



PROVISIONAL LECTURE PROGRAMME

arranged by professionals from the industry and by VITISPHERE

Among the leading topics to be covered:

- **There is a proliferation of strategic plans. What is their impact?**

Initiatives at different levels:

- National - Australia, Spain etc.;
- Regional - Intersud, Inter-Rhône;
- Business – for example: Cave de Montagnac, Cave de Beaumes de Venise etc.

- **The consumer market for vintage wines**

- **Brand or locality: Do we have to choose?**

- **The cork war**

- **Global trade and customs duties**

If you wish to lead a meeting or to present your expertise or your knowledge of markets,

please contact the VINISUD team:

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