



## 1st UNWTO Global Conference on Wine Tourism

Georgia, 7-9 September 2016  
Kakheti Wine Region

### 7 September

11:30-13:00      3<sup>rd</sup> UNWTO Gastronomy Network meeting (by invitation only)

Chaired by Yolanda Perdomo, Director of the Affiliate Members Programme

15:00-17:00      Technical tour of Tbilisi

*Georgia's ancient and vibrant capital city spreads out on both banks of the Mtkvari River, and is surrounded on three sides by mountains. The name Tbilisi derives from the Old Georgian word "tbili", meaning warm, due to the warm waters of the ancient city. Picturesque architecture, and ever-lively arts and cultural scene, renowned wines and cuisine and traditional sulfur bathhouses make Tbilisi a must-visit destination.*

20:00              Inaugural dinner (hosted by the Prime Minister of Georgia, H.E. Mr. Giorgi Kvirikashvili)

**Master of ceremonies:** George Bagashvili: A prominent Georgian scholar, musician and producer, Director of the creative association 'Lomisi', Doctor of Arts, Professor of Caucasus University, and Georgian State Prize Winner

- Welcoming remarks by local authorities and UNWTO representatives
- Keynote address: "Georgia, the beginning of everything: a historic journey through wine"

*A traditional Georgian banquet will be served to participants accompanied by a choir performance of traditional Georgian folksongs, complemented by a light harmony of local instruments, proclaimed a masterpiece of UNESCO world intangible cultural heritage.*

### 8 September

**Master of ceremonies:** Anita Mendiratta, Founder and President of CACHET Consulting, Special Advisor to the Secretary General of UNWTO, Lead consultant of CNN International's T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)

*The Conference will have a unique and dynamic format in which the sessions will take place in different wineries. Expert speakers will provide snapshot presentations to lead the debates which will ensue at each of the tables. Participants will be requested to actively participate in the interactive debates with the expert speakers which will be rotating among the tables. The conclusions of the Conference will be a compilation of all the information discussed during each session.*

9:00 – 12:00      Travel to Kakheti – Wine Region

*For 8000 years, wine grapes have been cultivated in Georgia. Proclaimed by archeologists to be the "Cradle of Wine", Kakheti, Georgia's main wine-producing region and of one the oldest regions in the world, is the land of hospitable, open-hearted people that live surrounded by monasteries, ancient castles and glorious churches. Kakheti is characterized by its unique vine grape varieties, ideal climate, countryside, and centuries of exceptional winemaking experience. Kakheti is home to 65% of Georgia's vineyards, harvesting 80% of the country's grapes. Unique and award winning Georgian wines and brandies are produced there, using ancient techniques by generations of small farmers.*

**12:00 – 13:30** Alaverdi monastery visit: traditional wine-making practices in Georgia

*Located in the picturesque slopes of the Caucasus Mountains in Kakheti, the Alaverdi monastery is home to a spectacular 55 metre--high Cathedral. The history of the monastery dates back to the VI century and a former preferred place of worship for Georgian kings. The monastery is home to an ancient VIII century cellar boasting an intriguing collection of about 50 original, preserved “qvevris” (traditional Georgian wine vessels). It has managed to maintain throughout the generations, the ancient Georgian “qvevri” wine-making technique, nowadays and a trademark wine-making method of the Kakheti region.*

**14:00-14:10 Welcoming remarks**

- H.E. Mr. Dimitry Kumsishvili, First Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia
- H.E. Mr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO)

**14:10-17:00 Session 1: Best practices in Wine Tourism (Khareba Winery)**

**Moderator:** Anita Mendiratta, Founder and President of CACHET Consulting, Special Advisor to the Secretary General of UNWTO, Lead consultant of CNN International’s T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)

*In the heart of Kakheti, near the foothills of the Greater Caucasus Mountains, is the small city of Kvareli. The complex offers tastings of over 30 of the best wine varieties produced by the Khareba Winery, as well as many other activities: distilling Chacha, a strong spirit made from the grape residue, baking Georgian bread, making Churchkhela, a traditional dessert made from grapes and nuts, grilling meat, as well as harvesting and pressing grapes in the Satsnakheli. The Khareba restaurant is built into a rock located 58 metres above the tunnel, offering an ideal combination of high dining and splendid views of the Alazani Valley and Kvareli vineyards, as well as a bird’s eye view of the complex’s waterfall, ancient garden, river and tower.*

**Snapshot presentations by experts followed by round-table working sessions**

- Claudio Solignani, Director of Strategic Planning, VeronaFiere (Italy)
- Janet Dorozynski, Trade Commissioner, Canadian Wine, Beer and Spirits and Tourism, Trade Sectors Bureau (BBI), Global Affairs Canada (Canada)
- Ayana Mizawa, Chief winemaker, Chuo Budoshu Co., Ltd., Grace Wine (Japan)
- Mike Veseth, Wine Economist, Professor Emeritus of International Political Economy, University of Puget Sound (United States of America)
- Gabriel Fidel, Wine Tourism Consultant (Argentina)

The presentations will serve as the inspiration and driver for further discussion to take place in a round-table format with each table moderated by one of the experts and composed of representatives from the government and private sector. The ministerial round-table will address policies and strategies to be implemented in the area.

**17:00 - 20:00 Visit to the Marani (wine cellar), visit to Khareba’s wine tunnel and dinner**

*The walk through the 7.7km Caucasus Mountain Range rock tunnel, accompanied by an aroma of wine and spices will have visitors experiencing the different wine flavors long before the tastings. Gvirabi (which means tunnel) is carved into the rock of the mountains formally owned by the government, used to store wine for all of Kakheti. Currently it’s used to age wine, maintaining a constant temperature of 12-14° with 70% humidity all year-round. This creates the ideal natural conditions for making and storing wine.*

**20:30 – 23:30** Travel to Tbilisi

## 9 September

**11:00 – 11:30** Travel to Château Mukhrani

**12:00 – 16:00** **Session 2: Product development in wine tourism (Château Mukhrani)**

**Moderator:** Anita Mendiratta, Founder and President of CACHET Consulting, Special Advisor to the Secretary General of UNWTO, Lead consultant of CNN International's T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)

*Situated on the estate of the one of the oldest extant Christian ruling dynasty in the world, Château Mukhrani is an essential experience for any wine and cultural enthusiast, uncovering the Georgian royal family history and breathtaking legends. The history of winemaking production in the Chateau dates back to the 19th century, when Prince Ivane Mukhranbatoni brought innovative techniques from the Bordeaux and Champagne regions of France. Since then the Chateau quickly became a cultural center for the Georgian elite, hosting famous Georgian public figures, writers and poets.*

- Presentation of the UNWTO Wine Tourism Prototype
- The UNWTO Wine Tourism Prototype will be presented by UNWTO and Affiliate Member, the Leading Brands of Spain Forum along with its five participating wineries: Osborne, Gonzalez Byass, Barbadillo, Freixenet and Pagos del Rey.
  - Pedro Vargas, International Projects Director, Leading Brands of Spain Forum
  - Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

*The Affiliate Members Programme of the World Tourism Organization (UNWTO), together with Affiliate Member Foro de Marcas Renombradas Españolas (Leading Brands of Spain Forum, FMRE), is developing a tourism prototype that aims at providing a new innovative way to promote and showcase Spain and its lifestyle through the member wineries of FMRE. The participating wineries will become visitor centres offering travellers different and authentic insights into the rich history and most important resources of their respective regions.*

*This project is a fresh approach for meeting the demands of emerging consumer profiles and contributes to Spain's repositioning as a destination by providing valuable additions to the country's product offerings. The UNWTO has carried out the necessary fieldwork with the collaboration of wineries in the following regions: Cádiz (Jerez, Puerto de Santamaría and Sanlúcar de Barrameda), Galicia, Penedés, Priorat, Ribera Del Duero, Somontano, Toledo and Toro.*

*The UNWTO has also developed the prototype's technical design, brand image, product development, communications plan and governance model for its management. This project can be developed and applied internationally in any other destination that meets the standards set in the prototype.*

- Presentation by Georgian representatives
  - George Chogovadze, Head of Georgian National Tourism Administration
  - Levan Davitashvili, Deputy Minister of Agriculture of Georgia
  - Patrick Honnef, CEO, Chateau Mukhrani
  - John Wurdeman, Owner, Pheasant's tears

**16:00 – 17:00** Visit of Château Mukhrani's Marani, a traditional wine cellar

*The Marani Cellar stores over 60,000 barrels of wine at a constant 15° Celsius. It is composed of 20 underground cellars compartments and a main tunnel that connects the winery to the castle. All wines are produced from local grapes which are processed within 15 minutes after harvesting, making its flavor unique and unforgettable.*

**17:00 – 19:00      Session 3: Challenges in Wine Tourism**

**Moderator:** *Anita Mendiratta, Founder and President of CACHET Consulting, Special Advisor to the Secretary General of UNWTO, Lead consultant of CNN International's T.A.S.K. GROUP (Tourism, Advertising, Solutions & Knowledge)*

- Pauline Versace, PR Manager, La Cité du Vin (France)
- Santiago Vivanco, Director, Vivanco Museum of Wine Culture (Spain)
- Donald Hawkins, Eisenhower Professor, George Washington University (USA)
- Zaida Semprun, Wine Tourism Commercial Manager, Freixenet Group (Spain)
- Paula Sousa, Marketing & Tourism Sales Director, Quinta Nova N. S. Carmo (AMORIM) (Portugal)

*The discussion will follow the same format as in the first session.*

**20:00 – 20:10      Closing remarks**

- H.E. Mr. Dimitry Kumsishvili, First Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia
- H.E. Mr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO)

**20:10                      Closing dinner**

**Weekend: Possibility to extend stay with a unique tour package**