### Thursday, 28 September 2017

#### Arrivals and registrations

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 – 11:00</td>
<td>Meeting of the Affiliate Members of the Americas</td>
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<tr>
<td>11:00 – 13:30</td>
<td>UNWTO Gastronomy Tourism Network Meeting (Affiliate Members of the Americas are invited to join)</td>
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<tr>
<td>13:30 – 14:30</td>
<td>Lunch for participants of the above meetings</td>
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<tr>
<td>14:40</td>
<td>Depart from official hotels (Sheraton and Diplomatic)</td>
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<tr>
<td>15:00 – 17:00</td>
<td>Mendoza city tour (international participants, by invitation)</td>
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<tr>
<td>18:00</td>
<td>Depart from official hotels</td>
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<tr>
<td>19:00</td>
<td>Welcome cocktail “Sundown in Bodega Séptima” (international participants, by invitation)</td>
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<td>Restaurant María, Chef Marcos Zabaleta</td>
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<td>Sundown alongside the Cordillera de los Andes</td>
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<tr>
<td>21:00</td>
<td>Return to official hotels</td>
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### Friday, 29 September 2017, Auditorio Ángel Bustelo

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 – 9:30</td>
<td>Registration (Pre-accreditation is mandatory)</td>
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<tr>
<td>9:30 – 10:30</td>
<td>Opening remarks</td>
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<tr>
<td></td>
<td>Alfredo Cornejo, Governor, Mendoza Province, Argentina</td>
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<td>Taleb Rifai, Secretary General, UNWTO</td>
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<td>Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina</td>
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<tr>
<td>10:30 – 10:50</td>
<td>Keynote speech: Evolution and recent trends of wine tourism, Argentina's global position</td>
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<td>Gabriel Fidel, International Expert in Wine Tourism</td>
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<td>10:50 – 12:10</td>
<td>Panel 1: UNWTO Prototype on Wine Tourism and its application in the Mendoza wine region</td>
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<td>Moderator: Horacio Reppucci, Secretary, Argentine Chamber of Tourism (CAT) (the CAT holds the position of 1st Vice-Chair of the Board of the Affiliate Members)</td>
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<td>Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO</td>
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<td>Mariángelès Samamé, Director of Tourism Product Development, Sub-secretariat for Tourism Development, Ministry of Tourism of Argentina</td>
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<td>Gabriela Testa, President, Mendoza Tourism Entity</td>
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</table>
12:10 – 12:30  
Coffee break with a folk music show

12:30 – 12:50  
Presentation: Wine Tourism for Sustainable Development, Opportunities, Strategies, Pitfalls
  o Mike Veseth, Wine Economist, Professor Emeritus of International Political Economy, University of Puget Sound, United States of America

12:50 – 13:10  
Presentation: Positioning Wine Tourism Destinations through effective communication
  o José González Rivera, CEO, Knopea

13:10 – 13:30  
Wine Tourism and the effective use of information through Big Data
  o Luis Cardo Jalón, Partner, Open-Ideas

13:30 – 15:00  
Lunch break

15:00 – 16:00  
Presentation Argentina Tierra de Vinos
  o Mercedes Blasi – Coordinator of Wines and Gastronomy, INPROTUR

16:00 – 16:15  
Coffee break

16:15 – 17:30  
Argentina’s wine tourism regions

Complementary activities:
  o Spa with products made from wine and olive oil
  o Tasting classes
  o Interactive activities

Programme for international participants

14:00 – 18:00  
Lunch and sundowner workshop in a local winery (activity reserved for international participants – promotion of Argentinian wine tourism, by invitation)

International participants will be divided into seven groups. Each one will have the opportunity to participate in a technical visit of one of the listed wineries and participate in workshop following the visit. Said workshop will explore the concepts introduced during the morning sessions in a pragmatic way. Ultimately, the groups will participate in an interactive session to draw the most relevant conclusions that will later be incorporated into the conference brief.

  o **Bodega Norton**: Restaurant La Vid, Chef Patricia Suárez Roggerone
    Experience: Winery bicycle tour
  
  o **Bodega Renacer**: Restaurant Renacer, Chef Sebastian Weingand
    Experience: Virtual reality and winery visit by an oenologist, The Appassimento
  
  o **Susana Balbo Wines**: Restaurant Osadía de Crear, Chef Marianela Pizzonia
    Experience: Blending competitions
  
  o **Bodega Terraza de los Andes**: Restaurant Residencia Terrazas de los Andes, Chef Noelia Scuzzioiatto
    Experience: Tasting from barrels and cooking class, deserts
  
  o **Bodega Lagarde**: Restaurant El Fogón, Chef Lucas Olcese
    Experience: Historic winery tour, which is DOC MALBEC certified and was the first denomination controlled by
America

- **Entrecielos Luxury Wines & Spa**: Restaurant Katharina, Chef Federico Castro
  Experience: Limited Edition Vineyard Loft & Spa Hammam, traditional Turkish relaxation and cleansing methods

- **Bodega Trivento**: Restaurant Espacio de Arte, Chef Sebastián Flores
  Experience: Art & Wine; Delhez family wine exposition; Bicycle tasting tour in Finca Los Vientos through its sustainable irrigation system

19:30 Depart from official hotels

20:00 Dinner Bodega Trapiche (international participants, by invitation)
Restaurant Espacio Trapiche, Chef Lucas Busto
Historic winery and the arrival of the railway: re-creation of two activities that are part of the Wine Tourism Events Calendar: “Wine and Cinema” and “Tango in the Vineyards”

**Official announcement of the 3rd UNWTO Global Conference on Wine Tourism in Moldova in 2018**

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**Saturday, 30 September 2017, Auditorio Ángel Bustelo**

9:00 – 10:45 Panel 2: Regional integration through public-private partnerships, responsible sharing practices

**Moderator:** Carlos Vogeler, Executive Director for Member Relations, UNWTO

- Catherine Leparmentier Dayot, Founder and Executive Director, The Great Wine Capitals Global Network
- Zurab Pololikashvili, Secretary General elected, UNWTO
- Stanislav Rusu, General Director, Agency of Tourism of the Republic of Moldova
- Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina
- José Miguel Viu, President of the Strategic Regional Wine Tourism Programme, Ministry of Tourism of Chile

10:45 – 11:00 Coffee Break with the presentation of “Classical Music in the Vineyards”

11:00 – 12:45 Panel 3: Sustainable approaches, world heritage, architecture, the visitors’ centers and best practices in wine tourism

**Moderator:** Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

- Eliana Bórmda, Co-founder of Bórmda & Yazon Architects, Argentina
- Óscar Bustos Navarta, Quality Guidelines for Wineries, Ministry of Tourism, Argentina
- Guillaume Rousseau, Destination Management Consultant
- Santiago Vivanco, President, “The Joyful Journey Spain - Spain through its Wineries and Director”, Vivanco Museum of Wine Culture, Vivanco Wineries, Spain
- Tornike Zirakishvili, Head of Convention and Exhibition Bureau of Georgia

12:45 – 13:15 Presentation of the 3rd UNWTO Global Conference on Wine Tourism in Moldova in 2018

Closing of academic activities
Programme for international participants

14:00 – 18:00  Lunch and sundowner workshop in a local winery (activity reserved for international participants – promotion of Argentinian wine tourism, by invitation)

International participants will be divided into seven groups. Each one will have the opportunity to participate in a technical visit of one of the listed wineries and participate in workshop following the visit. Said workshop will explore the concepts introduced during the morning sessions in a pragmatic way. Ultimately, the groups will participate in an interactive session to draw the most relevant conclusions that will later be incorporated into the conference brief.

- **Casa Vigil**: Restaurant Casa Vigil, Chefs Santiago Maestre and Federico Petit
  Experience: Dante Alighieri’s The Divine Comedy in the heart of Chachingo, The Inferno, The Purgatorio, and The Paradiso from Alejandro Vigil’s point of view

- **Bodega Vistalba**: Restaurant Vistalba, Chef Jesus Cahiza
  Experience: Royal Staircase to Calicata and tasting of exotic varieties

- **Bodega A16**: Restaurant Finca Papa Francisco, Chef Felipe Bakos
  Experience: Art exposition at Plaza de Esculturas, "Augure Stone" by local artist Alfredo Ceverino and Cooking Class, Regional Argentinian Cuisine

- **Bodega Chandon**: Bistró Chandon, Chef Maitas Gil
  Experience: Travel through the paths of Chandon, the first subsidiary of Moet Chandon outside of France

- **Bodega Ruca Malen**: Restaurant Ruca Malen, Chef Juan Garcia Ventureyra
  Experience: Brush & Bottle, Wine Cathedral

- **Bodega Nieto Senetiner**: Restaurant Nieto Senetiner, Chefs Daiana Farías, Jorge Cardozo and Gabriela Barrientos
  Experience: Wine scents experience

- **Bodega Tierras Altas**: Restaurant Juana María, Chefs Blanca Espinosa and Lucca Evangelista
  Experience: Malbec blind tasting

20:00  Depart from official hotels

20:30  Closing dinner at Bodega Los Toneles (international participants, by invitation)
Closing cocktail in an urban heritage winery.
80s and 90s themed Farewell party

Post-conference Proposition

Sunday, 1 October 2017:

Excursions (at additional cost)

- **High Mountain Tour**: Tour along the most important mountain range of South America, passing by attractions such as the Inca Bridge and the Aconcagua mountain lookout. Total: 400 km. Departure: 7:00. Return 21:00

- **Atuel Canyon Tour**: Impressive natural formation located in the south of Mendoza. Total: 600 km. Departure: 7:00. Return: 22:00.

- **Winery and Vineyards**: A variety of offers in the four wine oases: Greater Mendoza, East Region, Valle de Uco and South Region
Visit a local winery with special promotion for participants of the event (at additional cost – limited space)

Visit Valle de Uco (80 km from the city of Mendoza)

- **Bodega Monteviejo**: Restaurant Monteviejo, Chef Nadia Haron
- **Bodega Solo Contigo**: Wine village, visit Solo Contigo WTC
- **Bodega Corazón del Sol**: Wine village, visit "Tasting the Willows", wines of the Revana family
- **Salentein**: Restaurant Killka, the Wine Cathedral
- **Bodega Andeluna**: Restaurant Andeluna, High altitude wines from Valle de Uco
- **Bodega Piedra Infinita**: Restaurant Piedra Infinita

Visit San Rafael (250 km from the city of Mendoza):

- **Bodegas Roca and Bianchi**: Visit vineyard and and winery
- **Bodegas La Abeja and Murville**: Guided tour with tasting

Official Hotels

<table>
<thead>
<tr>
<th>Official Hotels (Breakfast and taxes included)</th>
<th>Special UNWTO Rate (ARS per night)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Dates</td>
</tr>
<tr>
<td>**Hotel Sheraton *******</td>
<td>27/09 –30/09</td>
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<tr>
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<tr>
<td><a href="mailto:florencia.giamportone@sheraton-mendoza.com">florencia.giamportone@sheraton-mendoza.com</a>; <a href="mailto:ana.rodriguez@sheraton-mendoza.com">ana.rodriguez@sheraton-mendoza.com</a></td>
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<tr>
<td><strong>Hotel Diplomatic</strong>*****</td>
<td>27/09 –30/09</td>
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<td>Reservation code “OMT”</td>
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<tr>
<td>[<a href="http://www.diplomatichotel.com.ar/00">http://www.diplomatichotel.com.ar/00</a> 54 261 4051900](<a href="http://www.diplomatichotel.com.ar/00">http://www.diplomatichotel.com.ar/00</a> 54 261 4051900)</td>
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Above offer is available until 10 September 2017.
* For more hotel options see [Information Note](http://www.agenciasdemendoza.com.ar) on UNWTO Website.