

**3rd UNWTO Global Conference on Wine Tourism:
Wine Tourism as a Tool for Rural Development
Chisinau, Moldova, 6-7 September 2018
Preliminary Programme**

Conference Description:

Wine tourism is one of the most flourishing segments of tourism demand. Linked to the traditions of rural communities, it can generate income and employment in regions where other sources of income may be in decay. The development of wine tourism further creates opportunities for income through its linkages to handicrafts, nature tourism, gastronomy and agro-tourism.

This 3rd edition of the UNWTO Global Conference on Wine Tourism will focus on Wine Tourism as a Tool for Rural Development stressing the contribution of tourism to the 2030 Universal Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

Wednesday, 5 September 2018

Pre-conference activities for international participants *(by invitation)*

- | | |
|----------------------|---|
| 12:00 – 13:30 | Affiliate Members Meeting, Bristol Central Park Hotel Chisinau <i>(by invitation)</i> |
| 13:30 – 14:30 | Lunch for participants of the above meeting |
| 15:30 – 17:00 | Milestii Mici Winery visit <i>(international participants, by invitation, Departure from Bristol Hotel)</i> |
| 17:30 | Departure from official hotels and Milestii Mici Winery to Welcome Dinner venue <i>(international participants, by invitation)</i> |
| 18:00-21:00 | Welcome Dinner/ cocktail “Wine vernissage” at the National Museum of History of Moldova <i>(international participants, by invitation)</i> <ul style="list-style-type: none">• Rodica Verbeniuc, General Director. Agency of Investments of the Republic of Moldova• Chiril Gaburici, Minister of Economy and Infrastructure, Republic of Moldova• Gheorge Arpentin, Director, National Office for Vine and Wine of the Republic of Moldova |

- **Jaime Cabal, Deputy Secretary-General, World Tourism Organization (UNWTO)**

Thursday, 6 September 2018

08:00

Departure from official hotels and Great National Assembly Square to Castel Mimi (conference venue)

Castel Mimi listed among Top 14 most fascinating architectural masterpieces of the wine world, proudly representing the Motherland and its cultural-historical patrimony. Today it's a unique concept of wine resort that spreads over almost 200.000 square meters and welcomes wine lovers and tourist from all over the world.



Master of Ceremonies: Rodica Verbeniuc, General Director, The Moldovan Investment Agency

09:00 – 09:30

Registration

09:30 – 10:00

Opening Ceremony

Opening and Welcoming Remarks

- **Pavel Filip, Prime Minister, Republic of Moldova**
- **Jaime Cabal, Deputy Secretary-General, UNWTO**
- **Chiril Gaburici, Minister of Economy and Infrastructure, Republic of Moldova**

10:00 – 10.15

Opening Speech: Setting the Scene – Economic Development through Wine Tourism in Moldova

- **Gheorghe Arpentin, Director, The National Office for Vine and Wine**

10:15 – 10:35

Keynote Speech

- **Karen Hilliard, Mission Director, USAID Moldova**

10:35 – 10:40

Special salutation

- **Rafael Ansón, UNWTO Special Ambassador for Responsible Tourism VicePresident of Honour, Wine Tourism Association of Spain. Rounder and President, International Academy of Gastronomy**

10:40 – 11:00

Coffee Break

11:00 – 12:30

Session I: Harnessing sustainability as a tool for successful development

Wine tourism can be of major importance for small and medium wineries as well as rural destinations facing an increased global competition. With the booming of wine tourism, destinations have to reflect on how to balance the economic profits emerging from the tourism business with the carrying capacity of their surrounding area. This session seeks to discuss upon the role of wine tourism in building resilience for inclusion and jobs in a sustainable way.

Moderator: Sandra Carvao, Chief, Tourism Marketing Intelligence and Competitiveness, UNWTO

- **Andreas Koch, Managing Director, blueContec**
- **Mark Holmes, Professor, School of Hospitality, Food and Tourism Management , University of Guelph**

12:30 – 12:50

Technical Keynote: Redefining Wine Tourism Strategy - Indispensable Ideas

- **Eduardo Fayos-Solà, Executive Vice President, Wine Tourism Association of Spain, Senior Adviser, George Washington University, USA, UNWTO Ulysses Laureate**

12:50 – 14:00

Session II: Public-private Partnerships for rural wine development

Wine Tourism has been usually understood as a profit centre for wineries and

ancillary businesses while overlooking its potential as an instrument for rural development. This development requires a different approach, firstly involving differentiation in the strategic positioning of wine tourism products, experiences and destinations. Additionally, an adequate governance set-up is essential to implement inclusive tourism policies as well as fair and efficient managerial styles. Public-private partnerships are usually the approach to good governance, and a must for inclusive and sustainable (Circular Economy) rural tourism development.

Moderator: José Antonio Vidal, Founding & Executive President, Wine Tourism Association of Spain, Founding & Executive President, Wine Tourism Institute of Spain for Quality and Innovation, Ambassador for Circular Economy (Barack Obama's Committee for Climate Change)

- **Alessio Cavicchi, Associate Professor, University of Macerata**
- **Carole Lawson, CEO/Founder, Craft Wine Association**
- **Chris Yorke, Global Marketing Director, New Zealand Wine**
- **Gheorghe Arpentin, Director, The National Office of Vine and Wine**

14:00 – 15:00 Lunch

15:00 – 15:10 Remarks on behalf of Minister Gian Marco Centinaio, Minister of Agriculture, Food and Forestry Policies, Italy

15:10 – 16:00 Session III: Best practices: presentations from successful destinations

This section will consist of presentations showing examples of successful initiatives in wine tourism, providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable practices in wine tourism.

- **Cristobal Forttes, Head of Promotion and Investment Division, Under secretariat of Tourism, Chile**
- **Marcelo Reynoso, Director of Quality and Tourism Services, Ente Mendoza Turismo**
- **Shinichi Nakamura, Executive Director of International Affairs, Japan Travel and Tourism Association**
- **Tatiana Popadeva, Government Relations Manager, Travel Hunter**

- **Panagiota Dionysopoulou, General Director of Tourism Policy of the Ministry of Tourism, Greece**

16:00 –16:15

Guest Speaker: Could the Digital Era be the next Revolution or Evolution for Making Wine Personal?

- **Lee Gibson Grant, DTMA, Digital & Distributed Technology Moldova Association**

16:15 – 17:00

Guided tour of Castel Mimi

17:00

Departure to Asconi Winery *Puhoi village, Ialoveni district*

17:30 – 21:00

Guided tour at Asconi Winery, gastronomy master-class, a traditional banquet accompanied by national folksongs.

- **Remarks by Zurab Pololikashvili, Secretary-General, UNWTO**



21:00

Transfer to official hotels and Great National Assembly Square

7 September 2018

08:00

Departure from official hotels and Great National Assembly Square to Ethnos Cultural Complex “Vatra” (conference venue)

The authentic Bucovat village, Ethnos Cultural Complex “Vatra” is intended for guests who can define the royal ambience rendered by exceptional paintings, medieval chandeliers, with a picturesque view and relaxing atmosphere.



09:00 – 10:30

Session IV: Best practices: presentations from successful destinations

This section will consist of presentations showing examples of successful initiatives in wine tourism, providing an ideal space for the exchange of expertise and for the development of projects that foster sustainable practices in wine tourism.

- Jose Calixto, President, RECEVIN, Mayor, Reguengos de Monsaraz, Portugal
- Leonid Gelibterman, President, International Center of Wine and Gastronomy
- Marisa Ramos, Coordinator of Master’s Degree in Gastronomy Business, Anahuac University
- Steve Charters, Master of Wine, Burgundy School of Business
- Tornike Zirakishvili, Head of Convention and Exhibition Bureau, Georgian National Tourism Administration

10:30 – 11:00

Coffee Break

11:00 - 12:30

Session V: Beyond the Vineyard

This session will look at product development in wine tourism – the importance of new products and diversification, for example through organizing wine related events such as wine festivals and wine marathons to combat seasonality problem.

Moderator: Irina Bistrichi, Deputy Director, National Office for Vine and Wine of the Republic of Moldova

- **Diana Isac, Founder, Winerist**
- **Haiyan Song, Mr and Mrs Chan Chak Fu Professor in International Tourism, The Hong Kong Polytechnic University**
- **Joëlle Brouard, Chaire Unesco « Culture et Traditions du Vin »**
- **Per Karlsson, Co-Founder, BKWine Tours and BKWine Magazine**

12:30 – 13:40

Lunch

13:30 – 14:00

Handicrafts and geographical indications protected wines' exhibition

14:00 – 16:30

Session VI: Mapping the wine tourism value chain to support the SDGs

This session will identify the elements of the wine tourism value chain and explore how sustainable supply chain practices in wine tourism contribute to the Sustainable Development Goals (SDGs).

Moderator: Sergei Botezatu, Senior Project Management Specialist, USAID Moldova

- **Amaia López de Heredia, Associate Professor, Basque Culinary Center**
- **Marina Mirzabekian, ICARE Foundation**
- **Stylios Filopoulos, Director, Wine in Moderation**

16:30 – 17:00

Closing

- **Sandra Carvao, Chief, Tourism Marketing Intelligence and Competitiveness, UNWTO**
- **Rodica Verbeniuc, General Director, The Moldovan Investment Agency**
- **Announcement of the 4th UNWTO Global Conference on Wine Tourism**



17:00

Departure to Cricova Winery

“Cricova”, rightfully referred to as the ‘Pearl of Moldovan Winemaking’, is a unique underground complex that got renowned throughout the world for both its huge labyrinths and its excellent wines.

18:00 – 19:30

Excursion at Cricova Wine tunnels – a guided tour and wine tasting



19:30- 22:00

Closing Dinner at Cricova Winery (international participants, by invitation)

- Ceremony and handing over of the wine vessel to host of 4th UNWTO Global Conference on Wine Tourism

22:00

Transfer to official hotels and Great National Assembly Square