

6th UNWTO Global Conference on Wine Tourism

What's next? Wine tourism pairs with Innovation...

19-21 September 2022 - Alba (Piemonte), Italy

Speakers Bio

Opening Ceremony

Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)



Zurab Pololikashvili has been Secretary-General of the World Tourism Organization (UNWTO) since January 2018. Prior to this, he worked in a number of high-level roles in both the private and public sectors. After graduating with a degree in banking, Mr. Pololikashvili gained extensive experience in the private sector, including with a prominent role in one of Georgia's biggest banks and as CEO of the country's leading football team, FC Dinamo Tbilisi.

After a year as Deputy Minister of Foreign Affairs, he was appointed the Ambassador Extraordinary and Plenipotentiary of Georgia to Spain, Andorra, Algeria and Morocco in 2006, and was then his country's Minister of Economic Development between 2009 and 2010. In this position, Mr Pololikashvili oversaw the development of tourism within Georgia, establishing the sector as a leading employer and contributor to national economic development.

At the 23rd General Assembly of the UNWTO, Member States unanimously approved his plan of action for global tourism, including the landmark Agenda for Africa and his focus on promoting tourism as a driver of gender equality, job creation and rural development.

As the COVID-19 pandemic presented tourism with the biggest crisis in the sector's history, Mr Pololikashvili guided its response and recovery, winning political and practical support from governments and international organizations and uniting stakeholders around shared solutions and harmonized protocols. Under his leadership, UNWTO gained unprecedented visibility and prominence within the United Nations system, strengthening bonds with other key agencies and placing tourism at the heart of the wider agenda for recovery and sustainable development.

At the end of 2021, Member States met in Madrid for the 24th UNWTO General Assembly. They voted for Mr Pololikashvili to serve a second term as Secretary-General, giving him a clear and strong mandate to guide the restart of tourism and advance the key priorities of jobs and education, tourism and rural development and sustainability.

Pau Roca, Director-General, International Organization of Vine and Wine (OIV)



WORK EXPERIENCE

Since Jan. 2019 Director General of the International Organisation of Vine and Wine

1992- 2018 Secretary general of the Spanish Wine Federation (FEV)

1995-1998 Vice-president ECOVIDRIO (Integrated system for glass recycling)

1989-1992 Director Federación Española de la Industria y Comercio Exportador de Vinos, vinos aromatizados, vinos espumosos, vinos de licor, mostos, mistelas y vinagres (FEICEV)

1988-1989 Director EXPOLIVA'89 Jaén. (International Fair of Olive Oil and Allied Industries)

1984-1988 Technical Director. Félix Gasull, S.A. Reus (Tarragona). Olive Oil trade.

1986-1987 Start-up of a trading company in almonds, hazelnuts and agricultural commodities in Brussels (Link Trade and Services, S.A.)

1982-1984 Oceanography: Research Assistant (July- August 1982) and Visiting Scientist (february- june1983)

Bigelow Laboratory for Ocean Sciences (Maine, USA).

Spanish observer (April 1984) in Varifront-6 (NATO/US NAVY program) in the Alborán sea.

EXPERIENCE IN OIV

2018 Vice-president of the expert group "Environment and climate change" (ENVIRO)

2010-2016 President of the expert group "Law and consumer information" (DROCON)

1992-1998 Member of the expert group "Markets and Consumption" (MARCON)

1996-1997 Candidate to Director general. International Office of Wine and Vine.

OTHER EXECUTIVE POSITIONS

2018 President Commission for the reform of the CMO at Comité Européen des Entreprises Vins.

Member of the Board of Directors of ECOVIDRIO.

Member of the EU permanent Wine and CAP group (European Commission)

Vice-president of the International Committee at the Food and Drink Industry Federation (FIAB)

Member of the International Commission at the Spanish Confederation of Employers' Organizations (CEOE)

EDUCATION AND DEGREES

1984 University Graduate in Biology (Licenciate). University of Barcelona.

1986 Diploma "Specialization in Oils and Fats". Consejo Superior de Investigaciones Científicas (CSIC). Instituto de la Grasa y sus Derivados. Sevilla.

1987 Courses in Business Administration. Boston University-Vrige. Universitat van Brussel. Bruselas

1993 Course "States and Firms in the International Economy". London School of Economics. London.

LANGUAGES

Spanish, English, French and Catalan.

AWARDS

Chevalier de l'Ordre du Mérite Agricole (France)

Command of the Civil Order Alfonso X the Wise (Spain)

Wine Tourism in Italy

Roberta Garibaldi, CEO of ENIT-National Tourism Board (Italy)



Roberta Garibaldi, CEO of ENIT - National Tourism Agency, has been professionally involved in tourism for more than 20 years, in academic and institutional settings. She is a professor of Tourism Management at the University of Bergamo and holds several positions at the national and international level, including Advisor to the Minister of Tourism for Food and Wine Tourism, member of the President's Council of SISTUR, member of the Board of Directors of the World Food Travel Association and member of the Board of Advisors at World Gastronomy Institute.

She conducts training and research and oversees applied projects for the development of tourism destinations and networks in Italy and around the world.

She is the author of numerous essays in Italian and foreign journals and many books, from cultural tourism to food and wine tourism, from spa tourism to congress tourism, from human resources in tourism to the new challenges offered by the Internet.

She is an international keynote speaker at events such as the Forums of UNWTO, the United Nations Tourism Agency, and the World Economic Forum in Davos.

In Conversation with

David Furer Wine Business Communications and harpers, Writer; Wine Future and Green Wine Future, Program Director (United States of America)



David Furer directed & hosted the conferences GREEN WINE FUTURE 2022, WINE FUTURE 2021, 2019's CLIMATE CHANGE & WINE LEADERSHIP, and in 2016 created ORIGINS of WINE CIVILIZATION. Since 1991 he's held many, diverse roles in the wines and spirits sectors and now contributes to the US's WINE BUSINESS COMMUNICATIONS and DISTILLER, the UK's HARPERS WINE & SPIRIT while providing his marketing & communications expertise to organizations throughout the world from his New York home.

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO.



Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon.

Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

Session 1 – Innovation & Wine Tourism

Tanisha Townsend, Chief Wine Officer, Girl Meets Glass



Tanisha Townsend is Chief Wine Officer and founder of Girl Meets Glass a wine lifestyle and education agency based in Paris.

Originally from the US, Tanisha creates wine experiences for expats and tourists alike. Passionate about tourism and education, Tanisha also teaches courses and seminars on the business of wine and enotourisme.

Tanisha has furthered her educational efforts with clients by developing e-books and guides around French wine tourism.

Her passion has also led her into podcasting where she introduces audiences to people behind the scenes in the wine industry in Wine School Dropout and educates you on new regions and hot wine topics in The Wine Hour.

Chef Pilar Rodriguez, Food & Wine Studio and UNWTO Ambassador for Sustainable Tourism (Chile)



Pilar is one of the few Chilean female chefs who has managed to be recognized nationally and internationally. He trained at the renowned haute cuisine school “Le Cordon Bleu” in Paris, where he graduated with honors, being able to work alongside the prominent French chef Christian Le Squer from the restaurant “Ledoyen”, distinguished with Three Michelin Stars. Later he returns to Chile to begin his new career in Gastronomy.

She has lived and worked in various cities in the United States, Panama, France and Spain. Upon his return, due to the enormous potential of the wine industry and the large number of ingredients that Chile offered, he decided to innovate and develop his cuisine around wine. A strategy that is based on her training to generate experiences around a

brand, the result of her more than 10 years working as Marketing Director for Latin America and the Caribbean of the renowned company in the world of fashion, Tommy Hilfiger USA.

With this idea of supporting the Chilean wine industry, he entered the market with great success and began to work on his other passion: selling Chile through his food. This is how it begins to collaborate with important institutions such as ProChile and other food industry organizations such as Wines of Chile, Asoex, Fedefruta, Salmón Chile, ChileOliva, Chilealimentos, Assogourmet and others. And also with important companies in the sector such as Viu Manent, Lapostolle, Los Vascos, Viña Las Chicas, Ventisquero, MontGras, San Pedro, Santa Carolina, Viña Errazuriz, among others.

Her cuisine reflects Pilar's perseverance and passion for what Chile offers, constantly highlighting the enormous work carried out by thousands of people who produce these products through their participation as exhibitors at international fairs, presentations for the media, conferences, congresses. and meetings with the specialized press. At present, Pilar Rodríguez, from her space in Colchagua –Food & Wine Studio- can enjoy a full program including, pairing sessions, gastronomy classes, team building and catering. As consultant and taking advantage of her vast experience in brand positioning, Pilar advises important companies together with prominent professionals for the Food, Wine and Hospitality Industry. such as Majadas de Pirque, Grupo Enjoy and Grupo Accor.

Author of "Terraño, Chilean romance of wine and food" her first book, a journey through the wine-growing areas of Chile, which talks about her work in the last ten years dedicated to these her two passions, where her focus is and will always be to show what your country offers and that the cuisine of Chile stands out on the gastronomic map.

His latest project, “To-Go”, include frozen vacuum sealed dishes to take away with the same philosophy of his Food & Wine Studio: Seasonal ingredients and their close relationship with producers and local family farming.

Pilar is a member of the International Women`s Forum and has been name by the World Tourism Organization as its fifth Gastronomic Ambassador of World Tourism Organization, UNWTO.

Pamela Lanier, Founder, Sonoma Sustainable Tourism Observatory (United States of America)



Pamela Lanier is the author of 20 travel titles and textbooks in 140 editions. Over the past 12 years, Pamela has been very involved in ecotourism and sustainable travel, leading presentations at the World Conservation Congress in Honolulu; World Wilderness Congress in Salamanca, Spain; World Travel Market, London, and World Parks Congress, Sydney, amongst one-hundred and thirty conference presentations worldwide. She is a National Geographic Geo Ambassador and is a member of IUCN's World Commission on Protected Areas (WCPA). She is the co-founder of EcoGo.org, a one-stop resource for ecotravel news, lodgings, and more, to help you have fun and travel green!

Her latest titles include *Sustainable Tourism: A Small Business Handbook for Success*, *The Good Company: Sustainability in Hospitality, Tourism, and Wine*, and *Healthy Vines, Pure Wines: Methods in Organic, Biodynamic®, Natural and Sustainable Viticulture*.

Mauro Agnoletti, UNESCO Chair, Agricultural Heritage Landscapes Institute of Higher Education University of Florence (Italy)



Chair holder, UNESCO Chair Agricultural Heritage Landscapes. Institute of Higher Studies, University of Florence, Italy.

Associate Professor, University of Florence, Faculty of Agriculture.

Director of the Laboratory for Landscape and Cultural Heritage of the University of Florence. Coordinator, Interdepartmental Unit on Management and Conservation of Rural Landscape, University of Florence. He teaches the courses of planning of rural landscape and environmental history at the Faculty of

Agriculture University of Florence.

Director of the Master Course "Agricultural Heritage Systems". Most his recent activities are dedicated to the valorization of rural landscapes in the framework of rural development strategies. He has teaching experience in USA, Germany, France, Poland. He has published more than 250 scientific papers and he is the author/editor of 20 books.

- Co-Editor in chief "Global Environment. Journal of interdisciplinary history", White Horse Press.
- Editor in chief, book series on Environmental History, Springer Verlag.
- Scientific Coordinator, National Register of Historical Rural Landscapes and Traditional Agricultural Practices. Ministry of Agriculture Food and Forest Policies.
- Scientific expert, Council of Europe, Strasbourg, European Landscape Convention.
- Expert Evaluator, Cultural Landscape, UNESCO World Heritage List.
- 2016-2021 Chair, Scientific Committee, FAO "Globally Important Agricultural Heritage Systems" program.
- 2016-2021 President, Landscape Observatory, Government of Tuscany Region, Italy.-

- 2018, Coordinator, Application of Prosecco landscape to the UNESCO World Heritage List.
- 2016, Coordinator, Management Plan , UNESCO site of Cinque Terre.
- 2014, Chair, Scientific Committee for the writing of the UNESCO-SCBD Florence declaration on the linkages between cultural and biological diversity.
- 2007-13, Coordinator, Landscape Strategy, Italian National Strategic Plan for Rural Development
- 2005-2014; Coordinator, Research Group “Forest History and traditional knowledge”, International Union of Forest Research Organization (IUFRO)”.
- 2005-2009, Vice president, European Society for Environmental History.
- 2007, Coordinator , Guidelines for the application of social and cultural values in sustainable forest management, Interministerial Conference for the Protection of Forest in Europe (MCPFE).

Awards

- In 2019 and 2020 Prof. Agnoletti was included in the 100.000 most influential researcher at world level by PLOS Biology.
- 2019, Bologna Award , FICO Foundation, for Rural Landscape studies.
- 2006, Regional Government of Tuscany - Ministry of Environment, diploma award for the contribution to the knowledge and protection of rural landscape.
- 2008, Regional Government of Tuscany, prize “Ideal city”, project for the Rural Landscape Park of Moscheta.

Martin Hawke, Head of Global Product, WINERIST (United Kingdom)



Martin is already a veteran of the travel industry where his passion for travelling led him to start his career at STA Travel after a 9 month round the world trip. After working up through STA Travel, he moved into the online space, where he was the first hire for Viator after their acquisition by Tripadvisor. Martin was ultimately responsible for managing their EMEA Sales and Account Management team but began by looking after and successfully growing their African portfolio, and it was on his trips to South Africa where he developed his passion for wine. He is now lucky enough to combine both his passion for wine and tourism at Winerist - the leading provider of wine tourism online - where is Head of Product & Global Partnerships. At Winerist, his main priority, amongst others, is to ensure that their curated, hand-picked suppliers are providing the best and most unique experiences to their highly engaged customers

Marta Domènech, General Director of Tourism, Generalitat de Catalunya (Spain)



Academic formation:

- Graduate in Advertising and Public Relations – University Ramon Llull
- Qualified Person in Direct Marketing – Instituto de Comercio Electrónico y Márketing Directo
- Wine waiter – Universitat Rovira Virgili
- Master in Systems Psychology – Cudec
- Certified Coaching WingWave – Institute Gestalt Barcelona

Professional activity

At present, General Director of Tourism of the Generalitat de Catalunya, member of the board of directors of the RACC and pattern of the Foundation Catalunya La Pedrera. Formerly combined the management of the hotel Hostal Sport of Falset, with the vicepresidency of Pimec Tarragona and president being of the international commission and executive member of the Chamber of Commerce of Reus. She was also president of Accommodations with denomination of origin and president of the Federation AEHT. She worked as director of the department of advertising and of purchases in Mango.

Francesca Planeta, Co-owner of Planeta Winery (Italy)



Francesca Planeta was born in Palermo, from a family committed for seventeen generations in innovation in agriculture; Francesca's father, Diego Planeta, was one of the main architects of the Sicilian wine renaissance. Since 1995, together with her cousins Alessio and Santi, she has led the Planeta company.

After two masters in business communication -in London and Milan -her first job was in the marketing division of Nestlé. In 1995 Francesca Planeta chose to return to Sicily to participate in the creation of the family winery, thus putting into play not only her professional vocation, competence and experience, but also the desire to share the great project to relaunch Sicilian wine in an international context.

From the very beginning, Francesca took on the responsibility of the company's marketing and communication; more recently she created -assuming the leadership with the position of president -Planeta Estate s.r.l., which has as its mission the management and development of both the company's real estate assets and the entire hospitality sector; today Planeta Estate operates in Palermo, in the family palace, and in the vineyards production sites: Menfi, Vittoria, Noto, Etna and Capo Milazzo.

Workshop: Wine pairs with Sustainability

Niklas Ridoff, CEO of WineTourism.com (Sweden)



Niklas is the CEO of Wine Tourism.com, a global booking website for great wine experiences with over 3700 wineries in 45 countries. He has a background in finance and economics from Yale University and London School of Economics and has worked in both the public and private sector. Niklas was bitten by the wine bug many years ago, and eventually made the leap of faith over into a full-time profession in wine. Though based in Sweden he has travelled and lived in UK, Spain, Switzerland and the US as well. Niklas is a WSET Level 3 certified sommelier.

David Mora, Founder of Wine Tourism School and Coordinator of the master's degree in Food Tourism, Basque Culinary Center (Spain)



David Mora has been chosen for three years as one of the “Top 150 most influencing professionals in Spain’s tourism”. He started his career in the T&T industry in 1995. Since then, he had the chance to work on different activities such as destination marketing, hotel management, consulting, and UG and PG. He holds a Diploma in Tourism by Universidad de Deusto (Spain), B.A. in Tourism by Universidad Nebrija (Spain) and a master’s degree in Tourism Management by Bournemouth University (UK). He has managed several post-graduate studies in Tourism at different colleges and business schools. He currently is the coordinator of the master’s degree in Food Tourism at Basque Culinary Center (San Sebastián, Spain). He has been involved in wine tourism-related projects since 2004.

Workshop: Wine pairs with Creativity

Martin Hawke, Head of Global Product, WINERIST (United Kingdom)



Martin is already a veteran of the travel industry where his passion for travelling led him to start his career at STA Travel after a 9 month round the world trip. After working up through STA Travel, he moved into the online space, where he was the first hire for Viator after their acquisition by Tripadvisor. Martin was ultimately responsible for managing their EMEA Sales and Account Management team but began by looking after and successfully growing their African portfolio, and it was on his trips to South Africa where he developed his passion for wine. He is now lucky enough to combine both his passion for wine and tourism at Winerist - the leading provider of wine tourism online - where is Head of Product & Global Partnerships. At Winerist, his main priority, amongst others, is to ensure that their curated, hand-picked suppliers are providing the best and most unique experiences to their highly engaged customers

Stefano Tulli Entrepreneur, marketing and innovation for wine tourism, Co-founder of Winedering.com



Born in Ascoli Piceno, Italy, he's been working in the tourism business since 2010, being a tour leader, travel agent and destination consultant. Since 2016 he's the co-founder and Travel Manager at Winedering.com, international platform exclusively focused on food and wine tourism.

Workshop: Wine pairs with Communication

Jana Kreilein, Founder, the.wine.girl (Germany)



DipWSET | the.wine.girl | Club dVIN Founding Member & Head of Content

Recognized as @the.wine.girl by collectors and wine enthusiasts world-wide, Jana's social media presence and wine communication skills have opened doors into many diverse areas of the wine, television and tourism industries. She is a thought-leader in the intersection of wine & NFTs and a founding member of Club dVIN, the world's premier NFT wine club.

Filippo Polidori, Food GURU and CEO of Polidori and Partners



Filippo's professional life crosses the world of communication in a transverse way by relating top-level brands in ways that are as unexpected as they are creative and original. Everybody calls him the FoodGuru, and this nickname tells a lot about him. Like every story, his also has a beginning: between amber red and white that becomes orange in its most sought-after forms, it is in the wine sector that Filippo Polidori grew professionally, taking advantage of the long experience alongside the great gastronomic philosopher Luigi Veronelli: by working with him he understood that behind a cuisine there is a secret world and that a dish or a glass of wine can represent a map to a place.

Travelling Km upon Km in Italy and abroad, comparisons and new ideas grew fast. At the beginning of the 2000s Filippo Polidori intuited that the internet could be a great opportunity to tell stories of Food and Wines and founded Polidori & Partners, one of the first "vertical" digital agencies with a unique expertise on food & wine in Italy. This intuition led Filippo Polidori to deal with the public relations of renowned companies worldwide, such as Tenuta San Guido and, therefore, of the most famous of Italian wines: Sassicaia. Josko Gravner, a character as

illustrious as he is shy, also discovered in Filippo Polidori the right person to tell his philosophy of making wine.

And so the story went on following another keyword: contamination. Filippo managed to blend food and high-profile brands, creating amazing and mind-blowing events. Collaborations were born with artists and companies that are also very different from each other: Ducati, RollsRoyce, Jovanotti, BMW, Radio DeeJay, Gucci and many other brands, up to international stars such as Sharon Stone. There is therefore no shortage of collaborations with renowned internationally renowned 3 Michelin Star Chefs and the creation of unique events. Filippo always looks for the unexpected, mixing the high and the low, the gourmet and the street food, a dinner for the connoisseur and 15 food trucks to feed 50 thousand people at the same time. Always trying to tell a story, made up quality, heart and gastronomic excellence: in other words something with unique spirit and attitude. This is what a guru does.

Session 2 – Learning from experience

David Mora, Founder of Wine Tourism School and Coordinator of the master's degree in Food Tourism, Basque Culinary Center (Spain)



David Mora has been chosen for three years as one of the “Top 150 most influencing professionals in Spain’s tourism”. He started his career in the T&T industry in 1995. Since then, he had the chance to work on different activities such as destination marketing, hotel management, consulting, and UG and PG. He holds a Diploma in Tourism by Universidad de Deusto (Spain), B.A. in Tourism by Universidad Nebrija (Spain) and a master’s degree in Tourism Management by BournemouthUniversity (UK). He has managed several post-graduate studies in Tourism at different colleges and business schools. He currently is the coordinator of the master’s degree in Food Tourism at Basque Culinary Center (San Sebastián, Spain). He has been involved in wine tourism-related projects since 2004.

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO.



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Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

Wine tourism through a new lens

Jana Kreilein, Founder, the.wine.girl (Germany)



DipWSET | the.wine.girl | Club dVIN Founding Member & Head of Content

Recognized as @the.wine.girl by collectors and wine enthusiasts world-wide, Jana's social media presence and wine communication skills have opened doors into many diverse areas of the wine, television and tourism industries. She is a thought-leader in the intersection of wine & NFTs and a founding member of Club dVIN, the world's premier NFT wine club.

Measuring Wine Tourism: Presentation by UNWTO/OIV Working Group

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO.



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Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

Giorgio Delgrosso, Head of the Statistics Department, International Organisation of Vine and Wine (OIV)



Giorgio Delgrosso joined the International Organisation of Vine and Wine (OIV) in 2017 and now he is the Head of the Statistics Department. Among his responsibilities, he coordinates the OIV Statistics Group of Experts where representatives from the 48 Member States of the Organization gather to improve the consistency, comparability and quality of statistical data on the vine and wine sector. Previously, Giorgio has worked as a consultant for the International Labour Organization (ILO), where he conducted economic analyses and developed training activities. He holds a double MSc in Economics from the University of Turin (ITA) and in International Trade, Finance and Development from the Barcelona Graduate School of Economics (ESP).

Get inspired – Keynote

Julia Zuccardi, Bodegas Zuccardi (Argentina)



Julia Zuccardi was born in Mendoza, Argentina, in 1982. She is the third generation of Zuccardi's to immerse herself in the production of fine wines from Argentina. She follows in the footsteps of her grandfather, Alberto Zuccardi, founder of Familia Zuccardi Winery, and her father, José Alberto Zuccardi. It was her father, in fact, who created a new collection of wines, which he named "Santa Julia" after her in 1994. While Julia has degrees in English teaching and translation from Universidad Nacional de Cuyo in Mendoza, she has always remained anchored in the world of wine. While she was a college student, she continued to work during summer and winter breaks at winery leading tours at the visitor center. Over time she realized that her life experience and training were no accident: she could perfectly merge her lifelong interest in wine with her language skills by working for the family business in hospitality and tourism.

Since 2008, Julia has been working fulltime at Familia Zuccardi. Today she runs oversees the tourism division of the company, both in Zuccardi and Santa Julia wineries with the goal of providing visitors an authentically Argentinean wine and cultural experience.

Under Julia's watch, both wineries offer many unique visitor experiences including: 3 restaurants, winery tours and tastings, hot air balloon rides, bikeriding in the vineyards, cooking classes, an art cellar and many other wine experiences.

Julia also serves in an ambassadorial role to spread the word about Santa Julia wines internationally. She loves travelling, visiting new places, meeting people from different countries and sharing the stories of her family and their winemaking vision. Julia is particularly proud of the Zuccardi family commitment to care and respect for the people and environment of Mendoza. She shares the family's goal crafting wines as naturally as possible, including many sustainable programs and increasing certified-organic acreage each year.

Session 3: Wine Tourism: Understanding the Future

Niklas Ridoff, CEO of WineTourism.com (Sweden)



Niklas is the CEO of Wine Tourism.com, a global booking website for great wine experiences with over 3700 wineries in 45 countries. He has a background in finance and economics from Yale University and London School of Economics and has worked in both the public and private sector. Niklas was bitten by the wine bug many years ago, and eventually made the leap of faith over into a full-time profession in wine. Though based in Sweden he has travelled and lived in UK, Spain, Switzerland and the US as well. Niklas is a WSET Level 3 certified sommelier.

António Pé-Curto, CEO & Founder, Alle Wine (Portugal)



Graduated in Biology and Master in Structural Geology both from the University of Évora. He holds an MBA from the Universidade Católica | Universidade Nova | MIT. He is currently Business Unit Director of a multinational pharmaceutical company, wine business researcher at ISCTE Business School, trainer and professor of wine business in several institutions. He founded Alle Wine a technological start-up in the field of wine tourism that in 2018 won the 1st Prize in the Wine

Discoveries competition integrated in the European Cities of Wine and was Alfa start-up at the Web Summit in 2019. Already in 2022, Alle Wine, was nominated for Innovation of the Year by “Revista de Vinhos” a prestigious Portuguese wine magazine.

Sofía Ruiz Cavanagh, CEO, Wineobs (Argentina)



Winemaker with 15 years working in the wine industry through Argentina, USA, France & South Africa. Working in wine tourism since 2016. Wine tourism diploma.

Entrepreneur founder at wineobs, 6 times best of Mendoza’s wine tourism award winner platform, currently operating in Argentina, Uruguay, Mexico and Canada

Martin Lhuillier, Head of Wine Tourism France (Atout France)



“Atout France, the national tourism development agency, is responsible for boosting France’s competitiveness and appeal as a destination. Wine tourism is at the core of France’s power of attraction as a tourist destination and as such is considered a strategic vertical to be encouraged as much as possible.

This has been the focus of Martin Lhuillier as head of Wine Tourism for Atout France for the past nine years.

His key missions in terms of wine tourism are to:

- Observe and analyse changes in domestic and international wine tourism demand
- Help the French wine tourism industry develop products and destinations that better meet travellers’ needs

- Promote the vibrancy and diversity of French wine tourism destinations in domestic and international markets

Aside from his passion for France, Martin is also a keen wine of the world enthusiast and a proud student of the WSET diploma.

Santiago Vivanco, President of the Vivanco Wine Culture Museum and Foundation (Spain)



Education: Studies in Philosophy from the Pontifical University of Salamanca. Law degree from the University of La Rioja. Master in Management and Business Administration from IEDE. Master in viticulture, enology and wine marketing.

Certificated IESE Executive Education – University of Navarra. Santiago holds the direction administrative-financial of Vivanco Winery and the position of General Manager of the Museum of Wine Culture. Manager of Vivanco Foundation.

President of Acte “Association for Culture and Tourism Exchange” headquartered in Strasbourg since April 2012 to 2016.

Personality invited qualified on the Boards of Directors of the Foundation Cité des Civilisations du Vin. Bordeaux. July 2013

President of the Association of the family business of La Rioja 2010 – 2012. Currently vice president.

Board member of the Foundation Studies Institute of La Rioja, La Rioja Government, since 2007.

Advisory Board Member of the International University of La Rioja (UNIR) since 2011.

Board member of Anatesis Foundation, dedicated to research on architecture and society. Since 2006.

Representative and collaborator in Spain for Pablo Neruda Foundation. Santiago de Chile. Chile. Since 2004.

Board member of La Rioja Editorial, letrariojanas.es, since 2008.

Patron of the Foundation Maat.

Poet, published books: “Dana, cantos de amor y vida”, “A vos”, “Racimo”, “Luna de Arroz” , “Mesa y mantel con Pablo Neruda”, “Antimateria”, “ Una Voz, Mil Palabras” “Bajo la sombra de la luna en la calle de los peligros” y “Multiverso”.

Lecturer and professor of wine tourism and wine culture.

Luca Balbiano, President of Urban Vineyard Association (Italy)



Born in Turin, with a degree in Legal Sciences and Law, Luca Balbiano is today the third generation of winemakers at Cantine Balbiano (Piedmont - Italy).

After some international experiences he becomes President of the Consorzio di Tutela della DOC Freisa di Chieri e Collina Torinese, then Vice-President of the Enoteca Regionale dei vini della Provincia di Torino and Board Member of Piemonte Land of Perfection.

In 2005 Luca and his family accepted a great challenge: to revive the Royal Vineyard of Villa della Regina in Turin. A seventeenth-century wonder, glory of the Savoy family.

From this complex but compelling experience, Luca begins to build international relations between urban winemakers that will lead him to create what is now the most important network of urban vineyards in the world, the Urban Vineyards Association.

The "UVA" today includes some of the most significant and historic vineyards included in the city limits: Turin, Milan, Venice, Paris and New York are just some of the elements of a group that works to enhance the culture of the urban vineyard and its incredible tourist potential.

High Level Panel on The Future of Wine Tourism

Alessandra Priante, Regional Director for Europe, UNWTO



Alessandra Priante is the Director for Europe at UNWTO, the UN agency that promotes sustainable, responsible and universally accessible tourism. She was previously the Chief of multilateral relations and tourism policy in Italy for the Ministries where tourism was positioned (Ministry of Culture and subsequently the Ministry of Agricultural, Food, Forestry policies)

She is a first-degree business graduate at Bocconi University and holds an Executive MBA at Luiss Guido Carli University. She merged her experience in corporate finance and M&A operations with her cultural expertise, joining since 2002 the Ministry of Culture, with the task of restructuring public finances for the culture sector. As an expert of the Middle East area, she was appointed from 2010 to 2015 the Diplomatic Cultural Representative for the Gulf Area.

Alessandra knows 6 languages and is an author of numerous sector publications. She is also an adjunct Professor at Luiss Business School and teaches culture and tourism management at other major universities in Italy and abroad.

H.E. Mr. Ilin Dimitrov, Minister of Tourism of Bulgaria



Ilin Dimitrov was born in 1983. He completed his secondary education at the "Geo Milev" German language high school in Dobrich.

He holds 3 bachelor's degrees from various universities and colleges (in hotel and restaurant management, business administration, marketing and management), a master's degree ("Business Administration") and a PHD in Tourism.

He has been working in the tourism sector since 2000, having passed through various positions. In the period 2020-2021, he is the chairman of the Varna Tourist Chamber.

A teacher for 11 years at the College of Tourism-Varna and director of the "Careers, Marketing and Entrepreneurship" center at University of Economics -Varna. From 2008 to 2021, he was engaged in entrepreneurial activity in parallel.

In the 47th National Assembly, he is the chairman of the permanent Commission on Tourism. Appointed Acting Minister of Tourism from 2 August 2022.

H.E. Ms. Mariam Kvrivishvili, Deputy Minister of the Economy and Sustainable Development of Georgia



Previously she served as a member of the Parliament of Georgia, responsible for leading European Integration and Open Governance directions.

She emerged as a key leader through her innovative approach to implementing sustainable development values and effective policies in the Georgian tourism industry.

Ms. Kvrivishvili has developed an exciting and extensive career both in the public and private sectors with years of experience in the hospitality, aviation, and tourism sector on managerial levels.

She holds a Bachelor's Degree in Marketing from International Black Sea University and is a Candidate for a Master's Degree in MBA from ESM Business School. Furthermore, she has established an impressive professional network as a scholar at the University of California, Berkeley.

H.E. Ms. Sofia Zaharaki, Deputy Minister of Tourism of Greece



Sofia Zacharaki was appointed Deputy Minister of Tourism of Greece on January 2021. She previously held the office of Deputy Minister of Education and Religious Affairs from July 2019 to January 2021. Before her appointment, she served as the spokesperson for Nea Demokratia, the then leading opposition Centre-right party in Greece, an EPP member party. Previous to that and for more than 2 years, she was the party's deputy spokesperson. Prior to that, in 2012 until 2014 she was the European and International Affairs advisor to the Minister of Development and participated in the preparation of the Greek Presidency of the Council of the European Union. A state department programme alumna, in 2015 she represented Greece in the International

Leadership Visitor Programme in the USA in the field of "The role of Private Public Partnerships in restructuring economies". In the past, she worked as a teacher in state and private schools in Greece, as a European Affairs executive in the Greek Ministry of Education and the Secretariat for lifelong learning and youth policies.

H.E. Mr. Sergiu Prodan, Minister of Culture of Moldova



Sergiu Prodan (born December 9, 1963) is a Moldovan director, screenwriter, producer and politician. From August 2021, he holds the position of Minister of Culture in the Gavrilița Government. Author of laws and promoter of public policies in the field of culture, especially cinematography. For over a decade, (1980 – 1991), Sergiu Prodan studied at the Faculty of Theater and Film Acting at the Boris Sciukin Theater Institute, then at the Fiction Film Directing at the Cinematography Institute (VGIK), Moscow.

With "Wordless", his course film, he participated in the Student Film Festival - London, 1988, then in Florence, 1991.

He was a manager, film director, producer at the "Flux-Film Studio" production house, being a director, screenwriter and/or producer for the films "Procust's Bed",

"The Butcher's Children", "The Best of the Worlds, or a simple autumn day", "Paula", "The Lord Mayor and his wife's lover", these being highly appreciated in several international film festivals, including IFF Berlinale, Karlovy Vary, Locarno, Montreal, Cairo, Setubal, Philadelphia, Sunrise, Haifa, Mexico, etc.

Since 2001, he runs Atelier Sergiu Prodan PR and Publicitate S.R.L. His filmography is marked by new cinematographic productions, including those with social impact. Among them, the movie "Colors", the advertising spots "Show must go on", the one presenting the tourist offer of the country, which became viral in a short time.

Sergiu Prodan was also General Director of Public TV - Moldova 1 (2004), course leader, university professor of film directing at the Academy of Music, Theater and Visual Arts (2009-2013) and President of the Cinematographers' Union (2013).

H.E. Ms. Rita Marques, Secretary of State for Tourism, Commerce and Services of Portugal



Rita Marques holds a degree (1998) and a master's degree (2000) in Electrical and Computer Engineering from the University of Porto's School of Engineering and has an MBA (2007) from the University of Southern California.

She was also Senior Consultant at Microsoft Corporation (2006-2007), in the United States, and specialist at ANACOM (2001-2003).

Additionally, she was the Chair of the Portuguese Youth Foundation Supervisory Board up to 2019 and provided consultancy services to several public and private entities related to innovation, public financing, internationalisation and foreign direct investment.

Rita Marques was Secretary of State for Tourism in the XXII Constitutional Government, appointed on October 26, 2019, and is currently Secretary of State for Tourism, Commerce and Services of the XXIII Constitutional Government, appointed on March 30, 2022.

H.E. Ms. Tatjana Matic, Minister of Trade, Tourism and Telecommunications of Serbia



Mrs. Tatjana Matić has been appointed Minister of Trade, Tourism, and Telecommunications since October 2020. During her mandate, the ministry has gained excellent results, especially in the tourism sector during the extremely challenging covid crisis. Mrs. Matić previously served as State Secretary of the Ministry of Trade, Tourism and Telecommunications, the head of the Working Group for the realization of the final activities of the project "Transition from Analog to Digital Terrestrial TV Broadcasting", the Head of the Working group for defining the national broadband network, and had been engaged in the Coordination Body for the EU Accession Process, Chapters 3 and 10. Mrs. Tatjana Matić also served as State Secretary in the Ministry of Foreign and Internal Trade and Telecommunications, Secretary of the Ministry of Labour, Employment, Veteran and Social Affairs, director of the Coordination Body for the Municipalities of Preševo, Bujanovac, and Medveđa, and as head of the Office of the Deputy Prime Minister and President of the Coordination Center for Kosovo and Metohija.

H.E. Mr. Federico Pedini Amati, Minister of Tourism, Posts, Cooperation and Expo, Republic of San Marino



After the 2006 political elections, he entered the Great and General Council for the first time. He was reconfirmed in the 2008, 2012, 2016 and 2019 political consultations for the XXX Legislature, which officially opened on 8 January 2020 when he was appointed Minister of Tourism, Posts, Cooperation and Expo.

On 1st April 2008 he was appointed Captain Regent together with Rosa Zafferani. At the age of just 31, he was one of the youngest Heads of State in the world.

From 2005 to 2006 he was President of the Centrale del Latte of the Republic of San Marino. In May 2011, he entered the Finance Commission. In the past he was a member of the Parliamentary Assembly of the Mediterranean and President of the Commission on criminal infiltration in San Marino (Anti-Mafia Commission).