



1st Conference, May 2022 (18 - 21)

UTAD, VILA REAL (DOURO), PORTUGAL



Program

Main points Location

Miracorgo Hotel

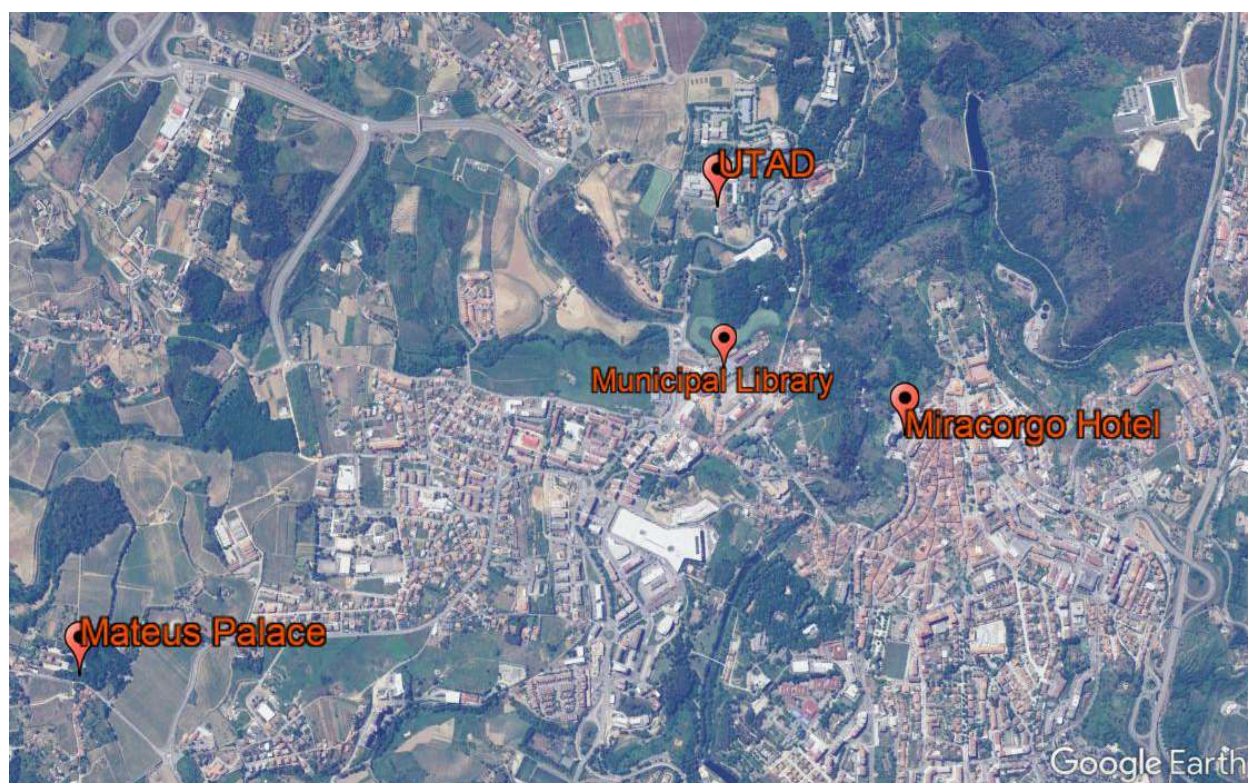
Av. 1º de Maio, 76
5000-651 Vila Real

**Mateus Palace**

Casa de Mateus
5000-291 Vila Real

**Parking area (for technical visits) –
Bus departure (19 and 20, May)**

Municipal library of Vila Real
R. Madame de Brouillard
5000-573 Vila Real



Meeting Location

UTAD - University of Trás-os-Montes e Alto Douro

Complexo laboratorial (parallel sessions) and Aula Magna (Plenary Session)

Quinta de Prados

5000-801 Vila Real



After entering the main entrance of the Campus, on the right there is a lake and on the left (about 100 m) the Complexo Laboratorial building is visible, with the entrance to rooms B0.01, B0.02 and C.I.13 on the back, as shown in the photo.

Overview General Program

18 MAY 2022

16:00 – 19:00 Registration | Garden of Mateus Palace (Mateus Palace)

19 MAY 2022

08:15 – 08:40 Registration | Hallway

08:40 – 08:55 Opening Session | Room B0.01 Complexo laboratorial building of UTAD

09:00 – 10:00 Parallel Sessions I – Covid-19 | Communications 10, 52, 53, 69 | Room B0.01

Parallel Sessions II – History | Communications 6, 32, 51, 71 | Room B0.02

Parallel Sessions III – Business | Communications 18, 4, 77, 8 | Room C1.13

10:05 – 11:05 Parallel Sessions IV – Management & Covid-19 | Communications 56, 75, 25, 37 | Room B0.01

Parallel Sessions V – Quality | Communications 2, 22, 36, 43 | Room B0.02

Parallel Sessions VI – Sustainability & Tourism | Communications 47, 82, 24, 76 | Room C1.13

11:05 – 11:20 Coffee Break | Hallway

11:25 – 12:25 Parallel Sessions VII – Industrial organization | Communications 11, 16, 28, 57 | Room B0.01

Parallel Sessions VIII – Trade | Communications 59, 23, 13, 35 | Room B0.02

Parallel Sessions IX – Sustainability | Communications 62, 63, 68, 72 | Room C1.13

12:30 – 13:30 Parallel Sessions X – Policy regulation | Communications 14, 26, 55, 79 | Room B0.01

Parallel Sessions XI – Trade | Communications 58, 46, 39, 20 | Room B0.02

Parallel Sessions XII – Sustainability | Communications 21, 33, 38, 50 | Room C1.13

13:30 – 14:45 Lunch | Restaurant UTAD

15:00 – 22:00 Technical visit and dinner | Lamego

20 MAY 2022

08:45 – 09:45 Parallel Sessions XIII – Expert | Communications 15, 31, 54, 80 | Room B0.01

Parallel Sessions XIV – Finance | Communications 17, 19, 81, 48 | Room B0.02

Parallel Sessions XV – Consumers | Communications 70, 60, 41, 78 | Room C1.13

09:50 – 10:50 Parallel Sessions XVI – Expert | Communications 1, 3, 44 | Room B0.01

Parallel Sessions XVII – Perception | Communications 30, 40, 64, 67 | Room B0.02

Parallel Sessions XVIII – Markets | Communications 7, 9, 29, 66 | Room C1.13

11:00 – 11:25 Coffee Break | Hallway

11:30 – 13:30 Plenary Session | Aula Magna

13:30 – 15:00 Lunch | Restaurant UTAD

15:30 – 23:00 Technical visit and conference dinner | Quinta da Pacheca

21 MAY 2021

09:00 – 19:00 Optional visit | Douro tour

Detailed Program

MAY 18

16:00 – 19:00 Welcome reception and registration (includes wine tasting, local snacks and guided visit to the Palace) | Garden of Palácio de Mateus

MAY 19

08:15 – 08:40 Opening Session | Complexo Laboratorial Building (Room B0.01)

08:40 – 08:55 Opening session | Complexo laboratorial Building

09:00 – 10:00 Parallel Sessions | Complexo Laboratorial Building

Parallel Session I – Covid-19

Room: B0.01 | Chair: Sofia Gouveia (CETRAD, UTAD)

10: The impact of the COVID-19 on the Hungarian wine industry: The case of the Balaton wine region

Jeremiás Máté Balogh (Corvinus University of Budapest)

52: COVID-19's impact on Italian wine market: Critical issues and opportunities

Giulia Chiaraluce (Università Politecnica delle Marche), Deborah Bentivoglio (Università Politecnica delle Marche), Giacomo Staffolani (Università Politecnica delle Marche), Francesco Bianchelli (Università Politecnica delle Marche), Adele Finco (Università Politecnica delle Marche)

53: Impact of Covid-19 on the performance of Portuguese wineries - A fractional response approach with spatial dependence

Samuel Faria (CETRAD, UTAD), Alexandre Guedes (CETRAD, UTAD), João Rebelo (CETRAD, UTAD), Sofia Gouveia (CETRAD, UTAD)

69: Structural impact of Covid-19 on the profitability of the Portuguese wine industry: a panel data analysis (2014-2020)

Sofia Gouveia (CETRAD, UTAD), Samuel Faria (CETRAD, UTAD), Alexandre Guedes (CETRAD, UTAD), João Rebelo (CETRAD, UTAD)

Parallel Session II - History

Room: B0.02 | Chair: Paul Nugent (University of Edinburgh)

6: Top incomes: Evidence from Bordeaux Fine Wine Prices

Olivier Bargain (Université de Bordeaux), Orley Ashenfelter (Princeton University), Jean-Marie Cardebat (Université de Bordeaux)

32: An economic history of wine appellations in Spain, 1930-2020

Eva Fernandez (Universidad Carlos III), Vicente Pinilla (Universidad de Zaragoza), Francisco Marco-Gracia (Universidad de Zaragoza), Javier Puche (Universidad de Zaragoza)

51: Heritage on the Move: How an Understanding of the Past Shapes Responses to Contemporary Challenges in Portugal and South Africa

Paul Nugent (University of Edinburgh), Lúcia M. Costa Pinto (NIPE, Universidade do Minho), Paulo Ramísio (CTAC, Universidade do Minho)

71: Quality wines in Siena: long-term impact of "typical wine" demarcations and GIs on rural development

Eva Fernández (Universidad Carlos III de Madrid), Giacomo Zanibelli (Università di Napoli Federico II)

Parallel Session III - Business

Room: C1.13 | Chair: Giordano Ruggeri (University of Milan)

18: Keeping up with competitors

Barbara Richter (Hochschule Geisenheim University), Jon Hanf (Hochschule Geisenheim University)

4: Producers, Consumers and Wine in the Making of the Argentine Wine Industry, 1885-1915

Steve Stein (University of Miami)

77: Business and economics wine research: a bibliometric analysis

Giordano Ruggeri (University of Milan), Chiara Mazzocchi (University of Milan), Diego Grazia (University of Milan), Stefano Corsi (University of Milan)

8: Shaping blockchain-based innovation strategies in the wine sector: a conceptual framework

Michael Kramer (Hochschule Geisenheim University), Antonio Gelati (University of Palermo), Jon H Hanf (Hochschule Geisenheim University), Maria Crescimanno (University of Palermo)

10:05 – 11:05 Parallel Sessions | Complexo Laboratorial Building

Parallel Session IV – Management & Covid-19

Room: B0.01 | Chair: Katrin Simon Elorz (Universidad Pública de Navarra)

56: Population Thresholds Models for Local Alcoholic Beverage Manufacturing

Stephan J Goetz (Penn State University), Rebecca Cleary (Colorado State University), Claudia Schmidt (Penn State University), Pan Yuxuan (Penn State University)

75: Short - and projected long-term effects of the COVID19 pandemic on wine consumption patterns

Philippe Masset (INSEEC), Florine Livat (KEDGE), Benoit Faye (HEL), Alexandre Mondoux (Haute Ecole de Changins), Jean-Philippe Weisskopf (INSEEC)

25: Economic impact of curative practices on a declining vine plot

Marie Konan (INRAE – BSE), Adeline Alonso-Ugaglia (BSA)

37: The performance of wineries: the role of women and the ownership on the board of directors

Katrin Simon Elorz (Universidad Pública de Navarra), Andrea Ollo Lopez (Universidad Pública de Navarra), Maria Elena Aramendia-Muneta (Universidad Pública de Navarra)

Parallel Session IV - Quality

Room: B0.02 | Chair: Matteo Carzedda (University of Trieste)

2: Does quality pay off? “Superstar” wines and the uncertain price premium across quality grades

Stefano Castriota (University of Pisa), Stefano Corsi (Università Statale di Milano), Frumento Paolo Dyno (University of Pisa), Ruggeri Giordano (Università Statale di Milano)

22: Wine Closure Types and their Role among Quality Cues for Austrian Red Wines

Bettina König (Burgenland University of Applied Sciences), Marcus Wieschhoff (Burgenland University of Applied Sciences), Claudia Muschau (Burgenland University of Applied Sciences)

36: Wine cooperatives and quality clues: a choice experiment on European consumers

Matteo Carzedda (University of Trieste), Francesco Marangon (University of Udine), Stefania Troiano (University of Udine), Federico Nassivera (University of Udine)

43: In Vivino Veritas: An investigation on consumers’ quality perception and wine choice determinants in the digital age

Enrico Mazzoli (Tuscia University), Luigi Palumbo (Tuscia University)

Parallel Session VI – Sustainability & Tourism

Room: C1.13 | Chair: Albert Franz Stöckl (IMC University of Applied Sciences Krems)

- 47: Is there a scope for Eco-labelled wine tourism development? A study the relationship between wine consumption and the frequency of visits to structures operating in the wine tourism sector**
Radu Mihailescu (NHL Stenden University of Applied Sciences), Azzurra Rinaldi (Università degli Studi di Roma Unitelma Sapienza), Daniel Moscovici (Stockton University), Jeff Gow (University of Southern Queensland), Adeline Alonso-Ugaglia (BSA), Lionel Valenzuela (Universidad Tecnica Federico Santa Maria)
- 82: Mobile ethnography approaches for investigating food & beverage tourism experiences**
Albert Franz Stöckl (IMC University of Applied Sciences Krems), Stephanie Tischler (IMC University of Applied Sciences Krems)
- 24: Sustainable wine regions: rural challenges and development drivers**
Ana Trigo (CETRAD, UTAD), Rui Fragoso (CEFAGE, University of Evora), Ana Marta-Costa (CETRAD, UTAD)
- 76: Brewery and Winery By-Product Recycling: Environmental and Economic Benefits**
Jarrett Hart (University of California), Scott Somerville (University of California), Robin Goldstein (University of California), Daniel A. Sumner (University of California)

11:05 – 11:20 Coffee Break | Hallway of Complexo Laboratorial Building

11:25 – 12:25 Parallel Sessions | Complexo Laboratorial Building

Parallel Session VII – Industrial Organization

Room: B0.01 | Chair: Chiara Mazzocchi (University of Milan)

- 11: Stakeholders' perception of agroecological transition in the wine industry**
Caetano Luiz Beber (University of Bologna), Léa Lecomte (Univ. Bordeaux, Bordeaux Sciences Agro, BSE), Isabel Rodrigo (ISA), Massimo Canali (University of Bologna), Valentina Suprani (University of Bologna), Alexandra Pinto (INIAV), Eugenio Pomarici (Università di Padova), Eric Giraud-Héraud (Univ. Bordeaux, INRAE, BSE), Giulio Malorgio (University of Bologna)
- 16: Open innovation in the wine industry before and during the Covid-19 pandemic: the role of digitalization**
Ana Pérez-Luno (Universidad Pablo de Olavide), Aída del Cubo Molina (Universidad Pablo de Olavide), Carmen Cabello-Medina (Universidad Pablo de Olavide)
- 28: "I Don't Want to fight with you": Quality, Adaptability and Vertical Integration**
Nicolás Depetris Chauvin (HES-SO Geneva School of Business Administration), Marta Fernandez Olmos (University of Zaragoza), Juan Carlos Hallak (University of Buenos Aires), Santiago Mosquera (University of Buenos Aires)
- 57: Which wine descriptors make a superstar? Evidence from Wine Spectator database**
Chiara Mazzocchi (University of Milan), Giordano Ruggeri (University of Milan), Diego Grazia (University of Milan), Stefano Corsi (University of Milan)

Parallel Session VIII - Trade

Room: B0.02 | Chair: Jean-Marie Cardebat (BSE - Université Bordeaux)

- 59: Quality, Collective Reputation and International Trade in Wines**
Philippe Bontems (TSE), Diego Lubian (Università degli Studi di Verona), Angelo Zago (Università degli Studi di Verona)
- 23: Determinants of exports of wine with appellation of origin from southwest Europe, 2001-2018**
Vicente Pinilla (Universidad Zaragoza), Maria-Isabel Ayuda (Universidad Zaragoza), Jean-Marie Cardebat (BSE – INSEEC), Samuel Faria (UTAD), Sofia Gouveia (UTAD), Francisco Marco-Gracia (Universidad Zaragoza), Raul Serrano (Universidad Zaragoza)
- 13: The Recent Evolution of Argentina's Wine Exports Performance**
Emiliano Villanueva (Eastern Connecticut State University), Gustavo Ferro (Universidad del CEMA and CONICET), J. Sebastián Castillo-Valero (Universidad de Castilla-La Mancha), M. Carmen García-Cortijo (Universidad de Castilla-La Mancha)
- 35: Weather, Trade and Quality: The case of French wine**
Alex Bao (BSE - Université Bordeaux), Jean-Marie Cardebat (BSE - Université Bordeaux), Raphaël Chiappini (BSE - Université Bordeaux)

Parallel Session IX – Sustainability

Room: **CI.13** | Chair: Pier Paolo Miglietta (University of Salento)

- 62: Determinants for the sustainability of viticultural systems in the Douro Demarcated Wine Region**
Ana Marta-Costa (CETRAD, UTAD), Xosé A. Rodríguez (University of Santiago de Compostela), Micael Santos (Menin Wine Company)
- 63: Make sustainable the Prosecco DOC wine chain: the case of Prosecco Sustainability Project**
Valentina Di Chiara (CIRVE, University of Padua), A Battistella (CIRVE, University of Padua)
- 68: Impact of Agro-Environmental Schemes on Hungarian winery's Technical and EcoEfficiency**
Zoltán Bakucs (Centre for Economic and Regional Research), Lajos Baráth (University of Óbuda)
- 72: Perceived benefits from ecosystem services provided within the Primitivo di Manduria PDO area**
Andrea Mattia Pacifico (University of Salento), Pier Paolo Miglietta (University of Salento)

12:30 – 13:30 Parallel Sessions | Complexo Laboratorial Building

Parallel Session X – Policy Regulation

Room: **B0.01** | Chair: Luca Rosseto (University of Padova)

- 14: Will Common Agricultural Policy support save farm employment in the wine sector?**
Ferto Imre (Centre for Economic and Regional Studies, Budapest)
- 26: Do subsidies decrease the income inequality in the Hungarian wine sector?**
Imre Fertő (Centre for Economic and Regional Studies), Arnold Csonka (Hungarian University of Agricultural and Life Sciences)
- 55: The Climatic Reserve: a tool to optimize the commercialization of wine?**
Alexandre Mandoux (Haute Ecole de Changins), Bastien Christinet (Haute Ecole de Changins), Roxane Fenal (Haute Ecole de Changins), Olivier Viret (Direction générale de l'agriculture, de la viticulture et des affaires vétérinaires)
- 79: The supply governance of appellations: the case of Prosecco**
Luca Rosseto (University of Padova), Leonardo Cei (University of Padova), Andrea Battistella (Consortium Prosecco Doc, Treviso)

Parallel Session XI - Trade

Room: **B0.02** | Chair: Francisco J. Velázquez (Universidad Complutense de Madrid)

- 58: Google Trends and International Trade in Wine**
Diego Lubian (Università degli Studi di Verona), Umberto Nizza (Università degli Studi di Verona), Angelo Zago (Università degli Studi di Verona)
- 46: A panel data spatial gravity model for international wine trade in the EU (1999-2019)**
Sofia Gouveia (CETRAD, UTAD), Samuel Faria (CETRAD, UTAD), Leonida Correia (CETRAD, UTAD)
- 39: How far apart are the tastes of that far country? Some determinants of the differences in willingness to pay for the different attributes of Spanish wines in different international markets**
Jacobo Núñez (Universidad Complutense de Madrid), David Martín-Barroso (Universidad Complutense de Madrid), Francisco J. Velázquez (Universidad Complutense de Madrid)
- 20: Environmental dynamics in the international trade of Spanish wine denominations of origin**
Inmaculada Carrasco-Monteaudo (UCLM), Juan Sebastián Castillo-Valero (UCLM)

Parallel Session XII – Sustainability

Room: **CI.13** | Chair: Adele Finco (Università Politecnica delle Marche)

- 21: Consumers willingness to pay for organic wine certification, halo effects and premium for biodiversity claims**
Léa Lecomte (Univ. Bordeaux, Bordeaux Sciences Agro, BSE), Eric Giraud-Héraud (Univ. Bordeaux, INRAE, BSE), Stéphanie Pérès (BSA), Gilles de Revel (ISVV), Adrien Rusch (INRAE), Pauline Tolle (INRAE)

33: The regional impact of climate change and irrigation on grape yields in South Africa. A hedonic approach based on machine learning.

Britta Niklas (Ruhr University Bochum), Wolfram Rinke (Fachhochschule Burgenland GmbH)

38: Geographical Indications as Vectors for Sustainable Viticulture - theoretical and empirical perspectives from South Tyrol and Franconia

Tilman Reinhardt (University of Bayreuth), Yasmine Ambrogio (University of Bayreuth)

50: Sustainable water use management for viticulture: an Italian case study

Adele Finco (Università Politecnica delle Marche), Deborah Bentivoglio (Università Politecnica delle Marche), Giulia Chiaraluce (Università Politecnica delle Marche), Giacomo Staffolani (Università Politecnica delle Marche), Leonardo Moroni (Università Politecnica delle Marche)

13:30 – 14:45 Lunch | UTAD Panorâmico Restaurant

15:00 – 22:00 Technical visit and dinner (Lamego) | Caves (cellars) da Raposeira and Escola de Hotelaria e Turismo

MAY 20

08:45 – 09:45 Parallel Sessions | Complexo Laboratorial Building

Parallel Session XIII – Expert

Room: B0.01 | Chair: Gunter Schamel (Faculty of Economics and Management, Free University Bozen-Bolzano – Italy)

15: The Information Content of Expert Reviews, Brands and Geographical Indications. Preliminary Experimental from Spain

Marco Costanigro (Colorado State University), Azucena Gracia Royo (Agrifood Research and Technology Center of Aragon)

31: How much do we pay for the quality of the wine? A meta-regression analysis of the influence of quality on the price of wine with different measures of quality

David Martín-Barroso (Universidad Complutense de Madrid), Francisco J. Velázquez (Universidad Complutense de Madrid), Jacobo Núñez (Universidad Complutense de Madrid)

54: The influence of expert scores on wine producers and consumers: Case made, pricing, expert scoring, and bottles of Oregon pinot noirs sold in the US

Omer Gokcekus (Seton Hall University, USA), Eugell A Gokcekus (Erasmus University of Rotterdam)

80: Exploring Online Community Wine Ratings: Are More Popular Wines Rated Higher?

Gunter Schamel (Faculty of Economics and Management, Free University Bozen-Bolzano – Italy), Giulia Gastaldello (Faculty of Economics and Management, Free University Bozen-Bolzano – Italy)

Parallel Session XIV - Finance

Room: B0.02 | Chair: Jean-Marc Figuet (U. Bordeaux)

17: The Application of Non-Fungible Tokens and Blockchain Technology in the Wine Sector

Michael Paul Kramer (Hochschule Geisenheim University), Jochen Heussner, Jon Hanf (Hochschule Geisenheim University)

19: Liquid Assets and Financial Literacy

Jean-François Outreville (Burgundy School of Business – Université Bourgogne Franche-Comté), Lara Agnoli (Université Bourgogne Franche-Comté), Eric Le Fur (INSEEC)

81: The financialization of the bulk wine market: issues, constraints and limits of the introduction of a futures contract

Jean-Marc Cardebat (U. Bordeaux & INSEEC), Jean-Marc Figuet (U. Bordeaux), Yves Jégourel (CNAM), Catherine Lis-Castiblanco (U. Bordeaux)

48: Exploring Relative Inflation Through the Vehicle of Champagne—The Inflation of Experience

Paul Merton (Ethos Wines Group – USA)

Parallel Session XV – Consumers

Room: C1.13 | Chair: Lara Agnoli (Burgundy School of Business – Université Bourgogne Franche-Comté)

70: Capturing Sources of Preferences Heterogeneity for wine in Discrete Choice Experiments

Lina Lourenço-Gomes (CETRAD, UTAD), Tânia Gonçalves (CETRAD, UTAD), Lúcia M. Costa Pinto (NIPE, University of Minho)

60: Have the Wines of the New World and Old World become more difficult to differentiate?

Philippe Hedger (St. Michael's, UK), Heber Rodrigues (Plumpton College and Royal Agricultural University, UK), Wendy Parr (Lincoln University, New Zealand), Maria Pilar Saenz-Navajas (Institute of Grapevine and Wine Sciences, Logrono)

41: Veblen on Wine: Ahead of His Time?

Robin Goldstein (UC Davis), Daniel Sumner (UC Davis)

78: The role of feelings in alcohol consumption. Insights from Italy

Efi Vasileiou (Burgundy School of Business – Université Bourgogne Franche-Comté), Nikos Georgantzis (Burgundy School of Business – Université Bourgogne Franche-Comté), Lara Agnoli (Burgundy School of Business – Université Bourgogne Franche-Comté)

09:50 – 10:50 Parallel Sessions | Complexo Laboratorial Building

Parallel Session XVI – Expert

Room: B0.01 | Chair: Stephen Bazen (Aix-Marseille University)

1: Does Excellence Pay Off? Theory and Evidence from the Wine Market

Stefano Castricola (University of Pisa), Alessandro Fedele (University of Bolzano)

3: Informational value of peers' and experts' ratings on perceived quality: stated and revealed preference of wine consumers in a non-hypothetical home use test setting

Magalie Dubois (Université de Bordeaux), Jean-Marie Cardebat (Université de Bordeaux), François Ric (Université de Bordeaux), Michel Visalli (Université de Bordeaux)

44: The role of customer and expert ratings in a hedonic price analysis of French red wines

Stephen Bazen (Aix-Marseille University), Jean-Marie Cardebat (Université de Bordeaux, INSEEC), Magalie Dubois (Université de Bordeaux, Burgundy School of Business)

Parallel Session XVII - Perception

Room: B0.02 | Chair: Lúcia M. Costa Pinto (NIPE, University of Minho)

30: Perceptions of positive effects of Malvazija istarska moderate wine consumption on human health and psychological functioning - A preliminary study

Anita Silvana Ilak Peršurić (Institute of Agriculture and Tourism, Croatia), Sara Rossi (Institute of Agriculture and Tourism, Croatia), Ena Bestulić (Institute of Agriculture and Tourism, Croatia), Sanja Radeka (Institute of Agriculture and Tourism, Croatia)

40: The weight of the bottle and its effect on perception of quality and willingness to pay for red wine

Marcus Wieschhoff (University of Applied Sciences Burgenland), Stephanie Andert (University of Applied Sciences Burgenland)

64: Consumers' wine knowledge and perceptions of innovative wine labels and packaging

Cristina Galamba Marreiros (CEFAGE, University of Évora), Catarina Esteves Lopes (Nova IMS, UNL)

67: Effect of consumers' risk and knowledge perceptions on the probability of ignoring wine attributes in discrete choice experiments

Lina Lourenço-Gomes (CETRAD, UTAD), Tânia Gonçalves (CETRAD, UTAD), Lúcia M. Costa Pinto (NIPE, University of Minho)

Parallel Session XVIII – Markets

Room: C1.13 | Chair: Juan José Juste-Carrión (University of Valladolid)

7: The Economics of Wine, Beer and Cider: a common approach

Jean-François Outreville (Burgundy School of Business – Université Bourgogne Franche-Comté), Lara Agnoli (Université Bourgogne Franche-Comté), Eric Le Fur (INSEEC), L. Martin Cloutier (ESG UQAM)

9: An empirical analysis of long-run trends in wine consumption in Scandinavia 1860 to 2020

Jan Bentzen (Aarhus University), Valdemar Smith (Aarhus University)

29: Can we have significant cross-cultural differences within a country? An experiment exploring the impression of Swiss residents of the consumption of wine in cans on different outdoor leisure contexts

Antoine Pinede (HES-SO Geneva School of Business Administration), Nicolás Depetris Chauvin (HES-SO Geneva School of Business Administration), Jonas Di Vita (HES-SO Geneva School of Business Administration), Heber Rodrigues (Plumpton College, UK)

66: Challenges and Responses of Agri-Food Activities under COVID-19 Pandemic: The Case of the Spanish Territories producing Wine and Olive Oil

Juan José Juste-Carrión (University of Valladolid), Juan Carlos Rodríguez-Cohard (University of Jaén), Antonio Vázquez-Barquero (Autonomous University of Madrid)

11:00 – 11:25 Coffee Break | Hallway of Complexo Laboratorial Building

11:30 – 13:30 Plenary Session | Aula Magna

The Portuguese wine industry in a globalised world

Jean-Marie Cardebat | President of EuAWE - European Association of Wine Economists

Eduardo Rosa | Vice-Rector for Research of UTAD - University of Trás-os-Montes e Alto Douro

Frederico Falcão | President of ViniPortugal – Wines of Portugal

António Filipe | President of AEVP - Association of Porto Wine Companies

13:30 – 15:00 Lunch | UTAD Panorâmico Restaurant

15:30 – 23:00 Technical visit and conference dinner | Quinta da Pacheca

MAY 21

09:00 – 19:00 Optional visit | Douro tour

09:00 Departure by bus

Meeting point for bus departure - Miracorgo Hotel: 09:00

09:30 Short visit of Provezende, a wine and heritage village overlooking Douro River

11:00 Visit to Quinta do Bonfim (including to the oenotourism, with a Porto wine tasting)

13:30 Lunch at Restaurant 1896 (Quinta de Bonfim), by Chef Pedro Lemos

16:00 Boat trip on Douro River

18:00 Back to Vila Real

Practical Information

COMMUNICATION PRESENTATION

Ten minutes for presentation and five minutes for discussion.

BUS MEETING POINTS

TECHNICAL VISIT AND GALA DINNER (Raposeira Cellar – Lamego): May 19

Miracorgo Hotel: 14:50

Car parking at Municipal library: 15:00

TRIP AND DINNER (Quinta da Pacheca): May 20

Miracorgo Hotel: 15:20

Car parking at Municipal library: 15:30

OPTIONAL VISIT: May 21

Miracorgo Hotel: 9:00

Committees

BOARD

Jean-Marie Cardebat | *Université de Bordeaux – INSEEC, France*
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Benoit Faye | *INSEEC SBE, France*
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Jean-Philippe Weisskopf | *Ecole hôtelière de Lausanne, Switzerland*
Angelo Zago | *Università di Verona, Italy*

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Ana Marta-Costa | *UTAD, CETRAD, Portugal*
Leonida Correia | *UTAD, CETRAD, Portugal*
Lina Lourenço-Gomes | *UTAD, CETRAD, Portugal*
Patrícia Martins | *UTAD, CETRAD, Portugal*
Samuel Faria | *UTAD, Portugal*
Sofia Gouveia | *UTAD, CETRAD, Portugal*
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