

16:25 a 17:25 Good practices and innovative experiences (experiential topics).
Moderates: Julio Valles President of the Academia Castellano y Leonesa de Gastronomía de Castilla y León and of the D.O. Cigales.

D^a. Maribel Hipólito. Experiencia del Museo Thyssen

D. Gustavo Calvo. Enoturismo Urbano “Señorita Malauva”

D. Angelo D’Uva: company manager of Cantine D’Uva.

D. Eduardo Díez Morrás. Dinastía Vivanco

D. Filipe Carvalho. Escuela de Hostelería de Coímbra

D. Rubén de Arriba. Manager of Ruta del vino “Sierra de Francia”

17:30 a 17:50 Presentation of the BACCHUS SME Training Platform

D^a Béatrice Martins (Petra Patrimonia)

D^a Marcia Silva (Aidlearn)

17:50 18:15 Fifth Conference: Innovation in digital marketing

D^a Paula Sousa. Director of Wine Tourism of Grupo Aveleda (Portugal).

18:15 a 18:45 Good practices and innovative experiences (Digital Marketing)

Moderates: D^a Eva Lahuerta. Universidad de Salamanca

D^a Chelo Miñana. Grupo Matarromera

D. Antonio Silva Pina. Confederación de Turismo de Portugal

18:45 Harmony tasting of world wines with products from “Salamanca en bandeja”

Moderates the tasting: D. David Monaguillo. Gastronomic consultant

Sommeliers:

D. José Antonio Cabañas

D. Bienvenido Carrera

20:00 Conclusions and closing session

Registration link:



08:45 a 09:15 Registration

09:15 Official opening session

**D. Ricardo Rivero Ortega. Magnificent Rector of the University of Salamanca.
Representative of Junta de Castilla y León
Representative of Diputación Provincial
Representative of Salamanca City Hall
Representative of Association of Wine Cities of Spain. ACEVIN
Representative of Spanish Association of Enoturism
D. F. Javier Melgosa Arcos. Conference chair**

09:45 First conference. Wine Landscapes: synergies between enotourism and environmental sustainability.

**Dra. D^a María Luisa González San José. University of Burgos
Catedrática Coordinadora del Máster Universitario en Cultura del Vino**

10:10 a 10:50 Good practices and innovative experiences (Synergies between enotourism and sustainability).

Moderator: D. Javier Pérez Andrés. Writer and journalist. Gastronomy expert: wines and tourism

D. Edi Pastovicchio . Agroturist (Croatia)

D. Rafael Mancebo. DOP Cebreros

D^a Ralitsa Todorieva. Enologist de Plovdiv (Bulgaria)

D^a Liliana Fernández. Manager of Ruta del Vino “Arribes”

11:00 a 11:30 Second conference. Innovation and creativity for the enotourist visit. D. Benigno Garrido Marcos. Enologist. Expert in Gastronomy and Wines.

D. Frédéric Galtier. Journalist and expert in wine competitions

11:30 a 11:50 Coffee Break

11:50 12:20 Good practices and innovative experiences (Innovation and creativity in the tourist visit).

Moderates: Javier Hidalgo. President of Ruta del Vino Sierra de Francia y Provincial Deputy of Tourism of Salamanca

D. Dimitar Kuychukov. Villa Vinífera de Plovdiv (Bulgaria)

Dra. Fátima Silva. Rota dos Vinhos da Península de Sétubal (Portugal)

Beatriz Fernández. Bodegas Liberalia (pending confirmation)

D. Marcos Yllera. Bodegas Grupo Yllera

12:20 a 12:45 Third Conference: Innovation and fundamentals for the harmony of wine and food. D^a Almudena Alberca. Master of Wine.

Directora Técnica de Bodegas Viña Mayor (pending confirmation)

12:45 a 13:15 Good practices and innovative experiences (Harmony between wines and food)

Moderates: D. Rafael Pérez Nieto. Deputy for Tourism and European Affairs (Ávila Provincial Council)

D^a Henar Puente. Sommelier of Parador La Granja de S. Idelfonso. Best sommelier of Spain in 2004

D. Pablo Martín. President of the Union of Spanish Sommeliers Associations. Sumiller del Restaurante Cándido de Segovia

D. Carlos Aramendi. Graduado en Tecnología de los Alimentos

D. Lucio del Campo. Sommelier of Bodegas Arzuaga. Golden nose 2002

13:15 A 13:35 Fourth Conference. Product Club. Wine Routes. D. Fernando Redondo. Director of AC+. Auditor of the Wine Routes of Spain

13:35 a 14:20 Tasting the province of Salamanca through its Wine Routes (Wines DO Arribes and DOP Sierra de Salamanca) and the products “Salamanca en Bandeja”.

**Moderates the testing: D. David Monaguillo. Gastronomic Consultant
Intervienen:**

D.Carlos Capilla – Technical Director of D.O. Arribes

D. Miquel Udina – Technical Director of D.O.P Sierra de Salamanca

14:20 a 16:00 Lunch

16:00 a 16:25 Fifth Conference. Product design. Experiential topics

D. Rafael Peña Casado. GESULT