



# wine2wine business forum

## Program

18<sup>th</sup>/19<sup>th</sup> October 2021



**wine2wine.net | #wine2wine**  
wine2wine@justdothework.it

# TRACKS

# MAP



**MARKETING &  
COMMUNICATIONS**



**EDUCATION**



**INCLUSION**



**SUSTAINABILITY**



**INSTITUTIONAL  
OPENING**



**INNOVATION**



**LEGAL**



**MARKET FOCUS**



**MARKET TRENDS**



**TASTING PANEL**



**WINE POLITICS  
& POLICY**



**VIA ADVANCED  
SEMINAR**



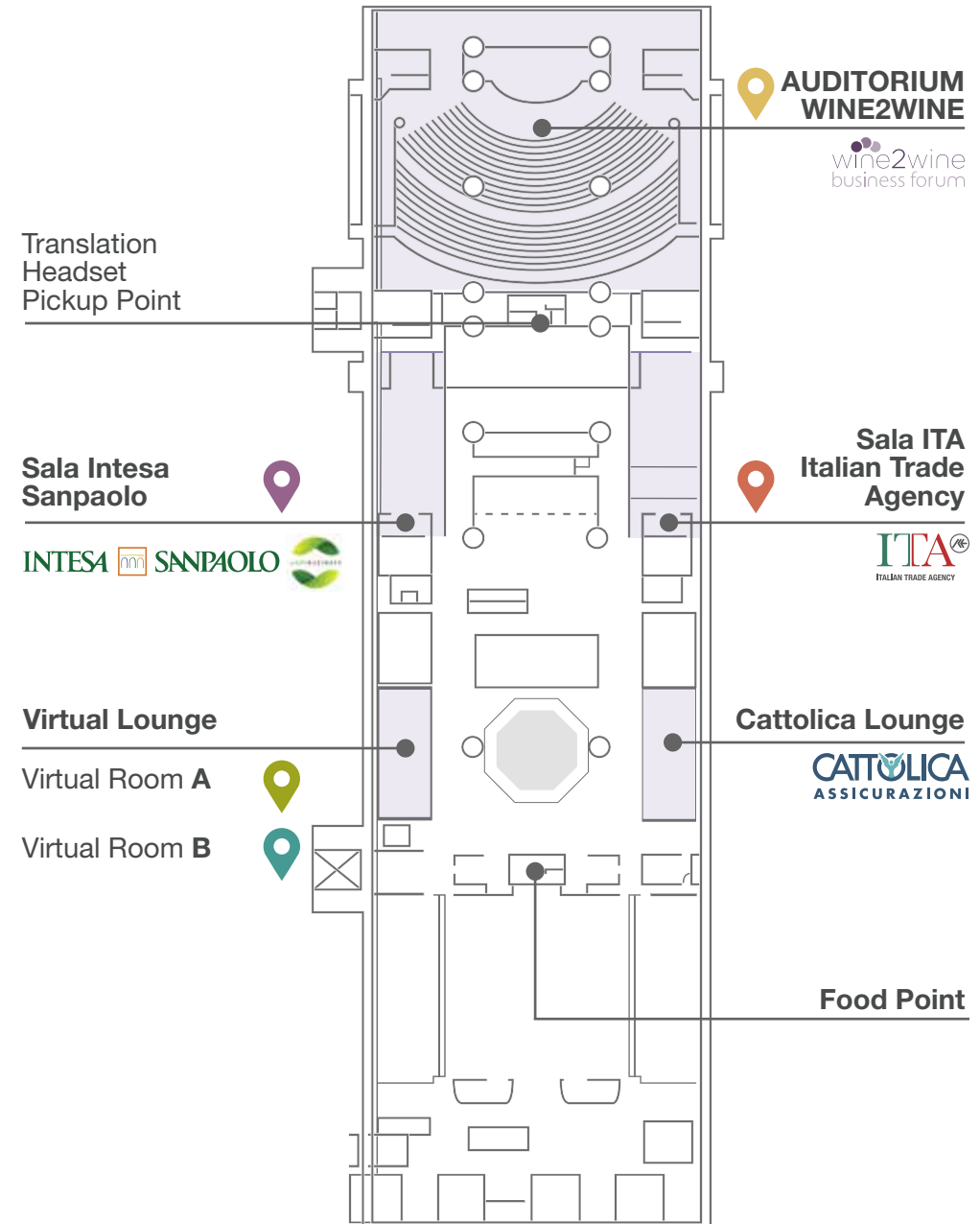
**COMMUNICATIONS**



**MARKET FOCUS  
ITA TRACK**



**WINE TOURISM**



# MONDAY, 18<sup>TH</sup> OCTOBER

# MONDAY, 18<sup>TH</sup> OCTOBER

8:40 am - 9:00 am

9:00 am - 9:45 am



**8:40 am - 8:50 am**  
**AUDITORIUM WINE2WINE**  
**Maurizio Danese**  
*Institutional opening*



**8:50 am - 9:00 am**  
**AUDITORIUM WINE2WINE**  
**Stevie Kim**  
*Kick Off Day 1*



**AUDITORIUM WINE2WINE**  
**Heini Zachariassen**  
*Shaping the future of wine retail for the 21st century wine consumer: case study Vivino*



**SALA INTESA SANPAOLO**  
**Paul Caputo IWA - Mod. Carlo Rossi Chauvenet**  
*New frontiers in wine marketing: anticipating the opportunities in nascent technologies*

**9:45 am - 10:00 am - BREAK**



**AUDITORIUM WINE2WINE**  
**Robert Joseph - Mod. Alessandro Cellai**  
*Celebrity wines: enemy of terroir?*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Amy Gross - Mod. Valentina di Camillo**  
*How to use wine apps to increase sales and market share*



**SALA INTESA SANPAOLO**  
**Renzo Simonato, Roberto Zanetti, Leonardo Lucacci e Andrea Pagliai**  
*Intesa Sanpaolo for the wine industry*



**VIRTUAL ROOM A**  
**Dr. Francesco Pensabene**  
*The Russian market overview*



**VIRTUAL ROOM B**  
**Gus Jian Zhu MW - Mod. Alice Wong IWA**  
*A matter of taste: exploring the differences between the palates of Chinese and Chinese American wine professionals*

**10:45 am - 11:15 am - COFFEE BREAK**



**AUDITORIUM WINE2WINE**  
**Felicity Carter - Mod. José Rallo**  
*Historic perspectives on wine blogs*



**SALA ITA - ITALIAN TRADE AGENCY**  
**sponsored session by Cattolica Assicurazioni**  
**Dr. Daniele Caceffo**  
*Managing the risk insurance of the Italian wine assets*



**SALA INTESA SANPAOLO**  
**Summer Sunmin Lee - Mod. Dongmyung Hong IWA**  
*The 5 wine market trends of South Korea*



**VIRTUAL ROOM A**  
**Ruma Singh DipWSET - Mod. Harshal Shah**  
*Indian wine: a push towards premiumisation*



**VIRTUAL ROOM B**  
**Fongyee Walker MW - Mod. Davy Leung IWA**  
*Emerging consumer differentiation in China*

**12:00 pm - 12:15 pm - BREAK**

**WINE PODCAST MARATHON**  
 from 12:00 pm to 4:30 pm



**AUDITORIUM WINE2WINE**  
**Ettore Nicoletto, Matilde Poggi, Roberta Crivellaro, Massimo Tuzzi, Marco Nannetti e Marcello Lunelli**  
*Vision 2030: building a shared future for Italian wine*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Tomislav Tuden - Mod. Alessandro Medici**  
*Who sells wine in Croatia?*



**SALA INTESA SANPAOLO**  
**Prof. Attilio Scienza - Mod. Alessio Planeta**  
*Science and prejudice: implications on viticulture*

11:15 am - 12:00 pm

12:15 pm - 1:00 pm

10:00 am - 10:45 am

# MONDAY, 18<sup>TH</sup> OCTOBER



## VIRTUAL ROOM A

**Mary Gorman-McAdams MW, Jimmy Smith DipWSET**  
*Rethinking and re-shaping wine education over the next 20 years*



## VIRTUAL ROOM B

**Từ Lê Huy - Mod. Cristhel Molina**  
*How COVID-19 damaged the wine business in Vietnam and Italian Wine?*

**1:00 pm - 2:45 pm – LUNCH**



## AUDITORIUM WINE2WINE

**Dongmyung Hong IWA - Mod. Summer Sunmin Lee**  
*Does Gen MZ lead South Korean market growth?*



## SALA ITA - ITALIAN TRADE AGENCY

**Artem Lebedev IWA - Mod. Diva Moretti Polegato**  
*How to enter the Kazakhstan wine market*



## SALA INTESA SANPAOLO

**Gurvinder Bhatia IWE - Mod. Giovanni Bertani**  
*Exploring Diversity: confusing optics for inclusion*



## VIRTUAL ROOM A

**Bernardo Pinto DipWSET, IWA**  
**Mod. Luiz André Batistello IWA**  
*Brazil: an update after Bolsonaro and COVID-19*



## VIRTUAL ROOM B

**Gianluca Queiroli IWA**  
**Mod. Ciro Pirone IWA**  
*Wine Education & Market update in the U.S. (NorthEast)*

**3:30 pm - 3:45 pm – BREAK**



## AUDITORIUM WINE2WINE

**Marian Leitner-Waldman - Mod. Alicia Towns Franken**  
*Dollars and grapes: how to optimize profitability of your on premise wine program*

# MONDAY, 18<sup>TH</sup> OCTOBER



## SALA ITA - ITALIAN TRADE AGENCY

**Veronika Busel, Pavel Glazov**  
*Ukraine – Treasure Island of Europe*



## SALA INTESA SANPAOLO

**Alberto Martinez Interiano IWA - Mod. Nadia Zenato**  
*Growing the field of Hispanic wine educators*



## VIRTUAL ROOM A

**Mike Veseth**  
**Mod. Russ Lorber IWA, Gemma Richardson IWA**  
*Politics and wine trade*



## VIRTUAL ROOM B

**Dr. Marco Saladini**  
*Canada wine market*

**4:30 pm - 5:00 pm – COFFEE BREAK**



## AUDITORIUM WINE2WINE

**Steven Raye - Mod. Beniamino Garofalo**  
*E-commerce in the U.S. market: new “post-COVID” tools*



## SALA ITA

**JC Viens IWA - Mod. Andrea Sartori**  
*5 secrets learned as an entrepreneur in China for 30 years*



## SALA INTESA SANPAOLO

**Renée F. Sferrazza, Matthew Horkey**  
*Wine clubs in Clubhouse*



## VIRTUAL ROOM A

**Rebecca Hopkins, Cathy Huyghe**  
*Can working in the wine business really be GOOD for you?*



## VIRTUAL ROOM B

**Erica Landin-Löfving - Mod. Laura Catena**  
*Future of sustainability reporting to retailers and financial markets - the development of globally standardized metrics*

**5:45 pm - 6:00 pm – BREAK**

12:15 pm - 1:00 pm

2:45 pm - 3:30 pm

3:45 pm - 4:30 pm

3:45 pm - 4:30 pm

5:00 pm - 5:45 pm

6:00 pm - 6:45 pm



**AUDITORIUM WINE2WINE**  
**Martina Centa, Gabriele Stringa**  
 Mod. **Violante Gardini Cinelli Colombini**  
*Think GREEN: a sustainable look to the future consumer*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Imre Szakacs-Orha DipWset - Mod. Alicia Lini**  
*How fast are wine consumer trends in Romania changing?*



**SALA INTESA SANPAOLO**  
 sponsored session by Colangelo PR  
**Dave Parker - Mod. Michelle Erland IWA**  
*How to sell fine wine in the US through multi-channel marketing*



**VIRTUAL ROOM A**  
**Michaela Morris IWE- Mod. Corinne Keddie IWE**  
*What do wine journalists want from producers?*



**VIRTUAL ROOM B**  
**Adam Teeter, Josh Malin**  
*Why you should be investing in native digital content*



**VIRTUAL ROOM B**  
**Paul Mabray**  
*What to expect from wine online in 2022*

**7:00 pm – AGIVI Wine Stop**



**8:50 am - 9:00 am**  
**AUDITORIUM WINE2WINE**  
**Stevie Kim**  
*Kick off day 2*



**AUDITORIUM WINE2WINE**  
**Alicia Towns Franken - Mod. Sara Braca**  
*The quest to democratize wine: increasing access and inclusivity in the wine industry*



**SALA INTESA SANPAOLO**  
**Matteo Ranghetti - Mod. Daniel Pfitscher, Giorgio Bortolin**  
*Wine Suite: a tool that helps wineries to increase Direct to Consumer sales*



**VIRTUAL ROOM B**  
**Riccardo Pasqua, Marta Mendonca e Michele Manelli**  
 Mod. **Nick Breeze**  
*Action not perfection: the business sense of internalizing climate change*

**9:45 am - 10:00 am – BREAK**



**AUDITORIUM WINE2WINE**  
**Maureen Downey - Mod. Anselmo Guerrieri Gonzaga**  
*Combatting counterfeit wines: the update*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Alexandra Alexandrova IWA - Mod. Elmar Hofer IWA**  
*The overview of Hungarian wine market*



**SALA INTESA SANPAOLO**  
 sponsored session by Colangelo PR  
**Michelle Erland IWA, Juliana Colangelo IWA**  
*Refreshing your brand story for the US Market*



**VIRTUAL ROOM A**  
**Roddy Ropner IWA - Mod. Dario Bergamini DipWSET**  
*Sophisticated importers, established wine writers and star sommeliers, how they set the wine market trends in Japan*

9:00 am - 9:45 am

10:00 am - 10:45 am

6:50 pm - 7:35 pm

# TUESDAY, 19<sup>TH</sup> OCTOBER



## VIRTUAL ROOM B

**Rachel Webster**

*The development of WSET throughout the pandemic*

## 10:45 am - 11:15 am – COFFEE BREAK



## AUDITORIUM WINE2WINE

**Roberta Garibaldi** - Mod. **Renée F. Sferrazza**

*Emerging trends in gastronomy and wine tourism: well-being, sustainability and engagement will drive future travellers' choices*



## SALA ITA - ITALIAN TRADE AGENCY

**Marius Odland, Åsa Johansson**

*Norway & Sweden wine market overview*



## SALA INTESA SANPAOLO

**Vlada Lesnichenko** - Mod. **Anton Moiseenko**

*Wine influencers: how are they doing in Russia?*



## VIRTUAL ROOM A

**Irina Fomina** - Mod. **Eleonora Scholes**

*Women in Russian wine importing industry*



## VIRTUAL ROOM B

**Gill Gordon-Smith IWE, Vanessa Green IWA**

*5 must know facts for success in the Australian post pandemic market*

## 12:00 pm - 12:15 pm – BREAK



## AUDITORIUM WINE2WINE

**Pauline Vicard** - Mod. **Valentina Argiolas**

*Understanding fine wine consumers*



## SALA ITA - ITALIAN TRADE AGENCY

**Daria Sologub, Svetlana Arsenashvili, Igor Ruban, Angelina Lyovina** - Mod. **Eleonora Scholes**

*Meet Russian importers – Italian wines wanted! (PART 1)*

# TUESDAY, 19<sup>TH</sup> OCTOBER



## SALA INTESA SANPAOLO

**Marc Millon IWA** - Mod. **Valentina Abbona**

*Travel in a bottle, virtual tasting in the time of lockdown and beyond*



## VIRTUAL ROOM A

**Dr. Monika Christmann, Dr. Matthias Schmitt**

*Low and non-alcoholic wine*



## VIRTUAL ROOM B

**Margareth Henriquez, Sarah Heller MW, IWA**

*Multisensory: expanding the wine communication toolkit*

## 1:00 pm - 2:45 pm – LUNCH



## AUDITORIUM WINE2WINE

**Donatella Cinelli Colombini, Elena Casprini, Laura Donadoni IWA e Valentina Ellero**

*The future of wine is woman. First results of a survey on the gender gap of wine companies in Italy*



## SALA ITA - ITALIAN TRADE AGENCY

**Roman Ivanchuk, Svetlana Velikanova, Natalia Polyakova, Daria Pukhova** - Mod. **Eleonora Scholes**

*Meet Russian importers – Italian wines wanted! (PART 2)*



## SALA INTESA SANPAOLO

sponsored session by Partesa

**Alessandro Rossi** - Mod. **Orazio Vagnozzi**

*Wine influencers: evolution, prospects and impact on wine lovers and market*



## VIRTUAL ROOM A

sponsored session by Colangelo PR

**Alexi Curlee Cashen** - Mod. **Gino Colangelo**

*How brands can overcome supply chain disruptions*



## VIRTUAL ROOM B

**Caro Maurer MW, Helga Louise Schroeder MS**

Mod. **Pietro Russo**

*MW versus MS: deconstructing the myths*

10:00 am  
-  
10:45 am

11:15 am - 12:00 pm

12:15 pm  
-  
1:00 pm

12:15 pm  
-  
1:00 pm

2:45 pm - 3:30 pm

3:45 pm - 4:30 pm

## 3:30 pm - 3:45 pm – BREAK



**AUDITORIUM WINE2WINE**  
**Christopher Barnes** - Mod. **Massimiliano Apollonio**  
*How content influences online and offline retail*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Maria Zhalezniak** - Mod. **Veronika Busel**  
*Understanding of the Belarusian market.  
 Features of distribution and promotion in both  
 HoReCa and retail channels*



**SALA INTESA SANPAOLO**  
**Izabela Kamińska DipWSET** - Mod. **Katarzyna Kordaś IWA**  
*Who are the top wine influencers in Poland?*



**VIRTUAL ROOM A**  
**Hannah Luxenberg Tono, Tom Emrich**  
*The new frontier of wine advertising:  
 augmented reality and brand storytelling*



**VIRTUAL ROOM B**  
**Madeline Puckette** - Mod. **Dino Borri**  
*Meta-luxury: storytelling in the digital age*



**VIRTUAL ROOM B**  
**Mike Madaio IWA**  
 Mod. **Yannick Benjamin**  
*8 practical ways to improve your winery  
 website for consumers*

5:00 pm - 5:45 pm



**AUDITORIUM WINE2WINE**  
**Giovanni Mantovani**  
*Closing notes*

5:50 pm - 6:00 pm

5:00 pm - 5:45 pm

## 4:30 pm - 5:00 pm – COFFEE BREAK



**AUDITORIUM WINE2WINE**  
**William Predhomme** - Mod. **Marianna Velenosi**  
*Working in Canada - Navigating the monopolies*



**SALA ITA - ITALIAN TRADE AGENCY**  
**Andrejs Batkilins IWA, Lūsis Valdis**  
*The Latvian wine market*



**VIRTUAL ROOM A**  
**Rob McMillan**  
 Mod. **Sarah Trubnick**  
*The Wine consumer in a challenging U.S. market*

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