



 OENOVITI
INTERNATIONAL

 **MINI
SYMPOSIUM**

Winetourism and COVID-19: Innovations and Solutions

9th November 2021
12:00-14:00 (Paris time)

Webinar on Zoom: [Registrations](#)

12:00 – 12:05: **Welcome** by Pierre-Louis Teissedre, Head of OENOVITI International, and Alvaro Gonzalez, Viña Concha y Toro, Chile & member of the Executive Committee of the Network.

12:05 - 12:20: **“Research about the impact of COVID-19 on winetourism in the Priorat Area and how to deal with it”** – Yury Ustrov, University Rovira i Virgili (Spain)

12:20 - 12:35: **“Testimony - feedback from a winery on its experience and evolutions”**- Joan Romero, Raventos Cordoniu (Spain)

12:35 - 12:50: **“A Cross-Cultural Comparison of New Wine Tourism Strategies during the COVID-19 crisis”** – Gergely Szolnoki, Hochschule Geisenheim University (Germany)

12:50- 13:05: Questions and exchanges

13:05 - 13:20: **“Viña Concha y Toro education & democratization of wine platform”** – Nicolas Floras, Viña Concha y Toro (Chile)

13:20 - 13:40: **“COVID-19: digital solutions to strengthen the consumer relations in wine tourism”** – Tatiana Bouzdine-Chameeva, Kedge Business School (France) and Nashidil Rouiaï, University of Bordeaux (France)

13:40 - 14:00: Questions and exchanges

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