enabling both wineries to compete in export markets and expand sales.

To complement these core investments, the partners will implement limited but strictly complementary cross-border marketing measures: a jointly branded Wine Visitor Card and a concise Cross-Border Wine Route linking the two wineries. These actions function purely as promotional tools for the upgraded facilities and products, rather than as standalone tourism development.

Main outputs

01

Business-oriented primary outputs: Two rural enterprises supported with EU grants and technology investment

02

One jointly developed branding and marketing package to strengthen market visibility

03

One pilot action—the Wine Visitor Card as a cost-efficient promotional channel

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