

**IMPACT OF QUALITY MANAGEMENT ON EXPORT OPPORTUNITIES –  
CASE STUDY OF GEORGIAN WINE INDUSTRY WITHIN EUROPEAN  
INTEGRATION CONTEXT**

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## ABSTRACT

The objective of this dissertation is to investigate how quality management can contribute to exporting opportunities in EU countries. The present study focuses on wine industry and impact of quality standards on wine companies' quality management process.

The impact of quality management implementation on wine export is examined through the case study of Georgian wine companies. Georgian companies willing to expand their businesses on EU market face increased competition from EU winemakers and European quality requirements. Georgian wine is one of the 5 most exported products from Georgia and Wine companies started to diversify export markets towards European countries especially after Russian embargo.

This research will describe and compare quality management tools within EU and Georgia based on current trends in wine making industry, evaluate the need for quality management in Georgia, as a developing country, within the EU integration context and will develop some recommendations for Georgian wine companies and country as a whole concerning national quality infrastructure development and export opportunity growth.

The rationale for study is currently signed (June 26, 2014) Association agreement that on the one hand deepens the trade relationship between EU countries and Georgia, but on the other hand sets more quality requirements to be followed by association member countries. Through deep and comprehensive trade agreement quality requirements have to be followed not only by exporter companies in third countries, but also by companies operating only on local markets. As a result, it requires the quality of Georgian products and services to meet the European quality requirements.

**Keywords:** Quality, Quality Management, Quality Standards, Wine Industry, Wine Export in EU