

# 6<sup>e</sup> 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  
26.10.23



# Wine tourism in Switzerland, from tradition to innovation!

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 Olympic 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**

<b>Welcome from</b>	<b>08:30</b>
<b>Welcome address and conference opening</b>	<b>09:00</b>
<b>Innovate, inspire, immerse : how we market Switzerland as a travel destination</b>	<b>09:05</b>
<i>Viviane Grobet , Member of the Executive Board of Switzerland Tourism and Head of Business Development &amp; Partnerships</i>	
<b>From Heidi to Swiss Federal Institutes of Technology : what image for Switzerland abroad?</b>	<b>09:30</b>
<i>Alexandre Edelmann, Head of Presence Switzerland</i>	
<b>The Fête des Vignerons, a unique tradition which has been renewed for more than 200 years</b>	<b>09:55</b>
<i>Nicolas Gehrig, Abbot-President of the Confrérie des Vignerons</i>	
<b>Questions and answers</b>	<b>10:20</b>
<b>Coffee break</b>	<b>10:30</b>
<b>Wine tourism: back to basics, or true innovation?</b>	<b>11:00</b>
<i>Johanna Dayer, Associate at Clos de Tsampéthro, Master of Wine candidate Marie-Thérèse Chappaz, biodynamic winemaker, Fully</i>	
<b>Varietal innovation for sustainable viticulture</b>	<b>11:25</b>
<i>Jean-Laurent Spring, Agricultural engineer ETHZ, Head of the Viticulture research group Agroscope (Swiss Agricultural Research Center)</i>	
<b>Questions and answers</b>	<b>11:50</b>
<b>Standing lunch</b>	<b>12:00</b>
<i>Aperitif, lunch and networking Mini exhibition and meeting with Swiss BOWT nominees and former winners</i>	

## 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 Wurstemberger, 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** 16:00

*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)*