



# ENCUENTRO SOBRE TALENTO EN ENOTURISMO

Hacia la 7ª Conferencia Mundial  
de Enoturismo de la OMT

23 Y 24  
MARZO  
HARO  
LA RIOJA  
ESPAÑA

## PROGRAMME

### First day: Thursday, March 23

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- 10.00h Working session for speakers (closed to the public)  
21.00h Art tasting at Museo Vivanco de la Cultura del Vino

### Second day: Friday, March 24 (open to the public)

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- 9.30h Reception  
Edificio María Díaz  
IES Ciudad de Haro  
C/ Castañares de Rioja, 47, Haro
- 10.00h Institutional opening
- 10.20h 7th UNWTO Global Conference on Wine Tourism presentation
- Maria Soledad Gaido**, Technical Coordinator, Tourism Market Intelligence and Competitiveness, UNWTO
- 10.30h Interactive session with participants
- 10.35h Enorregion strategic project presentation
- María Jesús Miñana**, General Director of Agriculture and Livestock, Government of La Rioja  
**Pilar Vargas**, General Director of the University and Scientific Policy, Government of La Rioja  
**Ramiro Gil**, General Director of Tourism, Government of La Rioja
- 10:50h Introduction to wine tourism training
- 11.00h Panel 1. Origin  
Wine tourism and training resources
- Eduardo Fonseca**, Vice Chancellor for Research and Internationalization, Universidad de La Rioja (Spain) Moderator  
**Rainer Brusic**, Director, Innovation Management (Spain)  
**Marianna Sigala**, Professor, Sheffield Hallam University (United Kingdom)



**Gergely Szolnoki**, professor of Market Research, Geisenheim University / Member of the OIV/UNWTO Working Group (Germany)

11.45h Coffee

12.15h Panel 2. Destination  
Wine tourism prospects and future profesional skills

**Manuel Romero**, Director, Dinamiza Asesores (España) Moderator  
**Claudio Cilveti**, President, Enoturismo Chile

**Catherine Leparmentier**, Managing Director, Great Wine Capitals Global Network / Oenotourisme et Réseaux Internationaux, Chamber of Commerce And Industries (France)

**Tamuna Kakhidze**, Chief specialist, Department of Tourism Product and Infrastructure Development, Georgian National Tourism Administration (Georgia)

**Pedro Matias**, Project Manager, Marketing & Sales Direction, Turismo de Portugal (Portugal)

12.55h Panel 3. Action plan  
Challenges of wine tourism training

**Félix de Paz**, Deputy Director General of Tourism Cooperation and Competitiveness, Secretary of State for Tourism (Spain) Moderator

**Eduardo de Diego**, Director of Communication and Head of Institutional Relations, Federación Española del Vino

**Paula Sousa**, Wine Tourism Consultant, Lisbon School of Economics & Management (Portugal)

**Mariette Du Toit-Helmbold**, Chief Destineer, Destinate (South Africa)

**Niklas Ridoff**, CEO, WineTourism.com (Sweden)

13.35h Presentation of conclusions and interactive session with participants

13.50h Closing of the meeting

14.30h Farewell appetizer  
Hotel Los Agustinos  
C/ San Agustín, 2, Haro

