



Frederico Falcão elected president of ViniPortugal

Frederico Falcão is the new president of the Board of ViniPortugal, the Interprofessional Association of the Portuguese Wine Industry and the entity managing the brand Wines of Portugal. The new leader succeeds Jorge Monteiro in the association's executive presidency.

The new governing bodies for the 2020/2023 triennium were elected at the General Assembly that took place last Wednesday, May 27th, at the facilities of CNEMA, in Santarém. ViniPortugal's Board led by Frederico Falcão also includes Jorge Basto Gonçalves, Chairman of the Board of Directors of Fenadegas (Portuguese Federation of Winery Cooperatives), representing Production, and João Gomes da Silva, Marketing and Sales Administrator at Sogrape Wines, representing Trade.

Born in Chamusca, Ribatejo region, Frederico Falcão has a degree in Agronomy from the University of Évora, with a postgraduate degree in Oenology from the Catholic University of Portugal in Porto. He developed his career as a winemaker in several wineries – Esporão, Companhia das Lezírias, Pegos Claros and Fundação Abreu Callado. Between 2012 and 2018 Frederico Falcão was president of the IVV – Instituto da Vinha e do Vinho, the Portuguese wine authority, having been the youngest president of this institute. Between 2018 and 2019 was CEO of Bacalhôa winery.

"It is with great satisfaction that I assume the leadership of ViniPortugal. It is an association I know quite well, which has been developing a very meritorious work in the promotion of Wines of Portugal at a global level and it is on this path that I intend to continue in the coming years, putting even more energy to try to help the wine sector to grow more rapidly.", said Frederico Falcão.

The new president of ViniPortugal points out three priorities for this mandate: creating an observatory for international markets; reinforce the focus on training economic agents and promote more actions to enhance Portuguese wines in the international market, seeking to increase the average price per bottle. Responding to the challenges posed to Portuguese wines by the Covid-19 pandemic is another priority.