

Article Title

G. Anastasiou, A. Anastasiou , K. Kounetas , P. Mitropoulos , Y. Mitropoulos , The Role of Geographic Origins in Developing Marketing Strategies , Archives of Economic History 17(1): 119-40.

Abstract:

Quality agricultural products and foodstuffs are assuming an increasingly important role in agricultural and food policies of the world's most developed countries. One of the most representative cases of quality agricultural commodities is the wine industry. The world wine market is the subject of increasing interest to New World wine producers as their national outputs grow and they become more export oriented. This is of great concern to Old World traditional producers and exporters in Europe, where vineyard and winery upgrading has been progressing over the last two decades. This work is aimed at revealing the significance of geographic origins in the development of successful wine marketing strategies. Porter's "Diamond" concept is adopted as a research tool, and despite its limitations, was proven successful. The results indicated that the majority of New World wine producing countries performs extremely well in almost all of the determinants of national competitive advantage (factor and demand conditions, domestic structure and rivalry, supporting industries). Total area under vines, grape per hectare yield and advanced factor conditions (e.g., research institutes) strongly support their plans for market penetration and greater market shares. It is concluded that Porter's approach has worked well as a common theoretical framework, enabling interdisciplinary work and generating new research ideas, enabling the role of geographic origins to surface.