







# TUESDAY 6 DECEMBER

Tentative program updated on 24/11/2016.

9:00 - 10:00	10:15 - 11:15	11:30 - 12:30	13:00 - 14:00
<b>AUDITORIUM VERDI</b> <b>A functioning market leads to frustration: when offer and demand dictate the market</b> Hermann Pilz (Weinwirtschaft) <b>Moderator:</b> Stevie Kim (Vinality International)	<b>VINALITY INTERNATIONAL LOUNGE</b> <b>Wine education - who needs it?</b> Josef Schuller MW (Weinakademie Österreich) 	<b>AUDITORIUM VERDI</b> <b>The wine market in China: which developments?</b> Silvana Ballotta (Business Strategies), Tao Weng (Shanghai Dawen Information Development Ltd.), Zuming Wang (Chinese Alcohol Bureau) <b>Moderator:</b> Sebastiano Barisoni (Radio 24) <b>Sponsored by:</b> Business Strategies 	<b>VINALITY INTERNATIONAL LOUNGE</b> <b>Austrian Wine on the rise</b> Willi Klinger (Austrian Wine Marketing Board) 
	<b>10:30 - 11:00</b> <b>BUSINESS ARENA</b> <b>The efficiency in business processes</b> Andrea Bernardini (American Express Italia) <b>Sponsored by:</b> American Express 	<b>PUCCHINI ROOM</b> <b>The art of wine story telling</b> Felicity Carter (Wine Business International), Rebecca Hopkins (Folio Fine Wine Partners) 	<b>BUSINESS ARENA</b> <b>WINE PEOPLE: new profiles for an evolving export</b> Andrea Pozzan (Competenze in Rete), Fabio Piccoli (Wine Meridian), Lavinia Furlani (Wine Meridian), Vitaliano Tirrito (Gruppo Terra Moretti) 
	<b>SALIERI ROOM</b> <b>Export to USA: legal and institutional aspects for strategic choices of approach to the market</b> Giuseppe LoCascio, Ludovico Bongini (gruppo Diacron) <b>Powered by:</b> ICE Italian Trade Agency 	<b>TASTING ROOM</b> solo su prenotazione <b>Systembolaget's Tender Tasting - lottery or fair game?</b> Jonas H Röjerman (Systembolaget) <b>Moderator:</b> Stevie Kim (Vinality International) 	
	<b>VIVALDI ROOM</b> <b>Women CEO: the lack thereof</b> Marilisa Allegrini (Allegrini), Marina Salamon (Alchimia) <b>Moderator:</b> Luigi Chiarello (Caposervizio ItaliaOggi) 		

## WORKSHOP TRACKS

-  Marketing and Communication
-  International Markets
-  Market Insight
-  Viticulture
-  Law and Finance
-  Special workshop







14:30 - 15:30	15:30 - 16:30	16:30 - 17:30	17:30 - 18:00
<b>AUDITORIUM VERDI</b> <b>The future of luxury Italian wines - developing appetites among drinkers, connoisseurs and investors</b> Giovanni Geddes da Filicaja (Ornellaia) <b>Moderator:</b> Gino Colangelo (Colangelo & Partners Public Relations) 	<b>VINALITY INTERNATIONAL LOUNGE</b> <b>Meet the VIA Community</b> Wai Xin Chan (Wine Educator), Eliza Pinta Kauce (Oliviero Toscani winery), Lan Liu (Vinality International), Arlene Oliveros (World of Wines), Cheryl Cheng Peng (Wuliangye), Tony Polzer (Italy for Wine Lovers), Hugh Preece (Salt Creek Grille) <b>Moderators:</b> Ian D'Agata (Vinality International Academy), Stevie Kim (Vinality International) 	<b>AUDITORIUM VERDI</b> <b>Lessons from Italian fashion success stories in China</b> Franz Botrè (Swan Group), Giovanni Del Vecchio (Giorgetti), Salvatore Ferragamo (Il Borro Relais&Chateaux), Stefano Ricci (Stefano Ricci SpA) <b>Moderator:</b> Jean-Charles Viens (Spirito di Vino Asia) 	<b>AUDITORIUM VERDI</b> <b>Wine Spectator announces 2017 OperaWine Producers</b> Alison Napjus (Wine Spectator) <b>Moderator:</b> Stevie Kim (Vinality International) 
<b>PUCCHINI ROOM</b> <b>Wine glass insights from global financial centres: London &amp; Singapore</b> Wai Xin Chan (Wine Educator), Zhang Jinglin (Berry Bros. & Rudd Boutique) 	<b>16:00 - 16:30</b> <b>BUSINESS ARENA</b> <b>The access to credit for SMEs</b> Andrea Giannelli (Legance - Avvocati Associati), Antonio Siciliano (Legance - Avvocati Associati), Chiara Aquino (Mediobanca - Banca di Credito Finanziario), Franco Morando (Montalbera) <b>Moderator:</b> Luca Geninatti Satè (Legance - Avvocati Associati) 	<b>PUCCHINI ROOM</b> <b>Company networking in the wine sector: a growth opportunity offered by the current legal and fiscal framework</b> Luca Castagnetti (Studio Impresa), Luigi Scappini (Studio Impresa) <b>Sponsored by:</b> Studio Impresa 	
<b>SALIERI ROOM</b> <b>Horeca wine trends: was it real growth?</b> Emilio Pedron (Bertani Domains), Enrico Zanoni (Cavit), José Rallo (Donnafugata), Silvia Zucconi (Wine Monitor - Nomisma) <b>Moderator:</b> Paolo Castelletti (Unione Italiana Vini) 		<b>SALIERI ROOM</b> <b>Wine tourism: a law to bring order</b> Antonio Rallo (Donnafugata), Carlo Giovanni Pietrasanta (Movimento Turismo del Vino Italia), On. Colomba Mongiello, Maurizio Pescari (Food and wine journalist) 	
<b>VIVALDI ROOM</b> <b>Financial and insurance support to the internationalization and exports of the wine industry</b> Andrea Novelli (Simest), Simonetta Acri (Sace), Marco Cardinaletti (Cattolica) 		<b>VIVALDI ROOM</b> <b>Putting Tactics into Practice in America</b> Steve Raye (Bevology) <b>Powered by:</b> ICE Italian Trade Agency 	

# WEDNESDAY 7 DECEMBER

Tentative program updated on 24/11/2016.

8:00 - 8:45	9:00 - 10:00	10:15 - 11:15	11:30 - 12:30
<b>TASTING ROOM</b> Private event <b>HireMeVinality</b>	<b>AUDITORIUM VERDI</b> <b>The future of E-Commerce in the Wine industry</b> Federico Laurentino De Cerchio (Wineowine), Marco Magnocavallo (Tannico.it), Andrea Nardi-Dei (Vino75), Alessandro Olivieri (Vinality Wine Club) <b>Moderator:</b> Gabriele Pizzi (Università di Bologna)	<b>VINITALY INTERNATIONAL LOUNGE</b> <b>ENOLYTICS - Big Data for the wine industry: how it's used to drive revenue and increase profits</b> Giampiero Bertolini (Marchesi De' Frescobaldi), Felicity Carter (Wine Business International), Cathy Huyghe (Enolytics)	<b>AUDITORIUM VERDI</b> <b>Digital Innovation: Is it right for wine?</b> Amy Gross (VineSleuth/Wine4.Me) <b>TIM: digital partner for the innovation of the wine market</b> Giacomo Malvezzi (Fido Group), Roberto Verdone (IDESIO)
<b>PUCINI ROOM</b> <b>NEUROMARKETING - Neuroenology and marketing. The new frontiers of communication</b> Vincenzo Russo (IULM), Donato Lanati (Enosis) <b>Moderator:</b> Robert Camuto (giornalista)	<b>BUSINESS ARENA</b> <b>Wine and Web: the use of online conversations for the development of marketing and distribution strategies</b> Claudio Zamboni (3rdPLACE) <b>Sponsored by:</b> Nomacorc	<b>10:30 - 11:00</b> <b>PUCINI ROOM</b> <b>Unconventional Wines in traditional markets: Usa and Japan</b> Alice Feiring (Scrittrice, giornalista e consulente di vino), Angiolino Maule (La Biancara) <b>Moderator:</b> Erica Nonni (Nonni Strategic Marketing)	<b>11:30 - 12:30</b> <b>SALIERI ROOM</b> <b>Italian wine - The Importance of the terroir and cultivation techniques in wine making</b> Antonio Calò (Accademia Italiana della Vite e del Vino), Angelo Costacurta (Ministero dell'Agricoltura), Rosario Di Lorenzo (Università di Palermo), Diego Tomasi (CREA-VIT) <b>Moderator:</b> Ian D'Agata (Vinality International Academy)
<b>SALIERI ROOM</b> <b>Precision viticulture, the future is now</b> Matteo Bisol (Venissa), Massimo Claudio Comparini (Migliori Vini d'Italia), Luca Toninato (AGER - Agricoltura e Ricerca) <b>Moderator:</b> Ian D'Agata (Vinality International Academy)	<b>VIVALDI ROOM</b> <b>Germany: is Italian wine close to saturation point?</b> Sauro Mariotti (Rossini Degustazione Gastronomie GmbH), Paul Truszkowski (Wine-in-Black.de) <b>Moderator:</b> Sara Da Val Franco (Vinothek Vinario)	<b>10:30 - 11:00</b> <b>VIVALDI ROOM</b> <b>Young, locals, Italians: operating instructions and strategies for the future</b> Francesca Argiolas (Argiolas), Luca Ferraris (Ferraris), Gianluca Garofoli (Casa Vinicola Gioacchino Garofoli), Marzia Varvaglione (Varvaglione Vigne e Vini) <b>Moderator:</b> Carlotta Pasqua (Agivi)	<b>11:30 - 12:30</b> <b>VIVALDI ROOM</b> <b>Young, locals, Italians: operating instructions and strategies for the future</b> Francesca Argiolas (Argiolas), Luca Ferraris (Ferraris), Gianluca Garofoli (Casa Vinicola Gioacchino Garofoli), Marzia Varvaglione (Varvaglione Vigne e Vini) <b>Moderator:</b> Carlotta Pasqua (Agivi)

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12:30 - 14:30	14:30 - 15:30
<b>VINITALY INTERNATIONAL LOUNGE</b> <b>Speakers' Corner</b> <b>Moderator:</b> Stevie Kim (Vinality International), Timothy O'Connell (H-Farm Ventures), Carlo Rossi-Chauvenet (Università Bocconi)	<b>AUDITORIUM VERDI</b> <b>E-commerce in China. How to win in the digital markets.</b> Alessandro Felici (Evlonet) <b>Moderator:</b> Stevie Kim (Vinality International)
<b>12:45 - 13:15</b> <b>BUSINESS ARENA</b> <b>Excellent labelling for excellent wines: how packaging can influence the buying behavior of consumers. The art of luxury labelling</b> Luca Fois (Creative Advisor) <b>Sponsored by:</b> ARCONVERT	<b>PUCINI ROOM</b> <b>The 3 Hottest Trends in Digital Marketing</b> Gino Colangelo (Colangelo & Partners Public Relations), Juliana Colangelo (Colangelo & Partners Public Relations), Claire Hennessy (Colangelo & Partners Public Relations) <b>The Mastery of media trips: best practices before, during and after</b> Claire Hennessy (Colangelo & Partners Public Relations), Rebecca Hopkins (Folio Fine Wine Partners)
<b>13:45 - 14:15</b> <b>BUSINESS ARENA</b> <b>The management of knowledge at the service of wine industry</b> Giuseppe Calabrese (Università degli Studi di Foggia - Mastroberardino) <b>Sponsored by:</b> APRA	<b>SALIERI ROOM</b> <b>How to speak of wine to women online</b> Felicity Carter (Wine Business International), Donatella Cinelli Colombini (Associazione Nazionale delle Donne del Vino), Gabriele Micozzi (Università Luiss), Alessandro Olivieri (Vinality Wine Club), Paola Pizza (Psicologa della Moda), Cecilia Robustelli (Università di Modena e Reggio Emilia)
	<b>VIVALDI ROOM</b> <b>Wine in China - The importance of learning</b> Alessandra Boscaini (Masi Agricola), Jude Mullins (WSET), Jean-Charles Viens (Spirito di Vino Asia)