

CYPRUS

C4: ECONOMY/ IMPORTS/ EXPORTS / TOURISM

Evryviadeio Gymnasium Larnaca
Committee of European Programs



WE ARE....





WINEMAKING IN CYPRUS HISTORY AND SPECIALTIES



- Thanks to the amazing Mediterranean climate, winemaking in Cyprus has been practiced for over 6 thousand years.
- Most of the white and red grape varieties on the island are now grown on the hill slopes in Limassol and Pafos.
- The sun-filled grapes on the island make delicious world-famous wines, such as Commandaria, port, sherry etc, as well as other white, red and rose wines.

COMMANDARIA – OLDER WINE EVER



- The island’s longstanding tradition of winemaking needs no further proof than its claim to the world’s oldest named wine still in production - that of Commandaria, proclaimed by Richard the Lionheart as the

“Wine of the kings and the king of the wines.”

- And whilst the same ancient grape varieties are still cultivated; and the same villages produce wine in the old, traditional ways, the island’s wine industry has also vastly modernized, progressed and expanded. Whether you’re a connoisseur, or a simple lover of the drink that locals once worshipped as the ‘nectar of the Gods’, you will delight in discovering a host of charming wineries and wine growing regions along seven glorious wine routes.





CYPRUS WINE ROUTES



Laona-Akamas
Beautiful locations and beaches, picturesque villages with rich cultural and wine traditions.



Vouni Panagias-Ampelitis
Panoramic route through mountainous terrain with an endless choice of local wines.



Diarizos valley
Idyllic expedition to the natural beauties of a relatively 'unknown', yet rich in vineyards, route.



Krasochoria of Lemesos
Well known wine villages, each with its own character, all with remarkable winemaking tradition.



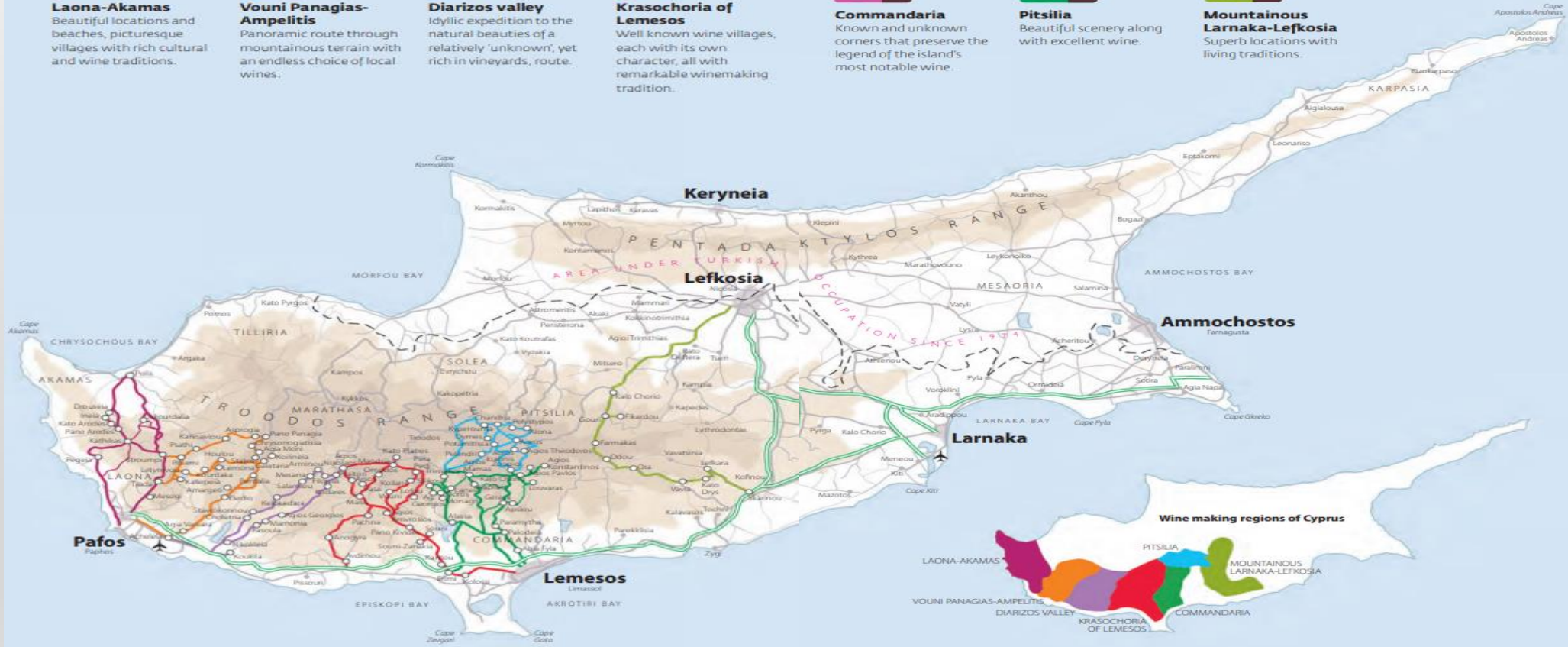
Commandaria
Known and unknown corners that preserve the legend of the island's most notable wine.



Pitsilia
Beautiful scenery along with excellent wine.



Mountainous Larnaka-Lefkosia
Superb locations with living traditions.



OLD WORLD VS. NEW WORLD



STEP 1 AND 2



VINEYARD PRUNING

EVRYVIADEIO GYMNASIUM
LARNACA CYPRUS



EVRYVIADEIO GYMNASIUM LARNACA



OLD WORLD VS. NEW WORLD



STEP 3



SOIL CULTIVATION

ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟ
ΛΑΡΝΑΚΑΣ ΚΥΠΡΟΣ



OLD WORLD VS. NEW WORLD



STEP 4

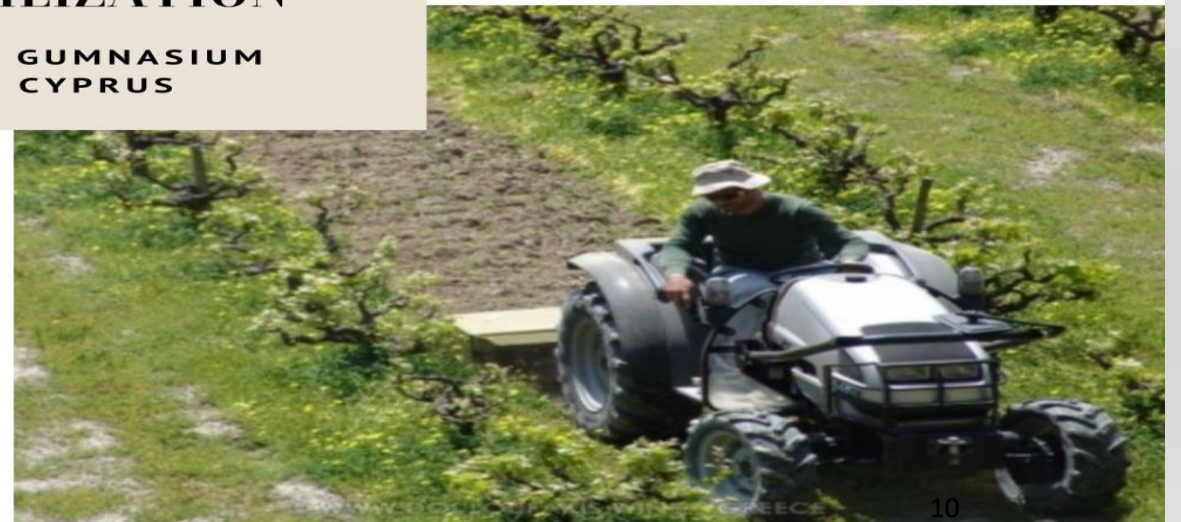


SOIL FERTILIZATION

EVRYVIADEIO GYMNASIUM
LARNACA CYPRUS



EVRYVIADEIO GYMNASIUM LARNACA



OLD WORLD VS. NEW WORLD



STEP 5



PLANTING OF SELECTED VINES INTO THE SOIL

EVRYVIADEIO GYMNASIUM
LARNACA CYPRUS

1861-2021

160 Χρόνια Οίνο-Ποιεί

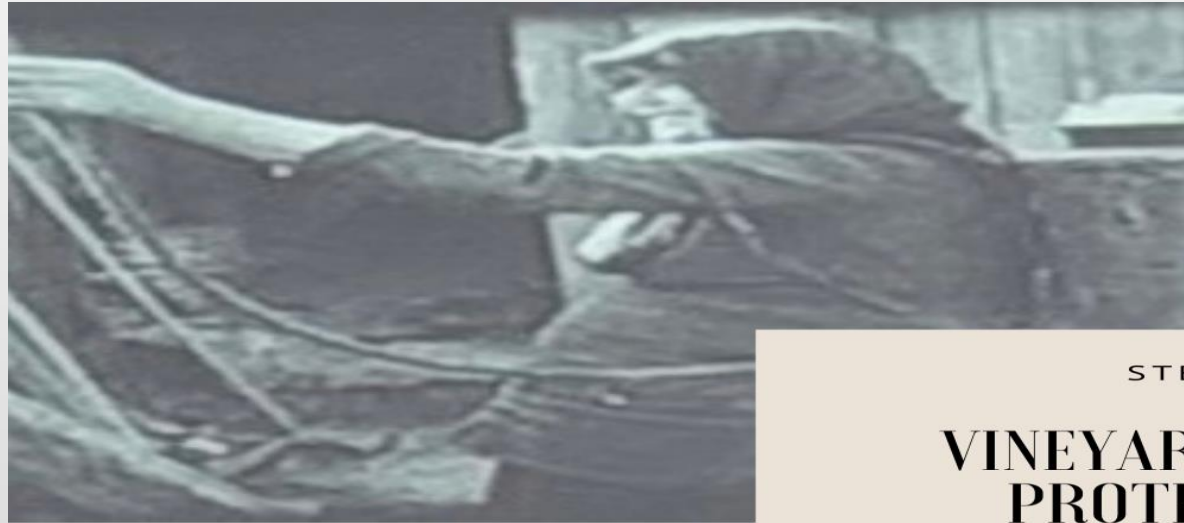
Η φύτευση των αμπελώνων



EVRYVIADEIO GYMNASIUM LARNACA



OLD WORLD VS. NEW WORLD



STEP 6

VINEYARD PLANT PROTECTION (SPRAYING)

ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟ ΛΑΡΝΑΚΑΣ



OLD WORLD VS. NEW WORLD



STEP 7



PLANT TOPPING

ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟ
ΛΑΡΝΑΚΑΣ ΚΥΠΡΟΣ



ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟ ΛΑΡΝΑΚΑΣ



OLD WORLD VS. NEW WORLD



STEP 8 

**HARVESTING, SORTING,
AND PLACING GRAPES IN
BASKETS**

**EVRYVIADEIO GYMNASIUM
LARNACA CYPRUS**




EVRYVIADEIO GYMNASIUM LARNACA



OLD WORLD VS. NEW WORLD



STEP 9 

TRANSPORTATION IN BASKETS BY DONKEYS/HORSES AND TRUCKS

ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟΜ ΛΑΡΝΑΚΑ ΚΥΠΡΟΣ



OLD WORLD VS. NEW WORLD



STEP 10


YIELD ESTIMATION

ΕΥΡΥΒΙΑΔΕΙΟ ΓΥΜΝΑΣΙΟΜ
ΛΑΡΝΑΚΑΣ ΚΥΠΡΟΣ



OLD WORLD VS. NEW WORLD



STEP 11 

**GRAPE CRUSHING
GRAPE JUICE IS STORED IN
BARRELS**

**EVRYVIADEIO GYMNASIUM
LARNACA CYPRUS**



PROFESSIONS OF THE NEW WORLD



- A **grape grower or a vintner** plans, organizes and manages the growing of grape varieties for the production of wine, as well as for eating. They prepare soil, plant and prune vines, coordinate irrigation and pest control, maintain the quality of fruit, and monitor the health and growth of vines.
- A **viticulturist** (agriculturist) specializes in the cultivation or culture of grapes, especially for winemaking. Viticulturists with advanced degrees are often found in universities and in the horticulture industry in research, teaching, and extension positions, developing, breeding, and evaluating new varieties of grapes.
- **An oenologist** is responsible for every aspect of wine making. Depending on the winery, they spend various amounts of time working in either the lab or on the production of wine. They perform various tests on the wine and monitor bottling control measures to ensure a quality product.
- A **sommelier** is responsible for the magical wine-food pairing. He designs and managements the restaurant's wine cellar. The management and preservation of wines. He is one of the three main executives of the restaurant. He works with the chef so that he has a complete picture of the dishes in order to be able to recommend the appropriate wine to the customers.

VINEYARDS, ECONOMY AND TOURISM

- The area of the Republic of Cyprus under government control has a market economy dominated by a services sector that accounts for more than four-fifths of GDP. Tourism, finance, shipping, and real estate have traditionally been the most important services.
- Cyprus is highly dependent on international tourism. The sector accounts for more than 25% of total employment. Tourism is a vital economic sector of Cyprus. Every year, approximately 2 million tourists visit Cyprus providing economic growth and employment for the country
- Tourism is a key driver of the economy, contributing around 20% of Cyprus GDP (Aug, 2022)



CYPRUS WINE INDUSTRY ON AN UPWARD PATH



- Wine tourism popularly known as **Enotourism** or vine tourism is a niche segment where travelers visit specific destinations known for their premium wine production. They not only take part in tasting the unique produce but also take interest in end-to-end production right from grape harvesting, fermenting, distillation to packaging logistics.
- Wine tourism is not a passive form of tourism; it is a highly active mode of tourism which calls for active participation. It embraces activities like purchase and consumption of different grades of wine, taking a long walk down the vineyards actively take part in harvesting, sorting and grading grapefruits surveying the processing of wine in wineries.
- Wine tourism exposes the tourist to the culture, heritage, food and beverage habits, philosophies and values of life that make the wine producer so different from the other locals of the area belonging to a different trade.
- In the framework of the national plan for the wine sector, the government in Cyprus has given grants totaling about **€15.3 million for the benefit of 67 winemaking companies**, of which 13 are new. A scheme announced in 2021 has a budget of €2.1 million and has supported the investments of 27 winemaking companies

WINE TOURISM AND ECONOMY



- The development of diverse activities has several **advantages** for the local community: local employment, reduced seasonality, and favorable perception.
- Several **negative** effects can occur but only in areas with higher demand. Usually, wine tourism is not a form of mass tourism and negative effects over the environment are scarce and present a low intensity.
- In the majority of cases, the advantages are spread over the entire area: vineyards, other local businesses, local community, environment, and cultural heritage. In doing this, wine tourism has a great contribution to overall sustainable development.

IMPORTS AND EXPORTS



TOTAL IMPORTS					
2018		2019		2020	
Liters	Value (€)	Liters	Value (€)	Liters	Value (€)
8,028,061	25,707,528	7,854,198	25,898,097	4,955,980	20,273,426
DOMESTIC EXPORTS					
2018		2019		2020	
Liters	Value (€)	Liters	Value (€)	Liters	Value (€)
687,297	2,480,207	648,627	1,875,902	240,325	871,018

SWOT ANALYSIS



STRENGTHS

- Traditional wine
- Unique products (e.g. commandaria, zivania)
- Village tourism
- Combination of different types of tourism
- The unique weather conditions in Cyprus

WEAKNESSES

- Competition with neighboring countries
- Competition with established products
- Cyprus is an island and exporting products costs more

OPPORTUNITIES

- For young people to deal with local products
- To increase tourism in Cyprus
- To make Cyprus more famous around the world
- Provides more job possibilities
- Motivates young people to go back to traditional skills and nature

THREATS

- Environmental and climatic changes
- The cost of production and preservation of the wineries' products
- Global export competition

POSTERS: OUR CULTURE, OUR ECONOMY, OUR FUTURE ON THE PLANET



OUR

- culture
- Vineyards
- planet

Cypriots can boast of the richest cultural heritage, the history of which has been going on for more than 30 centuries and most importantly, many traditions, ideas and customs are passed down from generation to generation and have survived to this day. Immediately it is necessary to make a reservation that the culture of the northern and southern parts of Cyprus is different and the reason for this was the events that took place a little over 20 years ago on the island. The cultural image of today's Cyprus has evolved over many centuries and was influenced by a variety of events that took place around in the Mediterranean. One of the important features of the current Cypriots, for which they have been famous for all the years, is cordiality and hospitality. Of course, the level of the guest is important. The island has always been famous for coffee, wine, sherbet, fruit sweets.

The world of Cypriot wine is very diverse, and the history of Cypriot winemaking goes back over 5 thousand years. Cyprus is an ideal place for grapevine growth due to its dry and warm climate. Numerous vineyards are scattered throughout the island, but most of them are located in two mountainous areas: Troodos and Troodos. Most of the local vineyards are very old. The local red grape variety, one can note the Mavro variety, which grows only in Cyprus and is included in the list of most local red wines, as well as more sour varieties, such as Maratheftiko and Sifaino, the wine of which has a high acidity. In addition to the local, quite a lot of vines from Europe and America were brought to Cyprus, which perfectly took root on the fertile Cypriot land. Grapes in Cyprus grow in the mountains, which led to not the best delivery.

Ναταλία Αναγνώστη
Καλλιόπη Νταχνοβόβα

TAKE CARE OF THE EARTH

AND SHE TAKE CARE OF YOU!

OUR CULTURE OUR VINEYARDS OUR PLANET

Κύπρος

Spain
Portugal
Cyprus
Greece
Germany
Italy

Erasmus+

ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΑ

The future is in your HAND

MEET OUR EXTENDED TEAM IN CYPRUS





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