

since 2009



Iter Vitis
Itinéraire Culturel
du Conseil de l'Europe



28 network members



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



NATURAL, MATERIAL, IMMATERIAL HERITAGE

wine biodiversity uniqueness
cultivation techniques, vinification,
myths and symbols

EXPERIENTIAL TOURISM

viticultural landscapes
culture of winemaking

great human achievement
shaping territories and people

SYMBOL OF EUROPEAN IDENTITY



ARCHEOLOGY AND ARCHEOBOTANY



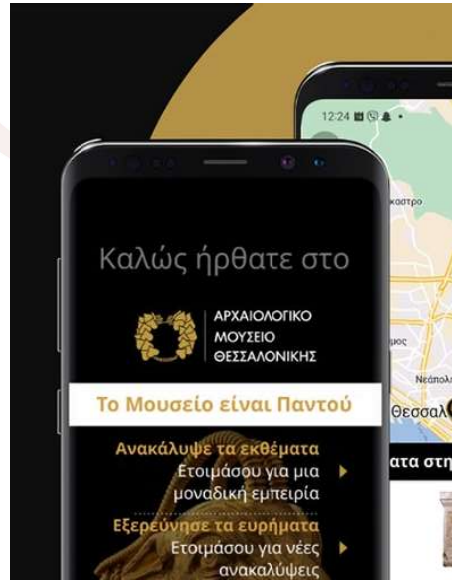
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ROME



THESSALONIKI



HERAKLION



CALABRIA



ARCHEOBOTANY AND CLIMATE CHANGE



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ROMA

MATER VINORUM



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ENO HERITAGE PRESERVATION AND PROMOTION THROUGH INTERCULTURAL DIALOGUE AND CROSS BORDER INITIATIVES



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YOUNG
GENERATIONS

HERZEGOVINA

LEBANON

UKRAINE

MOLDOVA

HERZEGOVINA

LEBANON



Involving local stakeholders to work on tourism policies



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Involving young generations and rewarding the sustainable approach



Cultural route of the Council of Europe
Itinéraire culturel du Conseil de l'Europe





THRACES CROSSBORDER ITER VITIS ROUTE: PARTNERSHIP BULGARIA, GREECE, TURKEY

Ist meeting hosted by Drama, May 2026



TRANSBORDER CUCUTENI- TRIPILLIAN CULTURE ROUTE

**THANK YOU
FOR YOUR
ATTENTION**



Natalia ȚURCANU

Representative Iter Vitis –
Les Chemins de la Vigne en
Europe, the Cultural Route of the
Council of Europe



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MOLDOVA WITHIN THE CULTURAL ROUTES PROGRAMME:

A place becomes meaningful not through what
we see, but through what we experience

Presented by: Elena STEPANOV

Located at the crossroads between Romania and Ukraine, the Republic of Moldova is a country defined by a rich cultural heritage, deeply rooted traditions, and one of the oldest wine cultures in the world. While often perceived as an emerging destination, Moldova is increasingly positioning itself as a place where authenticity, heritage, and lived experiences converge — creating strong potential for integration within the Cultural Routes of the Council of Europe.”



In February 2020, the Wine Routes of Moldova has become the first Moldovan route to be certified as European Cultural Route by the Council of Europe, within the “Iter Vitis – Les Chemins de la Vigne”, managed by the European Federation “Iter Vitis” and certified as “Cultural Route of the Council of Europe” in 2009.



integrated in ITER VITIS ROUTE,
certified Cultural Route
of the Council of Europe



Cultural route
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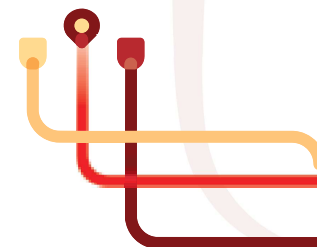
WINE ROUTE OF MOLDOVA

The Wine Routes of Moldova has animated the spirit of national pride, resilience and optimism for a sustainable development of the Republic of Moldova in the international arena of tourism, while becoming a platform for partnerships and inter-sectoral collaborations.

Over 60 tourism destinations integrated into Wine Routes of Moldova

21 wineries officially affiliated

8 wineries certified “Safe Travels” (WTTC, via ANTRIM)





The Stefan Voda Wine Region covers an area of about 10000 hectares and is a classic wine region in the Moldavia. The wine variety is abundant in the Moldova and the growing cycle is 56-58. It is a special environment, perfect for cultivating red grape varieties such as Pinot Noir, Merlot and Cabernet Sauvignon, Merlot and Pinot. Visitors will need approximately 2 days to complete this Wine Route.

- 1 Gogu Winery
- 2 Leuntea-Vin
- 3 Salcuta Winery
- 4 Domeniile Pripa
- 5 Purcari Winery
- 6 ET CETERA Winery



The Valul lui Traian Wine Region stretches over 43 thousand hectares, and is situated on the upper and lower ramifications of the Black National Reserve of Moldova's name is known. Valul lui Traian is a special environment, perfect for cultivating red grape varieties such as Pinot Noir, Merlot and Cabernet Sauvignon, Merlot and Pinot. Visitors will need approximately 2 days to complete this Wine Route.

- 7 Basavin Winery
- 8 Caru Winery
- 9 Fautor Winery
- 10 Gitana Winery
- 11 Kara Gani
- 12 Novak
- 13 Podgoria Vin
- 14 Vinea Traian
- 15 Tomai
- 16 Vinaria din Vale
- 17 Vinuri De Comrat

TOURIST ATTRACTIONS

- STEFAN VODA REGION**
- 1 Menter Fair Guest House
 - 2 Stefan Voda, Cotletia
 - 3 Neul Neamt Monastery
 - 4 Assumption of Our Lady Church
- VALUL LUI TRIAN REGION**
- 5 The monument to the battle of Cahul
 - 6 National Gaguia History and Ethnographic Museum
 - 7 Sagrei Soften guest house
 - 8 Ineud Museum in Valeni
 - 9 Lower Poni Reservation UNESCO Heritage



LEGEND

- NATIONAL ROADS
- CODRU REGION
- STEFAN CEL MARE REGION
- VALUL LUI TRIAN REGION
- WINE ROUTE
- WINERY
- CITY, VILLAGE
- TOURIST ATTRACTIONS

The Codru Wine Region is located in the central part of Moldova, covering a number of almost 80000 hectares. The region is known for its specific climate - cold in the winter, hot in the summer. The Codru Region hosts some of the world's largest cellars and is the best area for growing white and sparkling wine. Grape varieties that thrive here include Pinot Noir and Pinot Blanc, Chardonnay, Viorica, Pinot Gris and Sauvignon Blanc. Visitors will need approximately 3 days to complete this Wine Route.

- 1 Agrici Wine
- 2 Asconi
- 3 ATU
- 4 Barza Alba Divin Distillery
- 5 Carlevana
- 6 Crama Mircesti
- 7 Crama Tataru
- 8 Crama Tudor
- 9 Cricova
- 10 Chateau Cojusna
- 11 Dumitras
- 12 Vinaria Hincesti
- 13 Kvint Winery & Distillery
- 14 Casa Vinicola Luca
- 15 Castel Mimi
- 16 Milesti Mici
- 17 Mihai Sava
- 18 Pomuscaara Dulciscara
- 19 Polana Winery
- 20 Crama Tronciu
- 21 Chateau Vartely
- 22 Branesti Winery
- 23 Vornic Winery

CODRU REGION

- 1 Serebia Fortress
- 2 The national and cultural reserve of Ochakovka
- 3 Corchi Monastery
- 4 Bublic Art
- 5 Border Zoo Club
- 6 Barbu Soare
- 7 Capriana Monastery
- 8 Bahmut Club
- 9 Casa Petricovsca Guest House
- 10 Palanca Castel
- 11 Pottery House
- 12 Memei Bay Pantheon
- 13 Chisinau Zoo
- 14 Chisinau Botanical Garden
- 15 Cathedral of Holy Engineers
- 16 Sheriff Stadium
- 17 Royal Forest nature reserve
- 18 Stargos Complex Asparit



THE ITER VITIS AWARDS GALA

On the 18th October 2024, at Asconi Winery, took place the ITER VITIS Awards Gala – a prestigious event that celebrates excellence in wine tourism and the preservation of the cultural heritage of wine at a global level.

Within these awards, Moldova was recognized for the best wine route.

*Moldova hosted both the ITER VITIS International Conference on Wine Tourism and the Awards Gala



KEY ACHIEVEMENTS AND STRATEGIC DIRECTIONS

ANTRIM will continue to expand the national Wine Route network by integrating new wineries, guesthouses, and wine tourism destinations that promote authentic and sustainable tourism.



BIT Milano (Borsa Internazionale del Turismo)

In 2025, ANTRIM promoted the national wine tourism product – Wine Route of Moldova – at major international tourism and wine fairs, strengthening Moldova's position on the global wine tourism map.



KEY ACHIEVEMENTS AND STRATEGIC DIRECTIONS

Through the WESA Program (Wine Export and SME Assistance), funded by the Ukraine-Moldova American Enterprise Fund (UMAEF) and implemented with Stella JS, ANTRIM provided economic and promotional support to Wine Route members.



Beneficiaries received support for:

modernization of visitor and tasting facilities

development of promotional materials

digital marketing and online visibility

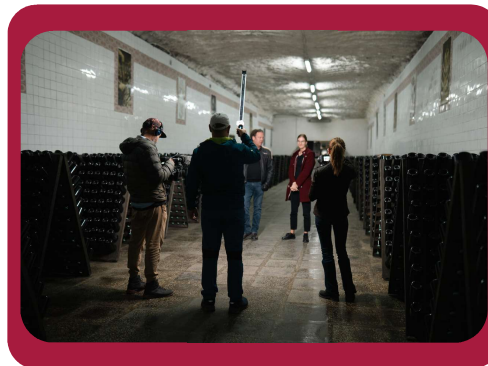
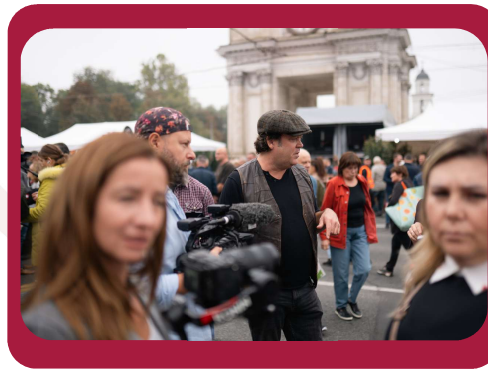
participation in business missions and training programs


ANTRIM


UMAEF

KEY ACHIEVEMENTS AND STRATEGIC DIRECTIONS

The launch of the documentary “Flavours of Romania and the Republic of Moldova”, produced by Charlie Ottley, brought Moldova international visibility via Netflix, showcasing iconic wine destinations such as Château Purcari, Castel Mimi Wine Resort, Cricova Winery, and Mileştii Mici.



KEY ACHIEVEMENTS AND STRATEGIC DIRECTIONS

During the Annual General Assembly of the Council of Europe Cultural Route – ITER VITIS “Les Chemins de la Vigne en Europe”, held in Thessaloniki, Greece (October 16–18), the State University of Moldova was awarded the “Best University Research” prize.

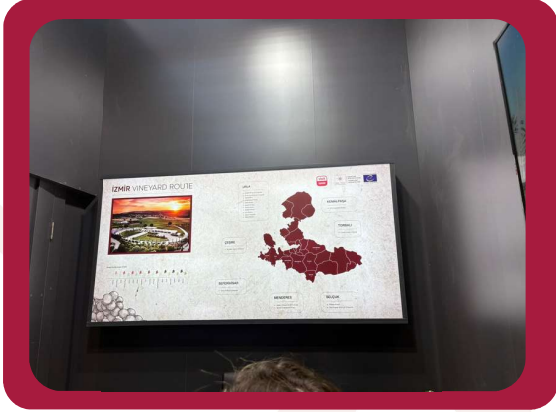


Cappadocia, Turkey

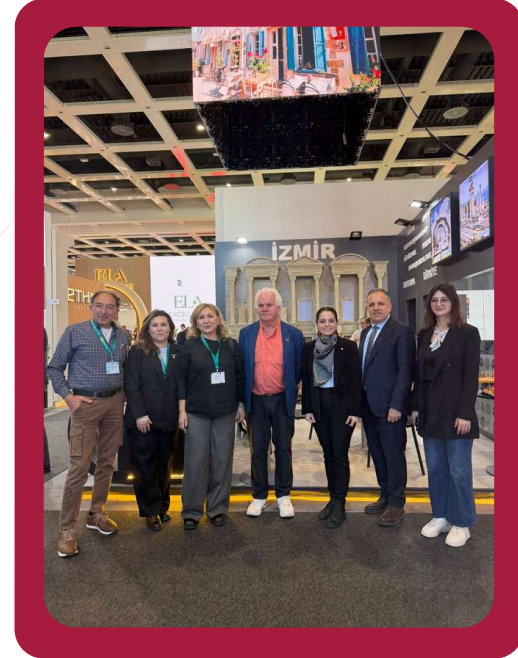
The National Inbound and Domestic Tourism Association was honored to participate in the 14th Annual Advisory Forum of the Cultural Routes of the Council of Europe, from October 22–24, 2025, as a representative of ITER VITIS – Les Chemins de la Vigne en Europe.



KEY ACHIEVEMENTS AND STRATEGIC DIRECTIONS



During the ITB Berlin 2026 exhibition, we had a meeting with colleagues from the cultural route ITER VITIS Les Chemins de La Vigne en Europe, including representatives from Greece, Spain, and Izmir, Turkey. We met at the Izmir stand and discussed the activities of the Iter Vitis cultural route, as well as future plans and opportunities for collaboration in the coming period.



THANK YOU FOR YOUR ATTENTION



Elena STEPANOV

Executive Director of National
Inbound and Domestic Tourism
Association of Moldova



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PRESIDENCY OF THE
REPUBLIC OF MOLDOVA
COUNCIL OF EUROPE
NOVEMBER 2025 - MAY 2026

PRÉSIDENTE DE LA
RÉPUBLIQUE DE MOLDOVA
CONSEIL DE L'EUROPE
NOVEMBRE 2025 - MAI 2026

— *16th April 2026* —

Organised by the Ministry of Culture of the Republic of Moldova and the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, within the programme of the Presidency of the Republic of Moldova of the Committee of Ministers of the Council of Europe

Arnold G. Klingeis President

📍 HQ – Palatul Brukenthal

📍 39 Gh. Lazar Street, RO -
555200 Avrig

☎ +40 755 137 907

✉ president@hcr-coe.com



Travel on Historic Cafés Route

Embark our journey to experience the amazing coffee story that started around 1450
around 1450 in Ethiopia



**Historic
Cafés
Route**

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

#1

TAHMIS KAHVESI,
ISTANBUL TURKEY

(1635)



**Historic
Cafés
Route**

**Cultural route
Of the Council of Europe
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du Conseil d'Europe**

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

THE POWER OF CULTURE

Cultural Routes FOR Cultural Tourism

International Forum of Cultural Routes
SIBIU - October 2019

Cultural Tourism as driving force for the European Tourism Industry

Historic Cafes Route Birthplace Travel Program

• Chania – Crete Island – Greece •

• Kipos Café & Domus Renier



• Kipos Café with Casa Delfino & Knossos Palace

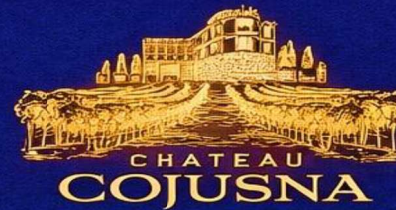


Historic Cafes Route Republic of Moldova Travel Programs

Chisinau – Bulboaca – Cricova – Cojusna – Cojusna – Orhei

Château
VARTELYTM
WINE, CULTURE AND LEISURE RESORT

WINE *.md*

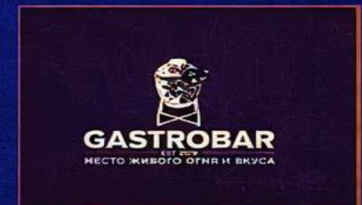



CASTEL
MIMI
1893


NOMEN EST OMEN
CRICOVA



WINE *.md*



Cultural Tourism as driving force for the European Tourism Industry



Historic Cafés Route - Experience Map Methodology - to develop sustainable cultural tourism based on the Cultural Routes of the Council of Europe



Historic Cafés Route

Experience Map

Transylvania | Romania



hcr-coe.com


















The HCR EXPERIENCE MAP TRANSYLVANIA
<https://hcr-coe.com> > Tours

Interface Historic Cafés Route to

- 1 Cistercian Route Heritage Experience
- 2 European Fairy Tale Experience
- 3 European Route of Historic Pharmacies and Medicinal Gardens Experience
- 4 Via Habsburg Experience.







Coffee culture, which started around 1450 in Ethiopia, has become, in our days, the most consumed beverage in the world.

— It represent a piece of culture that is shared globally. —





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[Vacanțe](#)

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Cu noi lumea devine mai interesantă!

Vacanțe · România · Tururi — Din 1992

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**Historic
Cafés
Route**

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



PARTENER OFICIAL AL PROGRAMELOR
CULTURAL - TURISTICE →



We are here for you, dear colleagues and future partners, to collaborate and enhance the value of the Republic of Moldova's cultural heritage by bringing attention to its unique and emblematic historic sites, while establishing connections with the Cultural Routes of the Council of Europe and beyond.

▶ *Thank you very much for your attention!* ◀



Arnold G. Klingeis

President

Alexandru Dobos

Route Manager



**Historic
Cafés
Route**

Cultural route
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du Conseil de l'Europe



THE REPUBLIC OF MOLDOVA IN THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

European Routes of Jewish Heritage Moldova within the Cultural Routes Programme

Alina Marincean
April 2026



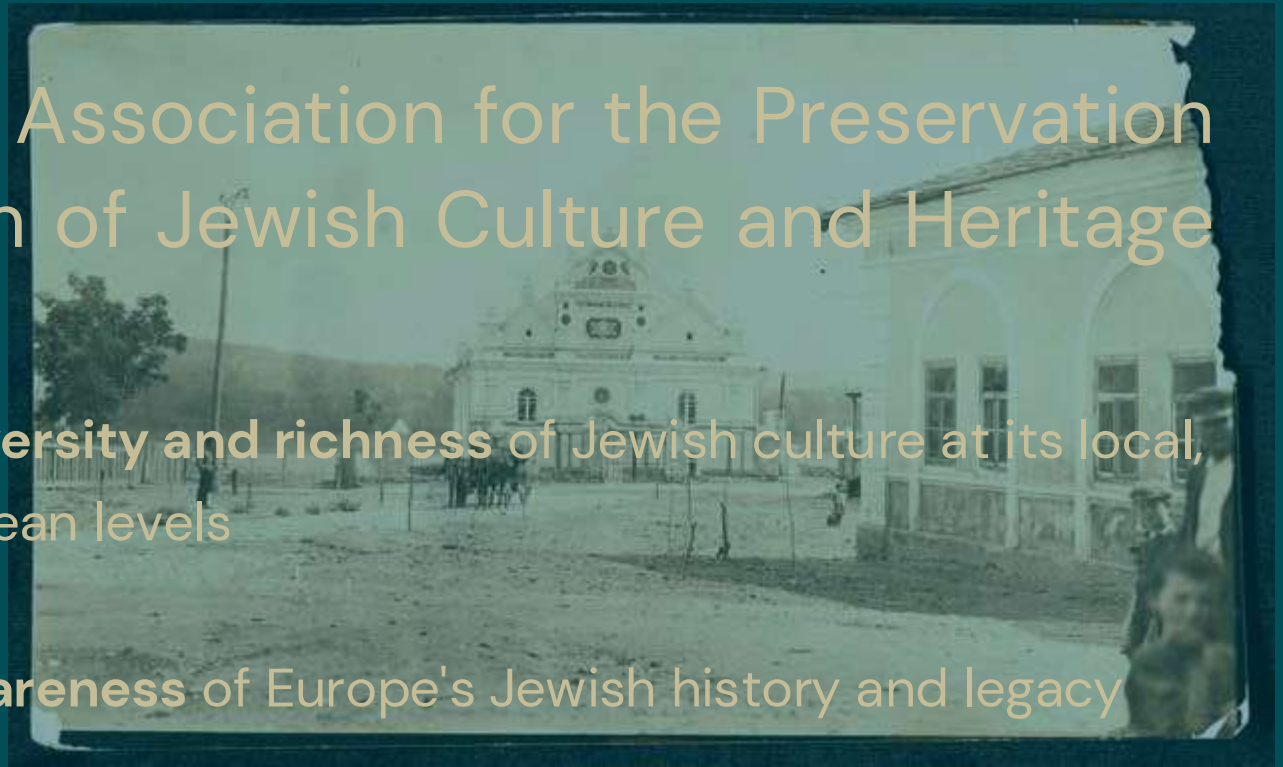
The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ)

To highlight the **diversity and richness** of Jewish culture at its local, regional and European levels

To raise **public awareness** of Europe's Jewish history and legacy

To promote the development of **cultural, tourism, and educational initiatives** around European Jewish heritage

To foster **alliances** and innovation in the management of Jewish heritage and culture initiatives



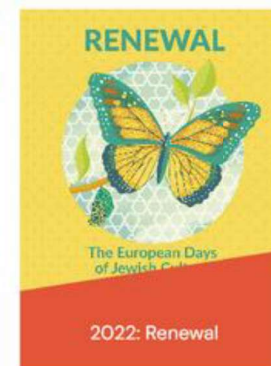
European Days of Jewish Culture



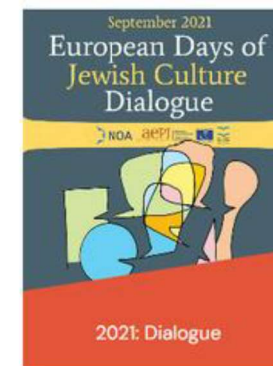
2024: Family



2023: Memory



2022: Renewal



2021: Dialogue



2020: Jewish Journeys



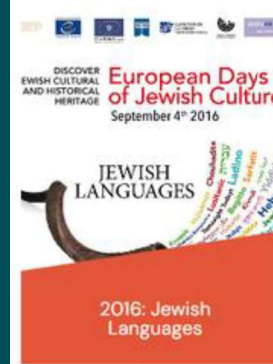
2019: 20th Anniversary of the EDJC



2018: Storytelling



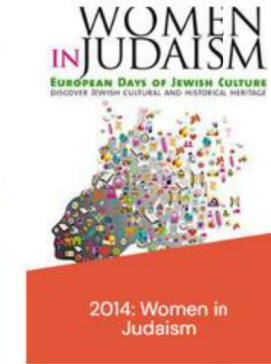
2017: Diasporas



2016: Jewish Languages



2015: Bridges



2014: Women in Judaism



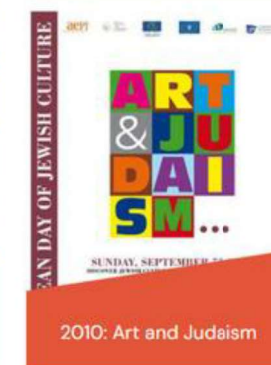
2013: Jewish Heritage and Nature



2012: The Spirit Of Jewish Humor



2011: Facing The Future



2010: Art and Judaism



2009: Jewish Festivals and Traditions

aepj | Cultural route of the Council of Europe
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The European Routes of Jewish Heritage



aepj
jewishheritage

Cultural route
of the Council of Europe
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du Conseil de l'Europe



*Slovenia was recently included in July 2025

Moldova as a cultural crossroads within the European Jewish Routes

Moldova's specific role:

A new member expanding the network

Moldova became the 21st country in the network

Adds representation of Eastern European / post-Soviet Jewish heritage

A bridge between regions

Connects Western/Central European Jewish routes

Eastern and post-imperial Jewish histories

Demonstrates transnational flows of people and culture



A case study of *Layered History*

Moldova's route uniquely illustrates:

Medieval tolerance (land ownership rights)

Imperial transformations (Ottoman, Russian)

Holocaust devastation

Post-Soviet revival

This aligns with the Route's mission to interpret European history through Jewish experience.



Moldova's relevance in the European Jewish Routes Context

Moldova's role can be summarized in four key contributions:

1. Representation of Eastern European Jewry

Shows the Bessarabian Jewish experience, often underrepresented compared to Western Europe

2. Preservation of dispersed heritage

Many sites are small, rural, or fragmentary, yet collectively significant

3. Cultural connectivity

Demonstrates how Jewish communities moved, adapted, and connected across borders

4. Memory and reconstruction

Holocaust memory

Post-communist heritage recovery

Identity rebuilding in modern Europe





Moldova – key narrative link:

It represents the Eastern frontier of European Jewish life
It connects multiple cultural, political, and historical layers
It contributes a “mosaic” model of heritage—fragmented
yet interconnected.

THE REPUBLIC OF MOLDOVA IN
THE CULTURAL ROUTES OF THE COUNCIL OF
EUROPE

European Routes of Jewish Heritage
Moldova within the Cultural Routes
Programme



Alina Marincean
edjc@jewishheritage.org

Marc Francesch Camps
europeanroutes@jewishheritage.org

aepj
jewishheritage

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**Association of Significant Cemeteries
in Europe
& European Cemeteries Route
Moldova in ECM**



ASCE & European Cemeteries route

Changing the perception of
cemeteries.

The **added value** of European
Cemeteries Route lies in its
multidimensional approach:

Cultural: Open air museums





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du Conseil de l'Europe



ASSOCIATION
OF SIGNIFICANT
CEMETERIES
IN EUROPE ASCE

ASCE & European Cemeteries route

Cultural + Social

- Events venue
- Exhibitions
- Places of social and community engagement





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ASSOCIATION
OF SIGNIFICANT
CEMETERIES
IN EUROPE ASCE

ASCE & European Cemeteries route

Educational:

Spaces of learning –

from school visits to heritage
interpretation projects



Volintiri joined ASCE in 2023



Jewish Cemetery in Chisinau



St Lazarus Cemetery (Doina)



Central Cemetery



**THANK YOU FOR YOUR
ATTENTION**

THEODORA VIRGINIA NTALLI
RANIADALLI@GMAIL.COM