**Fostering the Eno-Gastro Tourism in the Western Balkans Region**

**Project Timeline:** June – September 2025
**Project Partners:** Wines of Macedonia, Uzdruzenje Sommeliera Crne Gore, Vinska Akademija Srbije

The project **“Fostering the Eno-Gastro Tourism in the Western Balkans Region”** will be implemented by **Wines of Macedonia** in collaboration with the **Western Balkans Fund**, **Uzdruzenje Sommeliera Crne Gore**, and **Vinska Akademija Srbije** in 2025. This regional initiative is **financially supported by the Western Balkans Fund 7th Call for Proposals**, and **co-funded by the European Union** through the **IPA III – Instrument for Pre-Accession Assistance**.

**Project Objectives**

This project seeks to enhance the **competitiveness**, **sustainability**, and **regional cooperation** within the eno-gastro tourism sector across the Western Balkans. By empowering local stakeholders, the project aims to:

* Strengthen skills and sustainable practices through cross-border training
* Promote the rich wine and culinary culture of the region
* Connect key actors to stimulate future collaboration and shared initiatives

**Key Activities**

Over the course of the project, partners will:

* **Design and implement a cross-border educational program** to build capacity among eno-gastro tourism stakeholders
* **Launch a regional visibility platform** to promote project activities and highlight eno-gastro initiatives
* **Produce a series of mini-podcasts** featuring conversations with regional experts on the current trends and future potential of eno-gastro tourism in the Western Balkans

**A Collaborative Vision for the Future**

With the support of our regional collaborators, including the **Balkan Wines Association**, this project represents a joint effort to foster a more integrated and resilient eno-gastro tourism landscape—one that values collaboration, cultural richness, and sustainable development.