

WINE INDUSTRY 4.0: NEW DEFENCE TECHNOLOGIES FOR THE ITALIAN WINE SECTOR TO SUPPORT BRAND PROTECTION

Date: Friday, March 9, 2018

Location: Eataly Milano Smeraldo Conference Hall, Piazza Venticinque Aprile, 10, Milan

Times: 9.00 until 17.30

Chairman Dr. Giovanna Lampis

CEO of Star Ecotronics

Language: Italian / English

Scientific Program and speakers

9.00: Credits

Greetings to the participants and introduction of the speakers: D. Giovanna Lampis, Star Ecotronics

9.15: Introduction and greeting by the Federvini Management

9.35: Introduction and greeting by the Direction of Assoenologi

Accreditation as a Lever for Competitiveness in the Food Sector: D.ssa Tramontin, Accredia

Best Practice for Wine Testing Laboratories demonstrated by Fapas Proficiency Testing – Ring Quality Lab Programme - Dr. Mark Sykes, Fera Science Ltd

Coffee break

The Activity of Repression of Fraud to Protect the 'Made in Italy' in the Wine Sector: Dr. Oreste Gerini, Director General ICQRF

The Legal Protection of the Brand and the Importance of Scientific Evidence: Avv. Giorgio Rusconi, Partner Mondini Rusconi Law Firm

Lunch break

From Vine to Glass - End to End Expert Support to the Wine Industry at Fera, Dr. Andrew Swift, Fera Science Ltd

Criticality of Labelling in Products for Export: Dr. Massimo Sacco, Ponti spa

Early Warning Systems: Managing Wine Fraud Risks: Dr. Vahid Mojtahed, Fera Science Ltd.

The Opportunities of an International Test Circuit for GIV: D. Roberta Danzi GIV, Italian Wine Group

Certification of origin through new technologies. Opportunity for a new certification in the wine sector? Dr. Alfredo Gris Almater, s.r.l.

The Importance of the Wine Sector for Eataly: Dr. Oscar Farinetti - Eataly