



WMC 2018
Wine Masters Challenge
XX World Wine Contest
28.29.30.31.March
Estoril - Portugal

20th Edition Wine Masters Challenge - World Wine Competition since 1999 uninterrupted, and is held annually in Estoril. With an international competition seal and officially recognized by official bodies such as INPI, the World Wine Observatory, as well as the largest organizations of journalists, and oenologists, among others.

Regrettably the Airport Customs from north to south of Portugal are not sensitive to this type of event “WORLD WINERY CONTEST” and samples without any commercial value are taxed by values not acceptable.

These samples are only used for technical evaluation by a group of accredited members, most of them from other countries. Without a doubt, these elements are the best wine ambassadors, especially Portuguese, and instead of taxing the samples coming from countries outside the European community, which pay to be present in our competition given the untouchable reputation, while certain official bodies they spend millions of euros (10 to 15 million) a year on travel, fairs and exhibitions as the interest of some.

I hope, and I will be aware, do not go to other countries that import our wines to copy the Portuguese example.

When we talk so much about export, we are clearly forgetting that when a foreign company participates and pays for its registration, they acquire royalties from promotional rights, self-adhesive stamps and chokers and taxes, this is called SERVICE EXPORT, wealth creation, air, ground and railway, customs controllers, logistics personnel, courier companies, official dispatch companies, purchase of bottle boxes, transport of jury members, Restaurants, catering, tours, taxis, rent a cars , visits to places of historical interest, pharmacies, handicrafts, a panoply of actions, if we analyze all its surroundings has no end, it is called TOURISM.

Some 18 countries participated, but only four countries obtained medals, namely Australia, Italy, Spain and Portugal. This competition is certainly one of the most demanding at an international level. Over 5,000 wines were evaluated this year, and we noticed a decrease in wine qualities, so we advise importers to opt only for the medallion wines in this event.

Portugal is a potential partner to present its wine products given the linguistic relationship between the following countries: Brazil, Angola, Mozambique, Cape Verde, Guinea Bissau, Sao Tome and Principe, Timor and Macao (China) covering the number of consumers around 250 million people

We are certain and recommend the option in the presentation of wines in our contest as we have a relationship with the majority of the tasters from these countries, as they will be the best ambassadors to promote wines from various countries in the competition