

6^e RENCONTRES SUISSES DE L'ŒNOTOURISME

GREAT WINE CAPITALS Conference Day

Œnotourisme en Suisse, de tradition à innovation !
Wine tourism in Switzerland, from tradition to innovation!

LAUSANNE
2023



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WELCOME...

Welcome to an extraordinary 2023 edition!

For its 2023 edition, the Conference Day of the Great Wine Capitals Annual Meeting will share the stage with the 6th edition of the "Swiss Wine Tourism Meetings". A unique opportunity to meet Swiss and international wine tourism players. It's also an opportunity to find out more about the initiatives implemented by a country that is more wine-growing than it seems, and which successfully combines tradition and innovation.

Fast, efficient, comprehensive

In just one day, experience a complete overview of wine tourism and its evolution in Switzerland and around the world. Discover also:

- Short, to-the-point presentations that don't waste time.
- A dynamic, fast-paced format offering a wide choice of topics to suit your interests.
- An exceptional line-up of specialists, rare speakers and a cocktail to round off the day with a privileged moment of exchange and encounter.

Forum Zone

To liven up the lunch break, a mini-fair will be on offer. In this "forum" zone, you'll have the opportunity to discover the Swiss nominees for Best Of Wine Tourism 2024, as well as some of the winners from previous editions.



Wine tourism in Switzerland, from tradition to innovation!

This exceptional international conference day take place at the IOC Museum in Lausanne. Presentations will be offered primarily in English, or in French. All presentations will benefit from simultaneous French-English and English-French translation.

PROGRAM – Thursday, October 26 **Morning**

Welcome from 08:30

Welcome address and conference opening 09:00

Innovate, inspire, immerse : how we market Switzerland as a travel destination 09:05

Viviane Grobet , Member of the Executive Board of Switzerland Tourism and Head of Business Development & Partnerships

From Heidi to Swiss Federal Institutes of Technology : what image for Switzerland abroad? 09:30

Alexandre Edelmann, Head of Presence Switzerland

The Fête des Vignerons, a unique tradition which has been renewed for more than 200 years 09:55

Nicolas Gehrig, Abbot-President of the Confrérie des Vignerons

Questions and answers 10:20

Coffee break 10:30

Wine tourism: back to basics, or true innovation? 11:00

*Johanna Dayer, Associate at Clos de Tsampéthro, Master of Wine candidate
Marie-Thérèse Chappaz, biodynamic winemaker, Fully*

Varietal innovation for sustainable viticulture 11:25

*Jean-Laurent Spring, Agricultural engineer ETHZ,
Head of the Viticulture research group Agroscope (Swiss Agricultural Research Center)*

Questions and answers 11:50

Standing lunch 12:00

*Aperitif, lunch and networking
Mini exhibition and meeting with Swiss BOWT nominees and former winners*

PROGRAM – Thursday, October 26 **Afternoon**

Resumption of conferences 13:45

How to humanize digital? 13:50

Pierluigi Orunesu, founder of Ilcologram technology
Nathalie Pichard, Executive Director & Curator ArtTech Foundation EPFL
Innovation Park

Innovate by targeting... DiVINes! the Swiss Women Winemakers' Fair 14:10

Coraline de Wursterberger, owner, winemaker and creator of DiVINes! the
Swiss Women Winemakers' Fair

Be your own media (or maybe not...) 14:25

Anick Goumaz, editor-in-chief of VINUM for French-speaking Switzerland
and co-editor of Le Guillon magazine

Innovate to attract 14:40

Dr Chandré Honeth, Viticulture Researcher and Lecturer. Eastern Institute of
Technology, New Zealand

The challenges of a harmonized wine tourism definition 14:55

Dr. Jacques-Olivier Pesme, Director of the Wine Research Center, University
of British Columbia, Canada

Dr. Claudia Bazzani, Assistant Professor in Agricultural Economics,
Department of Management University of Verona, Italie

Innovate by combining gastronomy and tourism 15:10

Franck Giovannini, head chef at the Michelin-starred restaurant
Hôtel de Ville in Crissier, Chef of the Year 2018

Questions and answers 15:30

Closing ceremony 15:40

Catherine Leparmentier, managing director of the Great Wine Capitals network

End of the Conference Day and closing aperitif 15:45

hosted by Lausanne Great Wine Capitals and networking

Moderated by:

Marc Checkley (award-winning producer, content creator, host, speaker and
journalist from New Zealand, working between Singapore, Geneva and London)