



AN INTERVIEW WITH NELSON MACHADO ADVID/COLAB VINES&WINES

Tell us about the VInCI project. How important are its results for the wine sector in the SUDOE region? And specifically for companies in the Portuguese wine sector?

The VInCI project is based on the increase of the competitiveness of the wine sector in the SUDOE region through the development of a decision support platform that will be made available for the sector. This will include different tools, ranging from production forecasting to flexibility forecasting of the importing markets, and together they will constitute a reference for the companies to define their presence in the different markets, and in which markets.

As far as the Portuguese wine sector is concerned, the tools under development, and in a concerted manner through the platform that will result from the project, may, on the one hand, help to identify new markets and growth potential in those where it is already present.

On the other hand, the expectation is that this platform will help the sector to add value to its wines by recognising the potential for its presence in higher segments of some specific markets, and which ones might be the most interesting.

What is the activity carried out by ADVID in this project?

In this project, ADVID has essentially participated in the collection of data for the development and validation of production forecast models, not only at regional scale, but also at plot scale, which has been carried out on the farms of its Members, whom we cannot thank enough for their constant availability. In addition, the data collected through the ADVID network of weather stations, as well as other parameters registered in different locations within the Demarcated Douro Region (DDR) Viticultural Observatory, have also supported the work carried out within the scope of the VInCI Project. Furthermore, ADVID also participated in the

AN INTERVIEW WITH NELSON MACHADO FROM ADVID/COLAB VINES&WINES

gathering of data from other entities / projects, as well as in mediating contacts with regulatory bodies, in order to obtain data on production and business volume, which were used as support for the development not only of production forecast models for different Portuguese winegrowing regions, but also in price flexibility models. It should be noted that the VINCI project refers to the national panorama, and, in this sense, forecast models are being developed, on a regional scale, for different Portuguese regions.



Overall, in your opinion, what do you consider to be the biggest challenge facing the project?

The heterogeneity between the different realities involved in the project. Note that Portugal, Spain and France have very different realities regarding the wine industry, and each of these countries also has very distinct demarcated regions. This makes the production of cross-cutting models for the whole SUDOE region a very complex task. Despite these difficulties, this challenge also represents the differentiating factor of the decision support platform being developed in the VINCI project.



Currently, at what stage is the VINCI project?

Essentially, it is in a phase of increasing the coverage of the models produced across the whole SUDOE space. Specifically, in what concerns the development of production models at a regional scale, there are already developed satisfactory models for some demarcated regions, while for others there are still some regions to where those models still need to be adapted, and the same happens with the market flexibility models. On the other hand, we hope that in the next harvest campaign the models already established in some regions, such as the production forecasting models, can be solidly validated.

