



## 2nd UNWTO Global Conference on Wine Tourism

Mendoza, Argentina, 28 - 30 September 2017

### PRELIMINARY PROGRAMME

Thursday, 28 September 2017

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#### Arrivals and registrations

#### Pre-conference programme for international participants

9:00 – 11:00	Meeting of the Affiliate Members of the Americas
11:00 – 13:30	UNWTO Gastronomy Tourism Network Meeting (Affiliate Members of the Americas are invited to join)
13:30 – 14:30	Lunch for participants of the above meetings
14:40	Depart from official hotels (Sheraton and Diplomatic)
15:00 – 17:00	Mendoza city tour (international participants, by invitation)
18:00	Depart from official hotels
19:00	Welcome cocktail “Sundown in Bodega Séptima” (international participants, by invitation) Restaurant María, Chef Marcos Zabaleta Sundown alongside the Cordillera de los Andes
21:00	Return to official hotels

Friday, 29 September 2017, Auditorio Ángel Bustelo

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8:30 – 9:00	Registration (Pre-accreditation is mandatory)
9:00 – 10:00	Opening remarks <ul style="list-style-type: none"><li>○ Alfredo Cornejo, Governor, Mendoza Province, Argentina</li><li>○ Taleb Rifai, Secretary General, UNWTO</li><li>○ Gustavo Santos, Minister of Tourism, Ministry of Turismo, Argentina</li></ul>
10:00 – 10:30	Keynote speech: Evolution and recent trends of wine tourism, Argentina’s global position <ul style="list-style-type: none"><li>○ Gabriel Fidel, International Expert in Wine Tourism</li></ul>
10:30 – 11:30	Presentation of phase 1 of the UNWTO Prototype on Wine Tourism and its application in the Mendoza wine region <ul style="list-style-type: none"><li>○ Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO</li><li>○ Gabriela Testa, President, Ente Mendoza Turismo</li></ul>
11:30 – 11:45	Coffee break with a folk music show
11:45 – 12:15	Presentation: Wine Tourism for Sustainable Development, Opportunities, Strategies, Pitfalls

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- Mike Veseth, Wine Economist, Professor Emeritus of International Political Economy, University of Puget Sound, United States of America

12:15 – 12:45 **Presentation: Positioning Wine Tourism Destinations through effective communication**

13:00 – 15:00 **Lunch break**

15:00 – 16:00 **Presentation of National Wine Tourism Plan**

16:00 – 16:15 **Coffee break**

16:15 – 17:30 **Argentina's wine tourism regions**

Complementary activities:

- **Spa with products made from wine and olive oil**
- **Tasting classes**
- **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.

- **Bodega Norton:** Restaurant La Vid, Chef Patricia Suárez Roggerone  
Experience: Winery bicycle tour
- **Bodega Renacer:** Restaurant Renacer, Chef Sebastian Weingand  
Experience: Virtual reality and winery visit by an oenologist, The Appassimento
- **Susana Balbo Wines:** Restaurant Osadía de Crear, Chef Marianela Pizzonia  
Experience: Blending competitions
- **Bodega Terraza de los Andes:** Restaurant Residencia Terrazas de los Andes, Chef Noelia Scquizziatto  
Experience: Tasting from barrels and cooking class, deserts
- **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 programs that are part of the Wine Tourism Events Calendar: "Wine and Cinema" and "Tango in the Vineyards"

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

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9:00 – 10:45

**Panel 1: Regional integration through public-private partnerships, responsible sharing practices**

*Moderator:* Carlos Vogeler, Executive Secretary for Members Relations, UNWTO

- Javiera Montes, Undersecretariat of Tourism, Ministry of Economy, Promotion and Tourism, Chile
- Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina
- Stanislav Rusu, General Director, Agency of Tourism of the Republic of Moldova
- Catherine Leparmentier Dayot, Founder and Executive Director, The Great Wine Capitals Global Network
- Fernando Olivera, President, Tourism Observatory of Guanajuato, Mexico

10:45 – 11:00

**Coffee Break with the presentation of "Classical Music in the Vineyards"**

11:00 – 12:45

**Panel 2: Presentations on sustainable approaches, world heritage, architecture, the visitors' centers and best practices in wine tourism**

- Eliana Bórmida, Co-founder of Bormida Yazon, Argentina
- Santiago Vivanco, President, The Joyful Journey Spain, Spain through its Wineries and Director, Vivanco Museum of Wine Culture, Vivanco Wineries
- Tornike Zirakashvili, Head of Convention and Exhibition Bureau of Georgia
- Óscar Bustos Navarta, Quality Guidelines for Wineries, Ministry of Tourism, Argentina

12:45 – 13:15

**Presentation of the 3<sup>rd</sup> UNWTO Global Conference on Wine Tourism in Moldova in 2018**

**Closing of academic activities**

**Programme for international participants**

14:00 – 18:00

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- **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 Fariás, 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:**

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#### **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.
- **Wineries and Vineyards:** A variety of offers in the four wine oases: Greater Mendoza, East Region, Valle de Uco and South Region

For more information: [www.agenciasdemendoza.com](http://www.agenciasdemendoza.com)

**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



### Official Hotels

Official Hotels (Breakfast and taxes included)	Special UNWTO Rate (USD per night)		
	Dates	Single occupancy	Double occupancy
<b>Hotel Sheraton *****</b> Reservation code "OMT" until 31/08  <a href="http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1733&amp;language=es_ES">http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1733&amp;language=es_ES</a>  <a href="mailto:florencia.giamportone@sheraton-mendoza.com">florencia.giamportone@sheraton-mendoza.com</a> ; <a href="mailto:ana.rodriquez@sheraton-mendoza.com">ana.rodriquez@sheraton-mendoza.com</a>	27/09 –30/09	161.4	161.4
<b>Hotel Diplomatic*****</b> Reservation code "OMT"  <a href="http://www.diplomatichotel.com.ar/">http://www.diplomatichotel.com.ar/</a> 00 54 261 4051900	27/09 –30/09	137.2	164.6

Above offer is available until 10 September 2017.

\* For more hotel options see [Information Note](#) on UNWTO Website.