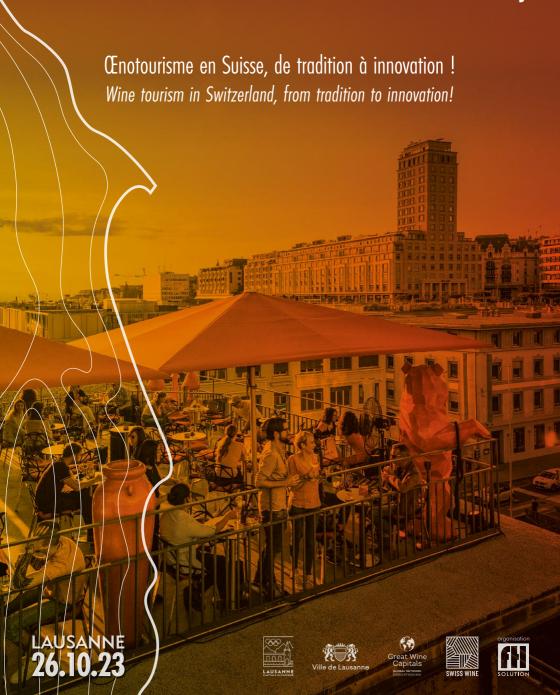
### 6° RENCONTRES Suisses de L'œnotourisme

# GREAT WINE CAPITALS Conference Day







## 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

### PR

ranslation	from simultaneous French-English and English-French tr
ning	PROGRAM – Thursday, October 26 <b>Mor</b> i
08:30	Welcome from
09:00	Welcome address and conference opening
09:05	Innovate, inspire, immerse : how we market Switzerland as a travel destination  Viviane Grobet , Member of the Executive Board of Switzerland Tourism and Head of Business Development & Partnerships
09:30	From Heidi to Swiss Federal Institutes of Technology : what image for Switzerland abroad?  Alexandre Edelmann, Head of Presence Switzerland
09:55	The Fête des Vignerons, a unique tradition which has been renewed for more than 200 years Nicolas Gehrig, Abbot-President of the Confrérie des Vignerons
10:20	Questions and answers
10:30	Coffee break
11:00	Wine tourism: back to basics, or true innovation?  Johanna Dayer, Associate at Clos de Tsampéhro, Master of Wine candidate  Marie-Thérèse Chappaz, biodynamic winemaker, Fully
11:25	Varietal innovation for sustainable viticulture Jean-Laurent Spring, Agricultural engineer ETHZ, Head of the Viticulture research group Agroscope (Swiss Agricultural Research Center)
11:50	Questions and answers
12:00	Standing lunch Aperitif, lunch and networking

Mini exhibition and meeting with Swiss BOWT nominees and former winners



PROGRAM – Thursday, October 26 <b>Afternoon</b>	
13:45	
13:50	
14:10	
14:25	
14:40	
14:55	
15:10	
15:30	
15:40	
16:00	

Moderated by:

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