



VINEXPO EXPLORER

Mendoza, Argentina / October 6-9, 2025

Welcome

Mendoza-Argentina

Area: 148,827 km².

Population: 2,043,540 inhabitants (2022 Census)

Literacy Rate: 98.4% (2022)

Gross Geographic Product 2022: USD 14 billion

Unemployment Rate: 5.3% (Q2 2023)

Strategic Location

The province of Mendoza occupies a privileged geographic position within the Central Bioceanic Corridor, a key route that links the Atlantic and Pacific Oceans and connects Argentina with Brazil, Uruguay, and Chile.

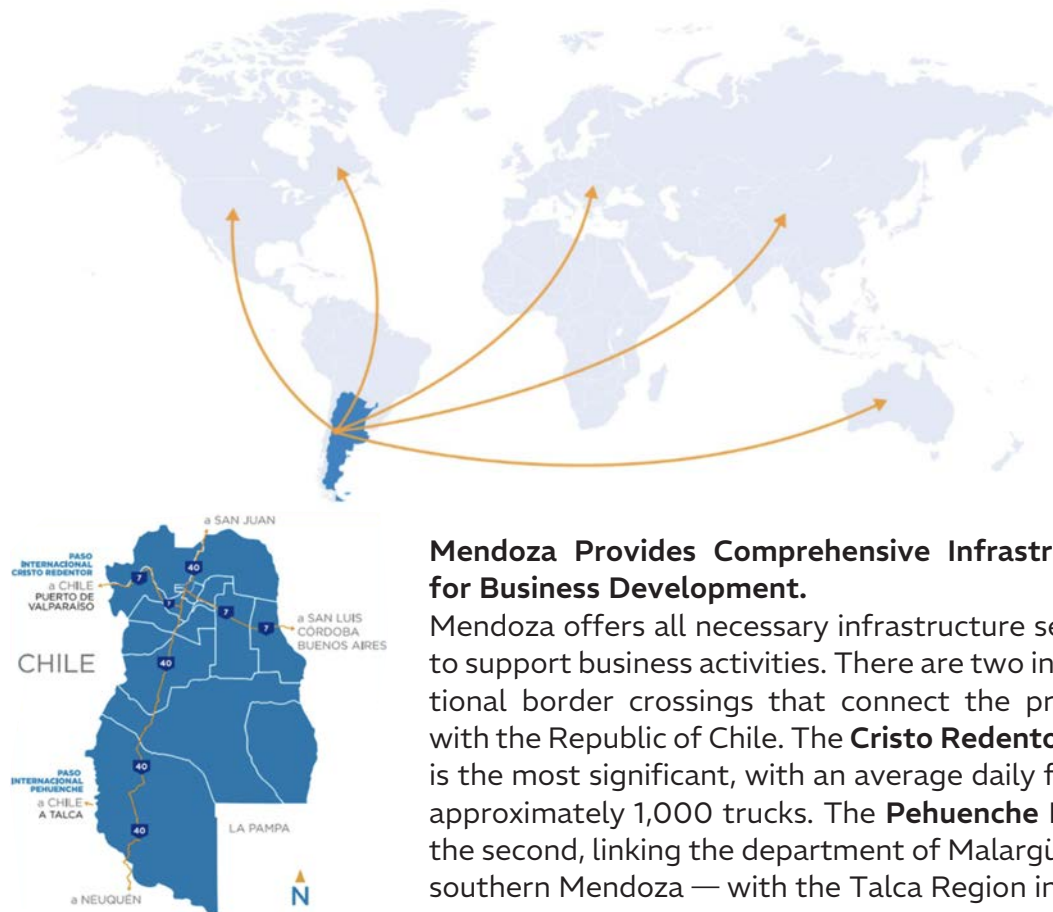
One of its main logistical assets is the **Cristo Redentor International Pass**, which handles an average daily transit of approximately 1,000 trucks—equivalent to an annual cargo movement of over 4 million tons between Argentina and Chile. This pass is located just 270 km from the **Port of San Antonio** in Valparaíso, one of the most important ports on the South Pacific.

Covering an area of 148,827 km², Mendoza is located in the west-central region of the Argentine Republic, at the foothills of the majestic Andes Mountains. Geographically, it lies between parallels 32° and 37°33' south latitude, and meridians 66°30' and 70°36' west longitude.



EL CORREDOR BIOCEÁNICO CENTRAL

The Center Bi-Oceanic Corridor



Mendoza Provides Comprehensive Infrastructure for Business Development.

Mendoza offers all necessary infrastructure services to support business activities. There are two international border crossings that connect the province with the Republic of Chile. The **Cristo Redentor Pass** is the most significant, with an average daily flow of approximately 1,000 trucks. The **Pehuenche Pass** is the second, linking the department of Malargüe — in southern Mendoza — with the Talca Region in Chile. Mendoza's customs facilities are equipped with modern cargo control systems.

The **Mendoza International Airport** is one of the most modern airports in Argentina outside the capital. It currently operates over 200 weekly flights connecting Mendoza with the rest of the country and the world. It offers direct international connections to Lima, Santiago de Chile, São Paulo, Rio de Janeiro, and Panama City.

Mendoza has robust telecommunications, telephone, and internet services, with a combination of fiber-optic and satellite coverage. The financial services sector includes the presence of banks, insurance companies, financial institutions, currency exchange offices, real estate agencies, and money transfer services, ensuring full financial coverage. The province also offers a complete range of educational, cultural, and healthcare services, essential for ensuring quality of life and facilitating business development.

Territorial Characteristics

Mendoza has an arid to semi-arid climate, structured around four main **oases** between latitudes 33° and 36° south, where most agricultural, industrial, and urban activity takes place.

Geography

Mendoza's landscape is divided into three major regions:

- **Western region:** Dominated by the Andes Mountains, featuring high peaks and international passes.
- **Central and eastern regions:** Characterized by vast plains, home to most of the province's agricultural and urban activities.
- **Southern region:** Composed of plateaus and volcanic formations, offering unique landscapes and specific natural resources.

Hydrography and Agriculture

Mendoza's rivers originate in the Andes and are primarily fed by snowmelt during the spring and summer. As the rivers reach the plains — where most of the population resides — their flows are regulated by dams and canals to optimize water use for human consumption, agricultural irrigation, and energy generation.

This water management system, combined with alluvial soils of good permeability and structure, creates ideal conditions for crop development. Key advantages include:

- **High-quality irrigation water** from Andean snowmelt, with low salt content and excellent agricultural suitability.
- **Fertile, well-drained soils** ideal for intensive crops such as vineyards, fruit trees, vegetables, and forage.
- **Dry, sunny climate** that reduces the incidence of diseases and allows for more controlled, efficient production.
- **Extensive availability of irrigated land** in productive oases, enabling advanced, export-oriented agriculture.

Thanks to these conditions, Mendoza has become one of the world's leading wine-producing regions and a strategic agro-industrial hub in Argentina.

Economic Profile of Mendoza

Mendoza's main economic activity is the **food and beverage industry**, with a strong international reputation for leadership in wine production and winemaking. This is supported by excellent climatic conditions, high-quality soils, efficient use of snowmelt water, advanced technological processes, and internationally trained professionals educated in local institutions.

Diversified Agricultural Production

In addition to the wine industry, Mendoza boasts a wide variety of high-quality crops, including:

■ **Olives and olive oil**

■ **Fruit:** peaches, apples, apricots, cherries, walnuts, almonds, plums, and pears

■ **Vegetables:** garlic, onion, potatoes, tomatoes, carrots, among others

■ **Oregano**

This agricultural diversity is enhanced by a **technified irrigation system** that maximizes the use of water from Andean snowmelt.

Other Productive Sectors

Mendoza's economy is also supported by strategic industrial and service sectors:

■ **Oil and petrochemical industries, and metal-mechanical manufacturing**

■ **Construction, commerce, and various service industries**

■ **Information and Communication Technologies (ICTs)**, with growing innovation and digital transformation

■ **Tourism**, driven by breathtaking natural landscapes, a high-quality hospitality and culinary sector, and a globally recognized wine tourism offering. Notably, since 2024, the **Michelin Guide** has featured Mendoza establishments on the international stage.

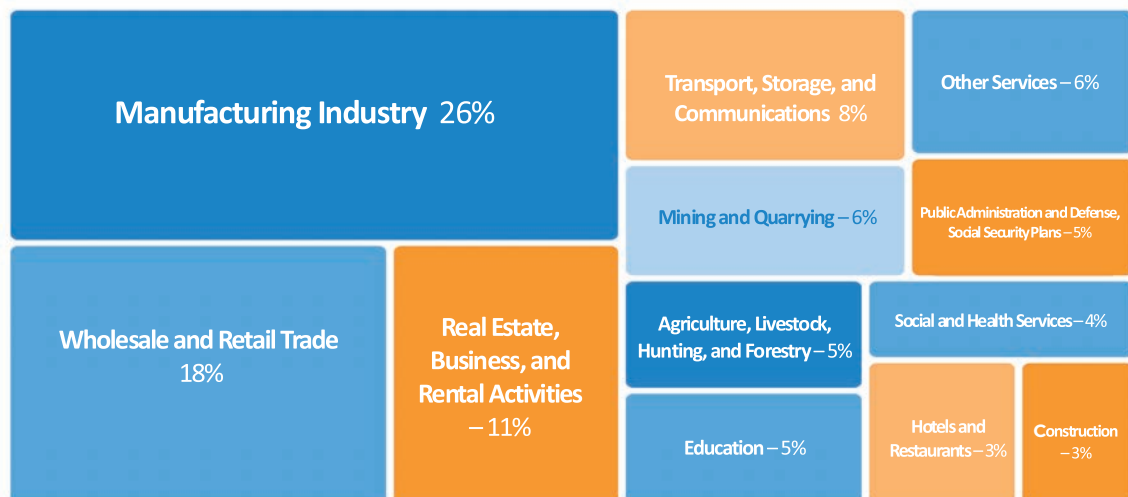
Economic Strengths

Thanks to its solid and diversified production base, Mendoza ranks as the **fifth-largest province** in Argentina in terms of **Gross Geographic Product (GGP)**.



- | Sound Public Finances
- | Sustained Fiscal Balance
- | Low Debt Levels and Full Compliance with Obligations (No Defaults)
- | Competitive Tax Burden
- | High Institutional Quality, Providing Predictability and Investor Confidence
- | Export Destinations.

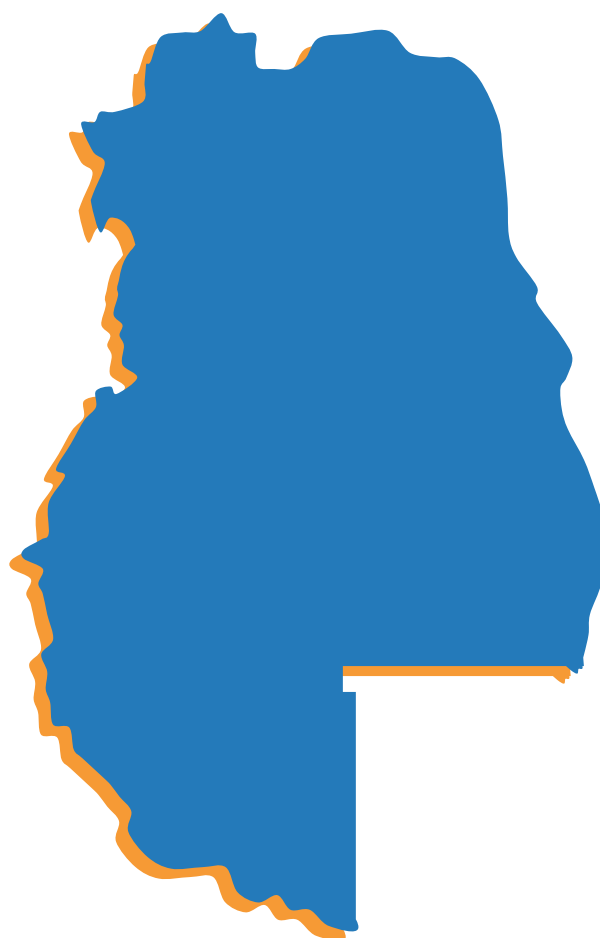
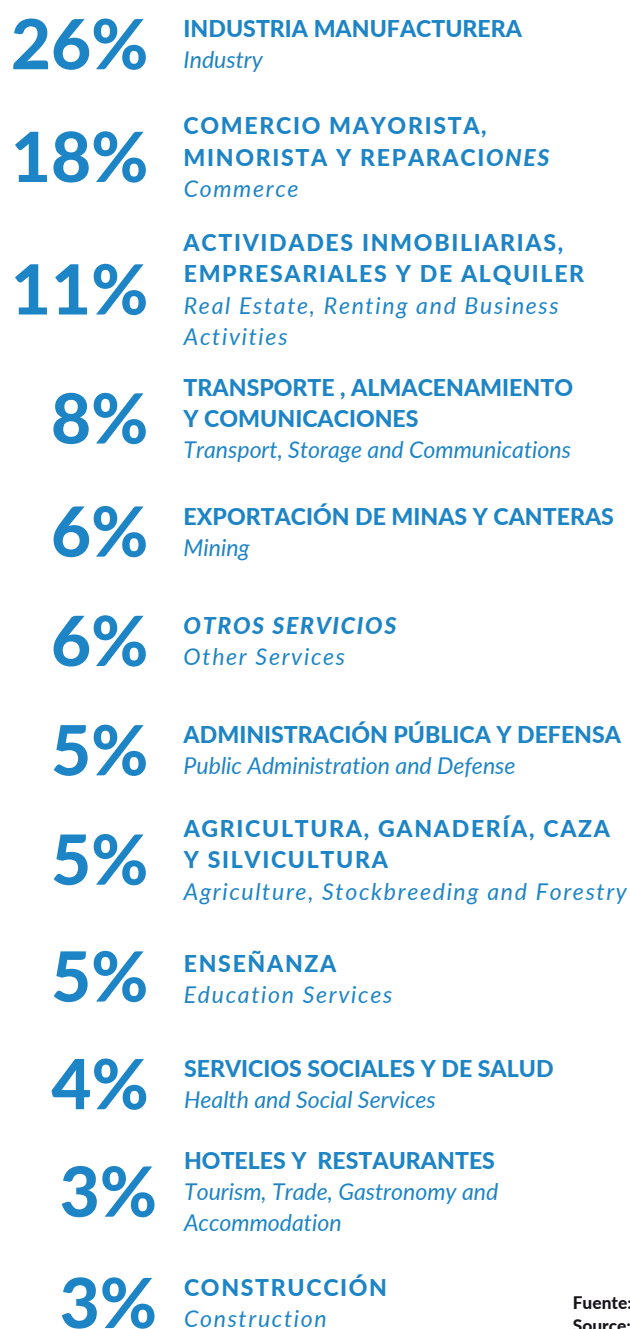
Gross Geographic Product – GDP



Source: ProMendoza, Trade Intelligence Area based on DEIE GDP 2023 data

SECTORES PRODUCTIVOS MÁS RELEVANTES DE MENDOZA

Most relevant productive sectors in Mendoza



Fuente: ProMendoza, Área de Inteligencia Comercial con base en datos DEIE PBG 2023.
Source: ProMendoza's Intelligence Area from data provided by DEIE GDP 2023.

Export Destinations

Total Exportado: FOB (USD) 1.601 M
Kgs Netos: 1212 M

FOB (USD)	
1 Brasil	441M
2 EEUU	319M
3 Chile	126M
4 Reino Unido	96M
5 Uruguay	60M
6 Canadá	56M
7 México	42M
8 España	40M
9 Países Bajos	33M
10 Francia	28M



VOLUMEN (Kgs)	
1 Brasil	406M
2 Chile	130M
3 EEUU	129M
4 China	89M
5 Uruguay	69M
6 Paraguay	55M
7 Reino Unido	46M
8 México	21M
9 Bolivia	20M
10 España	18M

Fuente: Elaborado por Inteligencia comercial con base en datos DEIE

Ranking 10 principales destinos

Exportaciones 2024

FOB					
1 Brasil	USD 441 M	2 EEUU	USD 319 M	3 Chile	USD 126 M
4 UK	USD 96 M	5 Uruguay	USD 60 M	6 Canadá	USD 56 M
7 México	USD 42 M	8 España	USD 40 M	9 Países Bajos	USD 33 M
10 Francia	USD 28 M				



Total Exportado: Destinos: 136
FOB: USD 1601M
Volumen: KG 1212M

Elaboración Propia con base en datos DEIE

Volumen					
1 Brasil	KG 406 M	2 Chile	KG 130 M	3 EEUU	KG 129 M
4 China	KG 89 M	5 Uruguay	KG 69 M	6 Paraguay	KG 55 M
7 UK	KG 46 M	8 México	KG 21 M	9 Bolivia	KG 20 M
10 España	KG 18 M				

According to annual data from 2024, Mendoza exported **USD 1.601 billion FOB to 136 destinations**. Key export markets included:

- **Brazil: 28%**
- **United States: 20%**
- **Chile: 8%**
- **United Kingdom: 6%**
- **Uruguay: 4%**

What Mendoza Exports

Of the total exports:

64% are Agricultural-Based Manufactured Goods (MOA):

- Wine represents 64% of all MOA exports
- Prepared legumes, vegetables, or fruits: 10%



Concentrated grape must: 7%
Dried or dehydrated fruits: 5%
14% are Primary Products (PP):

- Garlic accounts for 59% of all PP exports
- Pears: 14%
- Other fresh fruits: 6%
- Stone fruits: 5%

15% are Industrial Manufactured Goods (MOI):

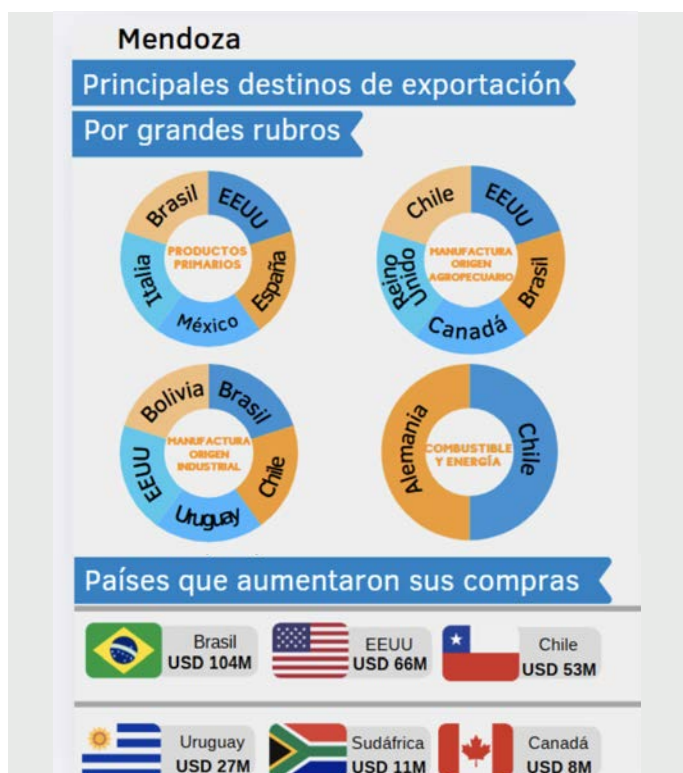
- Plastic materials: 55% of MOI exports
- Pumps, motor pumps, turbo pumps, and parts: 16%
- Other pig iron, cast iron, and steel products: 10%

3% are fuels, and the remaining 4% includes other unspecified categories.

Mendoza's Export Offerings

Mendoza offers the world a wide range of products and services, including:

- Wines and wine-related products
- Dried and dehydrated fruits
- Fresh and processed foods
- Nuts and dried fruits
- Machinery and pumps
- Oil and minerals
- Knowledge-based services
- Franchises and tourism



What Mendoza Means to Argentine Viticulture — and What Argentina Represents to the World

(Data from OIV, 2024)

Mendoza is one of the world's leading regions in wine production and marketing.

In terms of vineyard surface area, **Argentina ranks 7th globally**, and **Mendoza accounts for 71% of that area**, with **142,785 hectares planted**.

In terms of wine production, **Argentina is the 5th largest producer worldwide**, with **Mendoza contributing 81% of the country's total wine production**.

Argentina is also the **11th largest wine exporter globally**, and **Mendoza accounts for 93% of Argentina's wine exports** and **60% of its concentrated grape must exports**.

The wine industry generates **41% of Mendoza's total provincial exports**.

In 2024, Mendoza's wine-related exports — including **bottled wine, grape must, bulk wine, sparkling wine, and grape juice** — totaled **USD 733 million FOB**.

Argentina is the **second-largest exporter of concentrated grape must in the world**, following Spain. **Mendoza contributes 60% of Argentina's total exports in this category**.

According to the most recent national registry, **Argentina has 1,241 registered wineries**, of which **856 are wine-producing facilities**.

General Data on Mendoza

Total Surface Area: 148,827 km²

Population (2022): 2,014,533 inhabitants

Share of National Population: 4.4%

Planted Vineyard Area (2024): 142,785 hectar

Surface	Argentina	199,946	Mendoza	142,785	ha
Production	Argentina	10,869	Mendoza	8,793	1000 hl
Export	Argentina	2,074	Mendoza	1,931	1000 hl

Data from 2024 OIV/INV

Wine

1000 hl 	Value		%Var*	%/World
Production	10 869	^	23,3%	4,8%
Consumption	7 663	v	-1,2%	3,6%
Exports	2 071	^	5,3%	2,1%



5th Producer

8th Consumer

11th Exporter

N/A

Data from OIV 2024

Mendoza Export Destinations 2024

Bottled Wine in Containers of 2 Liters or Less (HS Code 2204.21)
Top 15 Export Destinations

2204.21-Vino fraccionado en envase <=2l	FOB (USD)	Kgs Netos
Estados Unidos	177.613.832	37.860.935
Brasil	91.153.557	25.509.219
Reino Unido	59.009.310	14.473.498
Canadá	47.556.673	9.712.152
México	21.376.416	6.119.428
Países Bajos	19.805.037	5.161.121
Perú	16.494.193	3.351.776
Francia	11.015.003	947.933
Colombia	10.861.960	3.337.883
Suiza	10.097.513	1.858.231
Paraguay	9.706.751	4.032.547
China	8.155.730	1.365.697
Uruguay	7.736.637	1.922.730
Alemania	6.022.631	1.454.854
Corea, República de	5.725.477	721.678
Los demás destinos	93.372.761	21.496.190
Total general	595.703.481	139.325.871

Other wines. In containers with a capacity greater than 2L
but less than or equal to 10L (2204.22)
The 10 most important destinations

2204.22-Los demás vinos. En recipientes con capacidad superior a 2L pero inferior o igual a 10L	FOB (USD)	Kgs Netos
Estados Unidos	193.985	58.515
Brasil	137.602	42.183
Francia	65.409	1.062
Canadá	54.320	33.381
Suiza	13.408	1.035
China	12.763	858
Bélgica	11.801	374
España	8.988	831
Reino Unido	7.550	138
Perú	4.650	1.996
Los demás destinos	115.069	6.619
Total general	625.544	146.993

Sparkling wine / Champagne-type sparkling wines (2204.10)

The 10 main destinations

2204-10 Vino espumoso Espumantes tipo champagne	FOB (USD)	Kgs Netos
Brasil	3.430.184	1.091.278
Estados Unidos	2.531.198	698.459
Paraguay	1.737.950	293.632
Chile	1.401.628	282.458
Uruguay	1.339.600	219.454
Colombia	865.718	109.497
Ecuador	770.132	210.429
Países Bajos	767.028	171.153
Francia	668.479	141.579
Los demás destinos	4.225.933	701.668
Total general	17.737.849	3.919.607

Bulk wine (2204.29)

Main destinations

2204.29-Vino a granel	FOB (USD)	Kgs Netos
Reino Unido	34.016.863	30.575.633
Estados Unidos	3.652.717	4.614.008
Alemania	1.913.440	2.721.298
Francia	1.300.726	1.717.802
Suecia	1.071.902	916.576
Canadá	832.967	1.703.182
Australia	468.739	477.444
Dinamarca	373.571	492.096
Finlandia	363.792	243.512
Perú	299.040	476.012
Los demás destinos	1.517.270	1.442.676
Total general	45.811.027	45.380.240

Area of the 10 most important planted varieties in 2024 (in hectares)

Total general	142.785,50
MALBEC	39.856,40
BONARDA	14.027,00
CEREZA	12.706,30
CRIOLLA GRANDE	11.322,20
CABERNET SAUVIGNON	9.786,80
SYRAH	7.700,30
PEDRO GIMENEZ	6.417,00
TEMPRANILLO	4.646,00
CHARDONNAY	4.606,10
MOSCATEL ROSADO	4.252,60

The top 10 varieties account for 81% of the total, with a planted area of 115,320.70 ha.

Wine Cluster in Mendoza

Mendoza offers all the necessary services and inputs for the development of the wine business. There are nurseries, stainless steel tank manufacturers, specialized printing companies for labels and capsules, glass bottle factories, and suppliers of cork and synthetic stoppers. Additionally, there are providers of specialized services such as wine filtration, mobile bottling, among others.

By-products of winemaking are fully utilized and industrialized, transforming into alcohol, tartaric acid, and grape seed oil. Notable distilleries exist for the production of wine alcohol.

Mendoza is home to universities and academic institutions offering education in Sommelierie, Agronomy, and Enology. Professionals from Mendoza have been internationally recognized for the high quality of their work. Moreover, a wide range of related professional services has developed, highlighting Architecture, which has earned international awards for its designs for winemaking establishments.

Through the General Directorate of Schools, the provincial government trains high school students in fruit-growing, viticulture, and enology orientations. It also offers free higher education programs in Enology and Fruit-Growing Industries, Agronomy, Environmental Management, Marketing, and Tourism..

Qualified Human Capital

- I Over 70,000 university students annually
- I 12 universities: 2 public and 10 private. Local universities offer 98% of the academic programs available in Argentina.
- I 74 Higher Education Institutes (technical training)

Specialized Academic Training in Viticulture and Enology

Public Universities:

- | **UNCuyo:** Agronomic Engineering (accredited by the INV), Technical and Bachelor's Degrees in Enology, postgraduate and doctoral programs.
- | **UTN Mendoza:** Technical and Bachelor's Degrees in Enology.

Private Universities:

- | **UMaza:** Sommelier, Technical and Bachelor's Degrees in Enology.
- | **Catholic University of Cuyo:** Sommelier, Bachelor's Degrees in Enology and Fruit-Growing Industry.
- | **University of Aconcagua / Argentine School of Sommeliers:** Sommelier with international certification, available both in-person and online.

Specialized Institutions:

- | **Wine Institute:** International Sommelier programs, diplomas, consulting, wine tourism, and courses for foreigners.
- | **ENOTECA, INTA, and INV:** Short courses, tastings, seminars.

International Programs

- | For those wishing to visit Mendoza and learn about wines, the **Wine Institute's International Program for Foreigners** offers an 8-day course with 4 hours of daily instruction. This includes accommodation, winery visits, transportation, tastings, and all necessary materials. [Wine Institute Program](#). This institution also provides exclusive and private courses lasting 2 or 3 days, tailored to needs. All courses are offered in Spanish, English, or Portuguese.
- | Another option is to participate in the **Bridge Program** offered by Universidad de Congreso. Among the subjects taught in English is "The Culture of Wine and Wine Production." The course lasts 16 weeks with 3 hours of weekly classes, starting in March or August. Exchange students from various countries can also choose to take the "Wine Tourism" course in Spanish.

Wine Tourism

- | Mendoza is one of the [Great Wine Capitals of the World](#) (greatwinecapitals.com)
- | It has over 230 wineries open to tourism.

International Recognitions

- | Mendoza boasts **Michelin-starred restaurants**.
- | Mendoza was declared the **Ibero-American Capital of Gastronomy with a focus on wine**.
- | In 2024, Mendoza was declared a **Sustainable Wine Tourism Destination** by the **World Organization of Wine Tourism**.



Mendoza Through Its Protagonists

Wine Tourism in Mendoza: Tradition, Innovation, and Investment

Mendoza, internationally recognized as the wine capital of Argentina, has firmly established itself as a premier wine tourism destination, where tradition, innovation, and hospitality converge to offer unforgettable experiences.

Our province is not only a leader in wine production but also in the development of proposals that integrate wine culture with gastronomy, landscapes, and the warmth of its people.

Currently, Mendoza is home to 896 wineries, 230 of which open their doors to tourism—inviting visitors to discover, up close, the essence of our winemaking heritage. These spaces offer everything from classic tours to high-end experiences, where wine tasting becomes a sensory journey framed by the majestic Andes Mountains that surround our vineyards.

Mendoza's wine tourism stands out for its diversity. In each winemaking region—Luján de Cuyo, Maipú, the Uco Valley, and the emerging eastern and southern zones—century-old wineries coexist with modern projects committed to sustainability and technological innovation. This richness allows visitors to explore both the legacy of pioneering vintners and the latest trends in Argentine wine.

The province also offers a wide range of complementary experiences that enhance the wine tourism journey: fine dining paired with our wines, exclusive accommodations in wine lodges, outdoor activities such as horseback riding and trekking through vineyards, and internationally renowned cultural events such as the National Grape Harvest Festival (*Fiesta Nacional de la Vendimia*) and *Classical Music and Tango Along the Wine Roads* (*Música Clásica y Tango por los Caminos del Vino*).

The Government of Mendoza is actively working to attract new investments that strengthen both the tourism and wine sectors. Our aim is to expand infrastructure, diversify offerings, and ensure high-quality experiences for visitors from around the world. We are committed to a model of sustainable development, where each investment helps consolidate Mendoza as a competitive, innovative, and globally connected destination.

Wine is our identity, but it is also a gateway to cultural exchange, to the enjoyment of nature, and to the creation of lasting bonds between our visitors and this unique land.

I invite international investors to discover in Mendoza not only a product of excellence but a comprehensive destination that blends landscape, culture, and business opportunities. Wine tourism in Mendoza is an experience that goes far beyond the glass—because in every visit, one toasts to the history, the passion, and the future of our province.

Lic. Gabriela Testa

President, Mendoza Tourism Board



Human Capital and Education in Mendoza

Mendoza is globally recognized for the quality of its wines and stands out for its high level of specialization in both knowledge management and innovation capacity within the wine industry. A key element of this success lies in the valuable human capital found across the sector—professionals trained in a wide range of educational institutions throughout the region. This unique combination of talent and expertise is fundamental to producing high-quality wines that reflect the true essence of our terroir.

Among the most prestigious institutions in the region is the National University of Cuyo, which, through its Faculties of Agricultural Sciences and Applied Industrial Sciences, provides comprehensive, scientific, and technical education. These faculties prepare future professionals to meet the challenges of the wine sector. Graduates include agronomists, oenologists, university technicians in oenology and viticulture, food engineers, and specialists in food science and bromatology.

Also notable is the longstanding trajectory of Juan Agustín Maza University, which offers transformative learning that integrates technical and cultural knowledge. The university provides degrees such as the Bachelor of Oenology, Bachelor of Agroindustries, and University Sommelier—programs tailored to the unique characteristics of Mendoza's wine sector and with significant territorial reach.

In addition, the General Directorate of Schools offers higher technical education in oenology, food industries, viticulture, and related fields through its Institutes of Higher Education located across the entire province.

Mendoza has developed a comprehensive educational ecosystem, in which other key institutions also play an active role. These include the **National Technological University**, the **University of Mendoza**, the **National Institute of Agricultural Technology (INTA)**, and the **National Institute of Viticulture (INV)**. Together, they contribute to applied research and technology transfer, further enriching the province's educational and innovation landscape.

Mendoza's educational system not only meets the demands of the wine sector but also drives innovation and ensures a high standard of academic excellence. The collaboration between universities, research centers—mainly those affiliated with the **National Scientific and Technical Research Council (CONICET)**—and specialized programs has positioned Mendoza as a benchmark in wine-related professional training, both nationally and internationally.

The human capital of Mendoza is a strategic asset that brings not only knowledge, but also a profound connection to our land and culture. Each bottle of wine is a collective expression of the knowledge, dedication, and passion of those who live and work in this unique territory.

Cheers!

Dr. María Dolores Lettelier, Agricultural Engineer



Malbec and Its Significance for the Viticulture of Mendoza

This noble grape variety is, without a doubt, the most representative of Argentine viticulture—particularly that of Mendoza and, more specifically, Luján de Cuyo. If we had to choose a wine to represent us on the world stage, we would not hesitate to name Malbec as our emblem.

Originally from Cahors, in the southwest of France—where it was known as *Cot* and grew on terraces surrounding the meanders of the Lot River—it arrived in Bordeaux in the 18th century, introduced by Dr. Malbeck. It took root in Saint-Émilion and Pomerol, eventually adopting the name of its introducer. From France, it traveled to Chile in 1852 and, a year later, to Mendoza thanks to Michel Aimé Pouget, a young French agronomist distinguished by the Horticultural Society of Paris. A republican, Pouget was forced to flee France when Louis Bonaparte came to power. After a brief stay in Chile, he was invited in 1853 by Governor Pedro Pascual Segura to establish and direct the “Agronomic Estate of Mendoza” (*Quinta Agronómica de Mendoza*).

That institution became a source of knowledge and advancement: it introduced new varieties of grapevines, fruit trees, vegetables, flowers, and even the honeybee. Over time, it became the precursor of what is now the Faculty of Agricultural Sciences at the National University of Cuyo.

Since then, Malbec has transformed the landscape of Mendoza’s vineyards, which had previously been dominated by *criolla* varieties. The qualitative virtues of this grape—color, body, structure, and aging potential—soon made it synonymous with “French grape.” Thanks to these qualities, by the late 19th and early 20th centuries, the majority of newly planted vineyards featured Malbec. By 1950, Argentina already had nearly 50,000 hectares under Malbec cultivation.

Numerous scholars documented this transformation. In 1916, Pierre Denis noted that Malbec vineyards in the higher zones of Luján de Cuyo produced outstanding wines, remarkable for their aromatic intensity and flavor. That same year, Luis Ravaz, professor of viticulture at the École Nationale Supérieure de Montpellier, visited Mendoza and described with admiration the quality of Malbec vineyards and wines, especially praising the work of his best former student, who was then a professor at the Agronomic Estate.

Our viticulture and the genetic richness of our vineyards benefited greatly from the fact that they were never affected by phylloxera, the pest that devastated European vineyards at the end of the 19th century. As a result, we have centennial vineyards and a wide array of massal selections exceptionally well adapted to our terroir.

The Luján de Cuyo Denomination of Origin was established in 1991 as the first *Denomination of Controlled Origin* (DOC) in the Americas, with the mission of protecting and valuing that unique heritage embodied in the region’s old Malbec vineyards. Its goal is to promote the identity-rich wines that make them instantly recognizable.

Roberto de la Mota

Roberto de la Mota is one of Argentina’s most renowned winemakers, with a career devoted to preserving and highlighting the great terroirs of Mendoza. He currently leads the production at Mendel Wines.

Thank you!

 **VINEXPO** EXPLORER

PROMENDOZA
ARGENTINA 

 MENDOZA
ARGENTINA

 An event by
VINEXPOSIUM