

**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 as a subset of gastronomy tourism is being acclaimed as a more sustainable approach to tourism due to its promotion of economic, environmental and social sustainability. Sustainable rural development is a high priority around the world due to declining rural economies and the challenges they are currently facing. Diversification of rural economies into tourism has been identified in rural development strategies as a tool with the power to provide income, employment and capital flows. Therefore, tourism is increasingly being viewed as a component of rural development strategy to revive rural economies and encourage preservation of natural and cultural assets.

This conference seeks to address these issues through panel debates and lively discussions, providing the ideal setting for experts to engage in advancing the pivotal role wine tourism can play in fostering local development, thus supporting the Agenda 2030 for Sustainable Development and its 17 Sustainable Development Goals (SDGs).

Wednesday, 5 September 2018

Pre-conference programme

9:00 – 14:00 Capacity Building Workshop on Wine Tourism Development and Management

	Pre-conference activities for international participants <i>(by invitation)</i>
12:00 – 13:30	Affiliate Member Meetings <i>(by invitation)</i> <i>UNWTO Affiliate Members from Europe</i>
13:30 – 14:30	Lunch for participants of the above meetings
15:30 – 17:00	Chisinau City Tour <i>(international participants, by invitation, Departure from Bristol Hotel)</i>
19:00	Departure from Bristol Hotel to Welcome Dinner venue <i>(international participants, by invitation)</i>
20:00-22:00	Welcome Dinner/ cocktail “Wine vernissage” <i>(international participants, by invitation)</i>

Thursday, 6 September 2018

8:30

Departure from Bristol Hotel to MIMI Castle (conference venue)

Castle Mimi is 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.



09:00-09:30

Registration

9:30 – 10:00

Opening Ceremony

Opening and Welcoming Remarks

- Pavel Filip, Prime Minister, Republic of Moldova
- Zurab Pololikashvili, Secretary-General, UNWTO
- Chiril Gaburici, Minister of Economy and Infrastructure, Republic of Moldova

10:00 – 10.30

Keynote Speech

10:30 – 11:00

Coffee break

11:00 – 12:30

Session I: Harnessing sustainability as a tool for successful development

Building resilience: inclusion, jobs and sustainability

- Steve Charters, Master of Wine, Sonoma State University (tbc)
- Representative, Food and Agriculture Organization of the United Nations (tbc)



12:30-13:30 Guided tour of the Castle and wine tasting

13:30 **Departure to Ascony Winery** *Puhoi village, Ialoveni district*

14:00 – 14:30 **Lunch**

14:30 – 16:00 **Session II: Public-private Partnerships for rural wine development**

- Ms. Carole Lawson, CEO/Founder, Craft Wine Association (tbc)
- Filippo Arfini, Professor of Economic Sciences (tbc)

16:00 – 17:00 **Session III: Best practices: presentations from successful destinations**

- Tornike Zirakishvili
- Marisa Ramos, Coordinator of Master's Degree in Gastronomy Business, Anahuac University (tbc)
- Aliana Iancu, CarameRomania and ReVino (tbc)

17:00 – 21.30 ***Guided tour at Ascony Winery, gastronomy master-class, a traditional banquet accompanied by national folksongs.***



7 September 2018

08:30

Departure from Bristol Hotel to the 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.



09:30 – 11:30

Session IV: Beyond the Vineyard

Wine (related events) i.e. festivals, marathons, cultural events, product development, diversification, steps to overcome seasonality

- **Joëlle Brouard, UNESCO Chair "Culture et traditions du Vin", Université de Bourgogne (tbc)**
- **Per Karlsson, BKWine Magazine (tbc)**
- **Alessio Cavicchi, Associate Professor, University of Macerata (tbc)**
- **Diana Isac, Founder, Winerist (tbc)**

11:30- 13:00

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

Topics to be addressed: identification of elements of the wine tourism value chain, overview on how sustainable supply chain practices in wine tourism contribute to the Sustainable Development Goals (SDGs).

- **Stylianos Filopoulos, Director, Wine in Moderation (tbc)**
- **Renata Tomljenovic, Assistant Director, Institute for Tourism Zagreb (tbc)**
- **Representative, World Food Programme (tbc)**

13:00 – 14:00

Lunch



- 14:00 16:00** **Presentation Wine of Moldova and Moldova's Wine regions**
- 16:00 – 16:30** **Closing Remarks**
- 16:30 -19:00** **Excursion at Cricova Wine tunnels – a guided tour and wine tasting**
- 19:30- 21:30** **Closing Dinner at Cricova Winery (international participants, by invitation)**

