



IWCA Bilbao Workshop

16 -18 October 2017

Programme

Sunday 15 October

21.00 PM Welcome fish and seafood dinner at Karola Etxea at Puerto Viejo

Monday 16 October

Workshop Day 1

Venue: Gran Hotel Domine, Bilbao

09.45 Welcome and introduction by CEO

10.00 – 11.30 Guest Speaker, Jacques Perche, Sterling Pharma: ‘Driving Digital Disruption: Mobile Matters’

11.30 – 12.00 Coffee and Networking

12.00 – 13.00 Guest Speaker, Stéphane Tillement, Wine Paths: ‘Developing a Business Platform: A look at the luxury wine tourism and travel industry’

13.00 - 14.30 Lunch and networking

14.30 – 15.30 Guest Speaker, Jonathan Harclerode, Bottle Books: ‘The art of collecting wine data: Case Study - automating information collection at Waitrose’

15.30 – 16.15 Member Presentations:

Larry Dutra, Vinesse: ‘The implementation of learning/s from previous workshops’

Johnny Wheeler and Mark Cronshaw, Mr Wheeler: ‘The Evolution of a Brand’

16.15 – 17.15 Challenges Corner: Member breakout sessions

17.15 Closure of workshop day 1

17.15 – 18.00 Committee Meeting

18.45 Rioja: Presentation, mini wine fair and winemakers' dinner at La Alhóndiga hosted by the Consejo Regulador DOCa Rioja

Tuesday 17 October

Trip to the Vineyards

11.00 López de Heredia Viña Tondonia visit and tasting

13.00 CVNE visit, tasting and lunch

16.30 Tour and tasting at Vivanco Wine Experience

21.00 Dinner at Yandiola

Wednesday 18 October

Workshop day 2

09.45 Introduction to day 2 by CEO

10.00 – 11.30 Guest speaker, Jesús Sanchez Llado, Correos y Telegrafos: *'Moving into the Digital Age: Applying Internet technology to a traditional enterprise with a look at future innovations'*

11.30 – 12.00 Coffee and networking

12.00 - 13.00 Guest Speaker, Nico Bour, Uvinum: *'Case Study: developing your business through marketplace'*

13.00 - 14.30 Lunch and networking

14.30 – 15.30 Member Presentations:

Daniela Zeller, Hawesko: *'The implementation of learning/s from previous workshops'*

Pierpaolo Quaranta, Giordano Vini: *'From looking at ourselves to looking at the market'*

Manuel Hevia, Vinoselección: *'To implement or not to Implement – The Question'*

15.30 – 15.45 Coffee and networking

15.45 – 16.45 Challenges Corner: Plenary discussions

16.45 - 17.00 Round-up and workshop closure

21.30 Dinner at ZortZiko Restaurant

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