



**WINE FUTURE 2021**  
**PROGRAM OF THE CONFERENCE**  
All Central European Time - CET

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## WINE FUTURE 2021 – PROGRAM

Day 1 – Tuesday, February 23, 2021

16.00 - 16.30

### WELCOME & OPENING CEREMONY

More than ceremonial, we'll detail how WineFuture2021 will be run and unveil the entertainment that will occur in breaks and between sessions. We'll provide practical tips on how best to enjoy WF2021, to submit your questions and comments, proper use of the simultaneous translation option, and how to watch sessions on demand. Wines of Portugal's Frederico Falcão will join your hosts in welcoming you and will detail how the pandemic and the economic recession have affected his country's wine industry along with showcasing applied solutions now being implemented in Portugal.

Presented by: **WINES OF PORTUGAL**

#### Speakers:

Pancho Campo (ES) - CEO, Chrand Events USA / Founder & Co-Organizer, Wine Future 2021

Frederico Falcão (PT) - President, Wines of Portugal

David Furer (US) - Founder, DF Consults / Host & Co-Organizer, Wine Future 2021

Giulia Pussini (IT) - International Marketing Manager, Consortium Conegliano Valdobbiadene Prosecco Superiore DOCG



17.30 - 18.45 - KEYNOTE SPEECH 1:

### FRANCIS FORD COPPOLA

The internationally renowned filmmaker reflects on the past twelve months in a way that only a legendary storyteller like he can do in recalling how the important moments and movements of 2020 affected him both as a winemaker and world citizen. Speaking with optimism for the future while sharing his unique insights, he'll extend to you an invitation to join him in a refreshing movement of kindness and equality for all. Presented by:



16.45 - 17.30 - SESSION 1:

### **THE IMPACTS OF COVID-19**

What is the current status of the Covid-19 pandemic and its effects upon the world of wine from the vineyard to the consumer? Which methods are being applied to minimize viral exposure and transmission at the workplace and with customers? What are repercussions for olfactory analysis, everyday tasting and enjoyment, and what are practical methods of addressing these problems? What is the status of vaccination processes with a look to its impact on an approximate return to a certain normality?

Presented by:

**Speakers:**

Simon Gane (GB) - Rhinologist, Royal National Throat  
Nose Ear Hospital

Elvis García (ES) - Doctor of Public Health, Harvard T.H.  
Chan School of Public Health

Moderator: Laura Catena (AR) - Managing Director,  
Catena Wines



17.30 - 18.15 - SESSION 2:

### **ECONOMICS & FINANCES IN CHALLENGING TIMES**

One of the major effects of the pandemic are the economic and financial impacts on different markets, sales loss at all levels, reduction of sales of wines and ancillary revenue streams, tariffs, structural implications of adapting to the pandemic, staff reductions, institutional and governmental financial assistance, and consolidations are some of the topics to be covered.

Presented by: **THE WINE ECONOMIST**

THE WINE ECONOMIST

**Speakers:**

Speakers:

Carina Gous (ZA) - Marketing and Sales Executive, Kleine  
Zalze Wines

Stephen Rannekleiv (US) - Executive Director, Food &  
Agribusiness Research, Rabobank

Eugenio Pomarici (IT) - Professor of Agricultural Econo-  
mics, University of Padova

Moderator: Mike Veseth (US) - Editor, The Wine Econo-  
mist

## 18.15 - 18.30 – BREAK & ENTERTAINMENT

18.30 - 19.15 - SESSION 3:

### REVIEWING & REVERSING DISCRIMINATION

The ongoing struggle for gender parity, the recent emergence of Black Lives Matter, the expanding demands for a living wage, and other social movements are rising around the world. How do different wine producing countries respond to identifying and improving these human rights by inculcating social benefits, cultural sensitivities, and improved working conditions? This session will identify these problems while showing successful initiatives in overcoming these in the wine industry.

Presented by: **WINE UNIFY**

#### Speakers:

Leticia Chacón-Rodríguez (US) - Winery Manager & Winemaker, University of California - Davis

Selena Cuffe (US) - Founder, Heritage Link Brands / President, SodexoMAGIC

Alicia Towns Franken (US) - Director, Wine Unify



19.15 - 20.00 - SESSION 4:

### EXPECTING THE UNEXPECTED

The novelty of the worldwide Covid-19 pandemic has awoken in many wine businesses the need for skilled situational analysis though other challenges—fires, droughts, blockades, Brexit, and South Africa's national prohibition—exist intermittently or are a singular result of a country's unique circumstances. And while the world's economies are reeling from these crises another stock market crash is overdue. Learn how these issues may impact your business and to strategize so as to minimize their repercussions.

Presented by: **PIX**

#### Speakers:

Manuel Louzada (CL) - CEO, Almaviva

Mike Ratcliffe (ZA) - Co-Founder, Vilafonté / Chairman, Stellenbosch Wine Routes

Moderator: Robert Joseph (GB) - Editor, The Wine Thinker

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20.00 - 20.15 – KEYNOTE SPEECH 2:

**IRINA BOKOVA: MAINTAINING OUR HERITAGE WHILE  
CONTENDING WITH CLIMATE CHANGE**

The 10th Director General of UNESCO details how the expansive intersection of wine and culture is integral to wine's existence as an agricultural reference—most notably in regard to the climate crisis. Her unique experiences and perspective serve as a touchstone to how we may understand what we've created and how we may improve our work in and with wine.

Presented by: **THE PORTO PROTOCOL**



## DAY 2 – WEDNESDAY, FEBRUARY 24, 2021

16.00 - 16.45 - SESSION 5:

**PRACTICAL APPROACHES TO THE CLIMATE CRISIS**

This panel will address effective solutions being implemented in different parts of the world to stem the effects of the climate crisis. Attendees will learn what they can do to affect a responsible and healthy environment while mitigating and adapting to a changing climate.

Presented by:

**Speakers:**

Rupert Joy (GB) - International Consultant & Wine Writer  
Alisdair Tulloch (AU) - Grapegrower and Winemaker, Keith  
Tulloch Wine

16.45 - 17.30 - SESSION 6:

**DIGITAL MARKETING AND SOCIAL MEDIA**

The wine industry's traditional business model has been radically transformed due to pressures created by the pandemic. Digital marketing, sales, and social media have quickly become essential tools to promote brands and engage our new consumers. E-commerce and high-quality online engagement are indispensable to any company's survival. This session will provide perspectives from experts on effective digital marketing, sales, and social media practices designed to create new channels and increase your sales volume.

Presented by: **GO-WINE**

**Speakers:**

Eugeni Brotóns (ES) - Global Marketing Director, González Byass  
Ben Salisbury (US) - Founder & President, Salisbury Creative Group  
Michael Wangbickler (US) - President, Balzac Communications &  
Marketing

Moderator: Luis Torres (US) - CEO, Go-Wine



17.30 - 18.15 - SESSION 7:

**STRATEGIZING WITH DATA RESEARCH & ANALYTICS**

Marketing is one of the most difficult business sectors possessing a very high failure rate necessitating effective data and market research, and computational analytics as an integral part of the sales and marketing strategies of any wine business. The leading names in this field will share how they use these tools in our rapidly developing industry.

Presented by: **BALZAC COMMUNICATIONS**

**Speakers:**

Polly Hammond (NZ) - Founder & Managing Director, 5Forests

Paul Mabray (US) - CEO, Pix

Dan Sims (AU) - Founder & CEO, REVEL

Moderator: Gergely Szolnoki (DE) - Professor of Market Research, Geisenheim University



18.15 - 18.30 – **BREAK & ENTERTAINMENT**

18.30 - 19.15 - SESSION 8: **CONNECTING IN OUR NEW REALITY: THE FUTURE OF EXHIBITIONS & TASTINGS**

Due to the new health risks in public events of all types being adversely affected exhibitions, fairs and tastings for our trade and consumers have had to rapidly adapt to maintain relevancy, solvency, and customer interest. These speakers representing some of the world's largest wine events will provide their points of view on how these and other wine business events have and will evolve.

Presented by: **CHRAND EVENTS USA**

**Speakers:**

Stevie Kim (IT) - Managing Director, Vinality International

Rodolphe Lameyse (FR) - CEO, Vinexposium

Bastian Mingers (DE) - Project Director, ProWein

Moderator: Martin Reyes (US) - President & Founder, Reyes Wine Group LLC



19.15 - 20.00 – SESSION 9:

**MULTINATIONAL ENGAGEMENTS: TRADE, TRANSPORT,  
PACKAGING, EMBARGOES**

The ever-complicated nature of international trade requires companies to rapidly and effectively respond to shifting governmental requirements, financial imperatives, and consumer demands so as to maintain economic viability alongside market changes and customer expectations. These experts in trade, packaging and transport will share broad perspectives in how these industries are coping and thriving.

Presented by:

**Speakers:**

António Amorim (PT) - CEO, Amorim

Subhash Arora (IN) - President, Indian Wine Academy

Pierre Corvisier (FR) - Global Director New Services,  
Hillebrand

Siobhan Thompson (ZA) - CEO, Wines of South Africa

Moderator: Mónica Muñoz (ES) - President, Mercados del Vino y la Distribución

20.00 - 20.15 - **KEYNOTE SPEECH 3:**

**PAU ROCA: THE INTERNATIONAL ORGANIZATION OF VINE AND  
WINE'S STRATEGIES TO OVERCOME THE CURRENT CHALLENGES**

Presented by: **OIV**

The OIV's Director General will explain the strategies this international governing body has put into practice, recommending to its member countries how to face the effects of the pandemic and the challenges that arise from it.

Moderator: David Furer (US) -  
Founder, DF Consults / Host &  
Co-Organizer, Wine Future  
2021



International Organisation  
of Vine and Wine  
Intergovernmental Organisation



## DAY 3 – THURSDAY, FEBRUARY 25, 2021

### 16.00 - 16.45 - SESSION 10: **WINE TOURISM: TOWN & COUNTRY**

The development of wine tourism has expanded immensely adjacent to the volume growth and diversification of wine production having become foundational to the financial existence of many wineries both new and old, and grown to be an urban as well as rural phenomenon. These entrepreneurs, promoters, and organizers will investigate challenges and share their insights in how they've succeeded in these difficult times.

Presented by: **MICHÈLE SHAH**

#### **Speakers:**

Adrian Bridge (PT) - CEO, The Fladgate Partnership  
Sylvie Cazes (FR) - Director General, Bordeaux Saveu  
Gonzalo Merino (AR) - Wine Tourism & Social Responsibility Coordinator, Bodegas de Argentina



Moderator: Michèle Shah (IT) - Export Consultant, Italian Wines / Founder, SpeedTasting

### 16.45 - 17.30 - SESSION 11: **LEARNING LESSONS FROM OTHER INDUSTRIES**

When we step outside our bubble and open ourselves to other organizational models we cannot help but learn from their successes. These pioneers from other businesses will shed light upon how they met the adversity of changing markets and customer tastes with clever responses which led to greater market penetration and increased sales.

Presented by: **MERCADOS DEL VINO Y LA DISTRIBUCIÓN**

#### **Speakers:**

Jessica Baum (US) - Director of Regenerative Development & Sustainability, Fetzer Vineyards  
Peter Giuliano (US) - E.D. Coffee Science Fdn. / Chief Research Officer, Specialty Coffee Assoc.  
Juan Muñoz (ES) - CEO, 3D Virtual Tours  
Karli Warner (US) - Co-Founder & CMO, Garden Society





17.30 - 18.15 - SESSION 12: **SHIFTING CONSUMPTION: TRENDS, DIVERSIFICATION, COSTS & EXPANSION.**

How do wine businesses maintain profitability in the face of expansion, unanticipated shifts in customer taste, varying availability and cost of supplies; while maintaining core integrity and seeking the assuredness which may come from a diverse portfolio? Strategies addressing these and other issues will be examined by this panel of experts.

Presented by: **REVISTA DE VINHOS**

**Speakers:**

Philip Gregan (NZ) - CEO, New Zealand Wine

Aurelio Montes (CL) - Chairman, Wines of Chile

Emilio Restoy (ES) - President, Spanish Wine Federation (FEV)

Moderator: Richard Halstead (GB) - CEO, Wine Intelligence

REVISTA DE  
**VINHOS**

18.15 - 18.30 – **BREAK & ENTERTAINMENT**

18.30 - 19.15 - SESSION 13: **OFF-PREMISE STRATEGIES**

The pressures of the pandemic have caused a noted rise in at-home consumption of all alcohol beverages. How long will this trend continue, how has contemporary consumer demand shifted traditional sales platforms, and how has this impacted consumer interest and product accessibility? Our expert panelists manage complex, disparate businesses and will share provocative insights.

Presented by: **SOUTHERN GLAZER WINES & SPIRITS**

**Speakers:**

Jean-Charles Boisset (US) - President, Boisset Collection

Bernard Filiol de Raimond (DE) - Director Global Wine Management METRO AG

Claudia Masüger (CN) - Founder & CEO, Cheers Wines  
Sara Norell (SE) - Director & VP; Assortment, Purchasing & Supplychain; Systembolaget

Moderator: Annette Alvarez-Peters (US) - Founder, Annette a.p.





19.15 - 20.00 - SESSION 14: **ON-PREMISE CHALLENGES**

The service sector of restaurants, bars, hotels throughout the world have suffered in varying degrees with challenges foisted upon them from the pandemic, the resulting recessive economies, and systemic inequities that've long been in effect. The means of how this societally dynamic sector has successfully adapted will be detailed here both by those working in offices and in service.

Presented by: **THE BUYER**

**Speakers:**

Ferrán Centelles (ES) - Drinks Manager, El Bulli Foundation / Contributor, Jancis Robinson

Yang Lu (CN) - Group Director of Wine, Shangri-La Hotels and Resorts

David Pearson (US) - Managing Director, The Meadowood Estate

Moderator: Richard Siddle (GB) - Editor, The Buyer

**THE  
BUYER**

20.00 - 20.15 – **KEYNOTE SPEECH 4: MANUEL BUTLER**

With Covid-19 bringing global tourism to a standstill, millions of people have turned to national travel experiences. Destinations worldwide are grappling to survive this period of relative hibernation while planning for the greater reopening of tourism. The time is right to keep advancing towards a more economically, social and environmentally sustainable tourism model. Gastronomy and wine tourism together represent an opportunity to revitalize and diversify tourism, promote local and sustainable economic development, and involve these varying professional sectors to bring new uses to the primary tourism sector.

Presented by: **UNITED NATIONS WORLD TOURISM ORGANIZATION**

Moderator: David Furer (US) - Founder, DF Consults  
/ Host & Co-Organizer, Wine Future 2021





## DAY 4 – FRIDAY, FEBRUARY 26, 2021

### 16.00 - 16.45 - SESSION 15: **SUSTAINABILITY MATTERS**

Businesses, governments, and organizations worldwide have embraced these broad holistic principles with a wide array of applications—no less those involved with wine and its adjacent interests. These experts will address and present solutions to the systemic problems presented by social discrimination, a changing climate, economic instability and individual health.

Presented by: **FETZER VINEYARDS**

#### **Speakers:**

Theresa Breuer (DE) - CEO & Owner, Georg Breuer  
Nigel Greening (NZ) - Proprietor, Felton Road Winery  
Roberto Merlo (IT) - Consultant Viticulturist, Consorzio  
Conegliano Valdobbiadene Prosecco Superiore  
Linda Reiff (US) - President and CEO, Napa Valley Vint-  
ners

Moderator: Elin McCoy (US) - Wine & Spirits Colum-  
nist, Bloomberg News and Decanter

**FETZER**  
VINEYARDS

### 16.45 - 17.30 - SESSION 16: **LUXURY ADAPTATIONS**

The premium and super-premium wine sectors have endured both remarkable losses and gains during this pandemic. We'll learn from these experts how they learn to rapidly embrace opportunity while ensuring business stability, shift means of fulfilling some customer's expanded expectations while witnessing the diminishment of others.

Presented by: **WINE BUSINESS MONTHLY**

#### **Speakers:**

Speakers:  
Adam Bilbey (CN) - Senior Director, Sotheby's Wine  
Asia and Europe  
Eduardo Chadwick (CL) - President, Viña Errázuriz  
Margareth Henriquez (FR) - President & CEO, The  
House of Krug

Moderator: Cyril Penn (US) - Editor, Wine Business  
Monthly

**WINE BUSINESS MONTHLY**

17.30 - 18.15 - SESSION 17: **TRAVEL & HOSPITALITY**

With transport and/or incomes for most people inhibited by the pandemic, travel and hospitality and wine places within them have suffered greatly. Multiple responses to a restructured access to and availability of supplies, labor, and customers have resulted. These speakers, from interlinking sectors, will detail recent issues they've confronted and are engaged in surmounting.

Presented by: **FIU – CHAPLIN SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT**

**Speakers:**

Andy Consuegra (US) - CEO & Founder, WEBB Banks  
Ed Eiswirth (US) - Director of Fleet Beverage Operations, Royal Caribbean Cruise Lines  
Fraser Wotzke (CN) - Manager of Merchandise & Planning; Spirits, Wine & Tobacco; DFS Group

Moderator: Michael Cheng (US) - Dean, FIU - Chaplin School of Hospitality and Tourism Management

**FIU**

**Chaplin School of  
Hospitality & Tourism  
Management**

18.15 - 18.30 – **BREAK & ENTERTAINMENT**

18.30 – 18.45 - **KEYNOTE SPEECH 5: PANCHO CAMPO: THE CLIMATE CRISIS**

Wine Future's founder will analyze the current status of the climate crisis emanating from scientific, economic, social and political perspectives directly applied to the wine industry.

Presented by: **CONSORTIUM CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE DOCG**

In association with: **CONSORTIUM CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE DOCG**

18.45 – 20.00 - SESSION 18: **THE FUTURE**

As the value of predictive modeling in forecasting business outcomes has waned in the face of factors both unanticipated and unexpectedly multiplied by additional constituents, several presenters from Wine Future 2021 will gather with a few new faces to share ideas of how we may cooperate and grow our businesses and ourselves in this new year.

Presented by: **WINES PF PORTUGAL**

In association with: **CONSORTIUM CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE DOCG**

**Speakers:**

Speakers: Speakers to be announced

Moderator: David Furer (US) - Founder, DF Consults / Host & Co-Organizer, Wine Future 2021

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a world of difference

20.00 - 20.15 **CLOSING REMARKS**

*Consorzio di Tutela*



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DAL 1876