



2nd UNWTO Global Conference on Wine Tourism

Mendoza, Argentina, 28-30 September 2017

PRELIMINARY PROGRAMME

Thursday, 28 September 2017

- 10:00 – 11:00 Meeting of Argentinian Affiliate Members
- 11:00 – 13:30 UNWTO Gastronomy Network Meeting
- 14:00 – 16:00 Lunch for Meeting participants and conference speakers
- 17:00 **Guided tour of the city**
- 18:00 **Welcome Dinner** (Séptima Winery)
- 22:00 Return to hotel

Friday, 29 September 2017 – Auditorium Ángel Bustelo

- 08:30 – 09:00 **Registration** (pre-accreditation is mandatory)
- 09:00 -10:00 **Opening remarks**
- Taleb Rifai, Secretary-General, UNWTO
 - Alfredo Cornejo, Governor, Mendoza Province, Argentina
 - Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina
- 10:00 – 10:15 **Keynote speech: Evolution and recent trends of wine tourism: Argentina's global position**
Gabriel Fidel, Coordinator, Bodegas de Argentina
- 10:15 – 10:45 **Presentation of phase 1 of the UNWTO Prototype on Wine Tourism and its application in the Mendoza wine region**
Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO
Gabriela Testa, President, Ente Mendoza Turismo
- 10:45 – 11:15 **Coffee break**
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- 11:15 – 11:45** **Keynote speech:** Mike Veseth, Wine Economist, Professor Emeritus of International Political Economy, University of Puget Sound (United States of America)
- 11:45 – 13:30** **Session 1: Roundtable discussion**
Regional integration through public-private partnerships: *Responsible sharing practices*
Panelists to be confirmed
- 13:30-18:00** **Lunch and sundowner workshops in a local winery (Luján – Maipú)**
After a technical visit to a local winery in the area, participants will have the opportunity to choose between three workshops to further explore the topics addressed in the first session. The activity includes a lecture and an experience (*Pre-registration is mandatory*)
- 20:00** **Dinner**

Saturday, 30 September 2017

- 9:00-11:00** **Session 2: Wine Tourism: Positioning Wine Tourism Destinations through effective communication**
Panelists to be confirmed
- 11:00-11:30** **UNWTO Members: Presentations on best practices**
- 11:30-13:30** **Session 3: Presentations on Sustainable approaches: world heritage, architecture, the visitors' centers and best practices in wine tourism**
Panelists to be confirmed
- 13:30-18:00** **Lunch and sundowner workshops in a local winery (Valle de Uco)**
After a technical visit to a local winery in the area, participants will have the opportunity to choose between three workshops to further explore the topics addressed in the first session. The activity includes a lecture and an experience (*Pre-registration is mandatory*)
- 18:00** **Closing session: Conclusions**
- 20:00** **Closing dinner** Los Toneles Winery

Sunday, 1 October 2017

Optional visits to wineries (to be defined)

The afternoon activities of the 29 and 30 September will take place in the Congress Center for the rest of the participants. It includes: lectures on national destinations, tasting experiences, wine exhibitions, etc.