



**WORLD
WINE
SYMPOSIUM**



Wine future discovery



World Wine Symposium

**UNIVERSITY OF PALERMO
DEPARTMENT OF AGRICULTURAL, FOOD AND FOREST SCIENCES
21-22 November 2018
Palermo, Italy**



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Wine future discovery



UNIVERSITÀ di **VERONA**



dipartimento di
scienze economiche
aziendali e statistiche

department
of economics
business
and statistics



ACCADEMIA DEI GEORGOFILII



Centro di Studi di Estimo e di
Economia Territoriale



REGIONE SICILIANA
Assessorato Regionale
Dell'Istruzione e della Formazione Professionale



Regione Siciliana
Assessorato Regionale
Territorio e Ambiente
Dipartimento Urbanistica



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REGIONE SICILIANA
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DELL'AGRICOLTURA, DELLO SVILUPPO RURALE
E DELLA PESCA MEDITERRANEA



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Università degli Studi di Palermo, Italy

WWS Conference

21-22 NOVEMBER 2018

The conference is organized in four sessions: Sustainability, Climate change, Consumers, and Market, Policy and Trade. The main topics covered by the Sustainability session concern the analysis of drivers for sustainability at industry and corporate level, such as the use of innovative production techniques, innovative products and packaging solutions in order to enhance marketing performance. This session will be complemented with a discussion on climate change issues that involve natural resources management, water and carbon foot print strategies, the impact on the geography of wine grape production.

Other two sessions are focused on market perspectives. These will include the analysis of new consumption patterns as well as differentiated policies and trade strategies. In this context relevant topics will be: green and territorial marketing, e-marketing, the supply chain management, the international and EU wine policy, institutional and corporate social responsibility.

Programme

Wednesday – November 21, 2018

Homeroom “G.P. Ballatore”

Official Opening of the World Wine Symposium

9:00 - 10:30 Registration desk and information desk

10:30 - 11:30 Conference inauguration - Welcome Authorities

FIRST PLENARY SESSION

11:30 - 12:15 **Adaptation to Climate Change: Behavioral Responses and Investment Decisions**

Salvatore Di Falco
Université de Genève

12:15 - 13:30 **How wine brands grow?**

Armando Maria Corsi
University of South Australia

13:30 - 14:30 Lunch break

14:30 - 16:00 **Session 1 - Sustainability and climate change**

16:00 - 16:30 Coffee break

16:30 - 18:00 **Session 2 - Consumers**

20:00 Gala Dinner

Thursday - November 22, 2018

Homeroom "G.P. Ballatore"

- 9:00 - 9:30** **Registration desk and information desk**
- 9:30 - 11:00** **Session 3 - Market, Policy and Trade**
- 11:00 - 11:30** **Coffee break**
- 11:30 - 13:00** **Session 4 - Consumers**
- 13:00 - 14:00** **Lunch break**
- 14:00 - 15:30** **Session 5 - Market, Policy and Trade**
- 15:30 - 17:00** **Session 6 - Sustainability**
- 17:00** **Awards Ceremony and Conclusion of the works**