

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

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


11.30-12.30

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

14.30-15.30

Conference Room: Vivaldi - SPECIAL WORKSHOP -	Conference Room: Salieri - SPECIAL WORKSHOP -	Conference Room: Puccini - MARKETING -	Conference Room: Rossini - MARKETING -
<p>Characteristics of a good taster. How to evaluate the "Experts"</p> <p>Mark Palermo (Law and Behavior Foundation) Janna Rijpma Meppelink (Ennvision Int Media) Bernard Burtschy (Le Figaro)</p> <p>Chairman: Ian D'Agata (Vinality International)</p> 	<p>The generational shift in the wine sector</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>Chairman: Carlotta Pasqua (AGIVI)</p>	<p>How to profit by the power of the Expo for territorial development</p> <p>Gianni Bruno (Veronafiere) Chiara Lungarotti (UIV+Federvini) Matteo Gatto (Expo2015) Fabio Renzi (Symbola)</p> <p>Chairman: Gianni Bruno (Veronafiere)</p>	<p>Wine Blog: useful or useless?</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>Chairman: Stevie Kim (Vinality International)</p>

16.30-17.30

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