

9.00-10.00

Conference Room: Vivaldi  
- OPENING REMARKS -

The wine industry of today and tomorrow

Giovanni Mantovani (Veronafiere)  
Sandro Boscaini (Federvini)  
Domenico Zanin (UIV)  
Ian D'Agata (Vinitaly International)

**Chairman:**  
Stevie Kim (Vinitaly International)



11.30-12.30

Conference Room: Vivaldi  
- INTERNATIONAL MARKETS -

The new faces of the Chinese market

Judy Chan (Grace Vineyard)  
Yang Lu (Shangri-La Hotels)  
Sunny Zhang (Pinor Sommeliers)  
Yanni Wu (Shanghai Morning Post Readers Club)

**Chairman:**  
Stevie Kim (Vinitaly International)



Conference Room: Salieri  
- FINANCE -

Financial Instruments to grow

Gabriele Barbaresco (Mediobanca)  
Andrea Fedi (Legance)  
Vincenzo Capizzi (SDA Bocconi)  
Angelo Aiello (ISA)  
Carlo Ferraresi (Cattolica Assicurazioni)  
Rolando Chiossi (GIV)  
Federico Giratto (Masi Agricola)

**Chairman:**  
Carlo Rossi Chauvenet (Bocconi)

Conference Room: Puccini  
- LAW -

Planting rights and modern viticulture:  
the critical aspects of the new system

Angelo Frascarelli (University of Perugia)  
Roberta Sardone (INEA)  
Pedro Ballesteros Torres MW (Institute of Masters of Wine)  
Paolo Castelletti (UIV)  
Monty Waldin (Decanter)

**Chairman:**  
Ian D'Agata (Vinitaly International)

Conference Room: Rossini  
- MARKET VISION -

Changes in the wine world: consumption,  
production and distribution

Tiziana Sarnari (ISMEA)  
Stefano Cordero di Montezemolo (Wine Business Executive Program)  
Ferdinando Zamboni (Zenato)  
Matteo Fasoli (Fasoli Gino)  
Alberto Baban (Confindustria)  
Roberto Sarti (Caviro)

**Chairman:**  
Tiziana Sarnari (ISMEA)

14.30-15.30

Conference Room: Vivaldi  
- SPECIAL WORKSHOP -

3 countries for 3 visions: China, the USA  
and Italy at Expo 2015

Mitchell Davis (JBF)  
Richard Wei (Shanghai Post-Expo)  
Cesare Vaciago (Padiglione Italia Expo 2015)

**Chairman:**  
Ian D'Agata e Stevie Kim  
(Vinitaly International)



Conference Room: Salieri  
- SPECIAL WORKSHOP -

The multiple values of wine in Italy: from  
profitability to territorial capital impacts

*Organized by the Association Women of Wine*  
Elena Martusciello (Association Women of Wine)  
Denis Pantini (Nomisma)  
Bill Thomson (Knight Frank)  
Mario Mancini (Banco Popolare)

**Chairman:** Stefano Roncon (Banco Popolare)

Conference Room: Puccini  
- MARKETING -

Web marketing: tools and successful  
strategies

Luca Curtarelli (Google Italia)  
Stefano Mazzaresse (Google Italia)  
Jacopo Matteuzzi (Studio Samo)

**Chairman:**  
Jacopo Matteuzzi (Studio Samo)

Conference Room: Rossini  
- LAW -

CAP 2014-2020: what are the  
opportunities for companies in the wine

Paolo Castelletti (UIV)  
Felice Assenza (Mipaaf)  
Francesca Bignami (Copa-Cogeca)

**Chairman:**  
Paolo Castelletti (UIV)

17.00-18.30


Conference Room: Vivaldi

State of the Art Address: Wine at Expo  
2015

Minister Maurizio Martina (Mipaaf)  
Giovanni Mantovani (Veronafiere)  
Italo Rota (studio italo rota & partners)  
Gianni Bruno (Veronafiere)

**Chairman:** Stevie Kim (Vinitaly International)

9.00-10.00

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<p><b>Export: Focus markets with monopoly</b></p> <p>Emauele Kamarianakis (Embassy of Canada) Luc Desroches (Masi Agricola)</p> <p><b>Chairman:</b> Ian D'Agata (Vinality International)</p> 	<p><b>Rules and controls in production and distribution of wine</b></p> <p>Ottavio Cagiano de Azevedo (Federvini) Luca Geninatti Satè (Legance)</p> <p><b>Chairman:</b> Ottavio Cagiano de Azevedo (Federvini)</p>	<p><b>Tools to improve business decisions</b></p> <p>Gianluca Lombardi Stocchetti (Bocconi) Sandro Sartor (Ruffino) Raffaella Alia (Antinori)</p> <p><b>Chairman:</b> Paolo Castelletti (UIV)</p>	<p><b>Social media marketing - information and tools</b></p> <p>Simone Grossi (Studio Samo) Filippo Marini (Marchesi de' Frescobaldi) Davide Macchia (BeSharable) Alessandro D'Annibale (H-Farm)</p> <p><b>Chairman:</b> Simone Grossi (Studio Samo)</p>


11.30-12.30

<b>Conference Room: Vivaldi</b> <b>- MARKETING -</b>	<b>Conference Room: Salieri</b> <b>- MARKET VISION -</b>	<b>Conference Room: Puccini</b> <b>- MARKETING -</b>	<b>Conference Room: Rossini</b> <b>- INTERNATIONAL MARKETS -</b>
<p><b>The value of the brand to increase profitability</b></p> <p>Alessandro Regoli (WineNews) Francis Michael Claessens (Claessens International) Giovanni Bertani (Tenuta Santa Pieve)</p> <p><b>Chairman:</b> Enrico Gallorini (GRS)</p> 	<p><b>Which outlooks for the wine market in Italy: crisis and opportunity</b></p> <p>Virgilio Romano (IRI) Filippo Cesarini Sforza (Duca di Salaparuta) Andrea Terraneo (Vinarius) Daniele Simoni (Schenk Italia)</p> <p><b>Chairman:</b> Paolo Massabrio (Papillon)</p>	<p><b>Wine and e-commerce: sales tools for Italian wines, in Italy and abroad</b></p> <p>Andreas Schmeidler (Vente-privée) Bernard Burtschy (Le Figaro) Francesco Domini (Feudi San Gregorio) Alessandra Boscaini (Masi Agricola)</p> <p><b>Chairman:</b> Timothy O'Connell (Vinality Wine Club)</p>	<p><b>Export: Focus USA</b></p> <p>Antonio Ciccarelli (Marc de Grazia Selections) Alberto Lusini (Mezzacorona) Marilisa Allegrini (Allegrini Azienda Agricola) Massimo Tuzzi (Casa Vinicola Zonin) Massimo D'Aiuto (Simest)</p> <p><b>Chairman:</b> Ian D'Agata (Vinality International)</p>

14.30-15.30

<b>Conference Room: Vivaldi</b> <b>- SPECIAL WORKSHOP -</b>	<b>Conference Room: Salieri</b> <b>- SPECIAL WORKSHOP -</b>	<b>Conference Room: Puccini</b> <b>- MARKETING -</b>	<b>Conference Room: Rossini</b> <b>- MARKETING -</b>
<p><b>Characteristics of a good taster. How to evaluate the "Experts"</b></p> <p>Mark Palermo (Law and Behavior Foundation) Janna Rijpma Meppelink (Ennvision Int Media) Bernard Burtschy (Le Figaro)</p> <p><b>Chairman:</b> Ian D'Agata (Vinality International)</p> 	<p><b>The generational shift in the wine sector</b></p> <p>Daniela Montermerlo (Bocconi) Alessandro e Stefano Perini (Cantine 4 Valli) Violante e Donatella Cinelli Colombini (Casato Prime Donne) Silvia e Primo Franco (Nino Franco Spumanti)</p> <p><b>Chairman:</b> Carlotta Pasqua (AGIVI)</p>	<p><b>How to profit by the power of the Expo for territorial development</b></p> <p>Gianni Bruno (Veronafiere) Chiara Lungarotti (UIV+Federvini) Matteo Gatto (Expo2015) Fabio Renzi (Symbola)</p> <p><b>Chairman:</b> Gianni Bruno (Veronafiere)</p>	<p><b>Wine Blog: useful or useless?</b></p> <p>Paolo Errico (SocialMeter by Maxfone) Gianluca Bisol (Bisol) Lene Bucelli (Avignonesi) Giovanna Lazzari (Casa Vinicola Zonin) Stefania Paglino (Planeta) Alessandro Cortes (Argiolas)</p> <p><b>Chairman:</b> Stevie Kim (Vinality International)</p>

16.30-17.30

<b>Conference Room: Vivaldi</b> <b>- INTERNATIONAL MARKETS -</b>	<b>Conference Room: Salieri</b> <b>- SPECIAL WORKSHOP -</b>	<b>Conference Room: Puccini</b> <b>- MARKETING -</b>	<b>Conference Room: Rossini</b> <b>- MARKETING -</b>
<p><b>Export: Focus on German and UK markets</b></p> <p>Luzia Schrampf (Der Standard) Richard Grosche (Weingut Reichsrat von Buhl) Juan Park (Wine Intelligence)</p> <p><b>Chairman:</b> Ian D'Agata (Vinality International)</p> 	<p><b>The role of wine tourism</b></p> <p>Daniela Mastroberardino (Movimento Turismo del Vino) Camilla Lunelli (Cantine Ferrari) Cristina Gionfriddo (Planeta) Alexandra de Vazeilles (Château des Bachelards)</p> <p><b>Chairman:</b> Daniela Mastroberardino (Movimento Turismo del Vino)</p>	<p><b>Go Direct: The consumer is increasingly at the center</b></p> <p>Giampiero Nadali (Fermenti Digitali) Elisabetta Tosi (Fermenti Digitali) Reka Haros (Pier Sfriso Winery) Armin Kobler (Weinhof Kobler)</p> <p><b>Chairman:</b> Giampiero Nadali (Fermenti Digitali)</p>	<p><b>Persuade you to choose yourself, to choose your wines. How? The neuromarketing wine</b></p> <p>Patrizia Marin (Marco Polo Experience) Vincenzo Russo (IULM) Marilisa Allegrini (Families of Amarone) Lamberto Vallarino Gancia (Wine Pavilion Expo 2015) Roberto Bruno (Fontanafredda)</p> <p><b>Chairman:</b> Patrizia Marin (Marco Polo Experience)</p>