

## SEMINAR 7

# Meet the top Wine Educators from HK\*

**Where:** Press Room, Sala Stampa (gallery entrance between Hall 4 and 5)

**When:** April 8<sup>th</sup> 16:00 - 17:00

Moderated by JC Viens, Grande Passione

### Scheduled speakers:

- Tersina Shieh, Wine Consultant;
- Jennie Mack, AIWS, FWS, BA IS Managing Director & Senior Wine Educator;
- Tommy Lam, Wine MBA.

Session held in English

<http://tinyurl.com/qfme3jp>

## SEMINAR 8

# How to stimulate Italian Wine sales in Australia\*

**Where:** Sala Salieri, Palaexpo, floor -1

**When:** April 9<sup>th</sup> 10:00 - 11:30

### Scheduled speakers:

- Luca Bottallo, General Secretary, CCIE Melbourne;
- Milva Mazzuggia, Exhibitions & Special Projects Manager;
- Ken John, Wine Buyer, Basile Imports;
- Mark Singarella, Managing Director of Vino Bambino;
- Peter Jackson, Wine Marketing Director, Winestate Magazine;
- Andrea Frost, Australian Wine Communicator of the Year 2014;
- Ian D'Agata, Scientific Director of Vinality International Academy.

Session held in Italian with simultaneous translation in English

<http://tinyurl.com/phsv5xz>

## vinality INTERNATIONAL CALENDAR 2014

**United States**, 3<sup>rd</sup> February  
**Vinality USA**  
New York, Metropolitan Pavilion

**China**, 25<sup>th</sup>-28<sup>th</sup> March  
**Vinality China**  
Chengdu, Kempinski Hotel

**Italy**, 5<sup>th</sup> April  
**OperaWine**  
Verona, Palazzo della Gran Guardia

**Italy**, 6<sup>th</sup>-9<sup>th</sup> April  
**Vinality**  
Verona, Veronafiere

**China**, 13<sup>th</sup>-15<sup>th</sup> May  
**Vinality China**  
Shanghai

**Russia**, Autumn  
**Vinality Russia**  
Moscow

**Hong Kong**, 6<sup>th</sup>-8<sup>th</sup> November  
**Vinality Hong Kong**  
Hong Kong International Wine & Spirits Fair

**Italy**, 3<sup>rd</sup>-4<sup>th</sup> December  
**Wine2Wine**  
Verona, Veronafiere

## wine2wine

A NEW FORUM FOR THE WINE BUSINESS

3<sup>rd</sup>-4<sup>th</sup> December 2014  
Centro Congresso Veronafiere, Verona

[www.wine2wine.net](http://www.wine2wine.net)

## vinality INTERNATIONAL

Presents

# TALK BUSINESS SERIES



VINALITY  
INTERNATIONAL  
*Academy*

## EXECUTIVE WINE SEMINARS

presented by Ian D'Agata

**"Great reds from the Classified Growths of Graves"**  
6<sup>th</sup> April, 10:30 VinInternational Hall

**"Y and Chateau d'Yquem: the two souls, dry and sweet, of the world's most famous wine"**  
7<sup>th</sup> April, 11:00 Sala Tulipano - Palaexpo, entrance A1 (level -1)

**"Italy's greatest wines from native grapes: old vintages, rare and unique names in a one-of-a kind tasting"**  
7<sup>th</sup> April, 15:30 Room C - (1<sup>st</sup> floor Pav. 10)

organized by



VERONAFIERE

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Ministero dello Sviluppo Economico



[www.vinalityinternational.com](http://www.vinalityinternational.com) | [www.operawine.it](http://www.operawine.it)

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HONG KONG MEETS THE EXCELLENCE OF ITALIAN WINE - Extraordinary Campaign for the Promotion of Made in Italy - Campaign for the promotion of Italian wine in Hong Kong, financed and promoted by the Ministry of Economic Development.

ITALIAN WINE MEETS AUSTRALIA - Extraordinary Campaign for the Promotion of Made in Italy - Campaign for the promotion of Italian wine in Australia, financed and promoted by the Ministry of Economic Development.

## PRESS CONFERENCE

### “La grande bellezza di Opera Wine”

**Where:** Palazzo della Gran Guardia

**When:** April 5<sup>th</sup> 13:00 - 14:00

Moderated by Stevie Kim, Managing Director Vinality International

#### **Scheduled speakers:**

- Giovanni Mantovani, General Director of Veronafiere;
- Thomas Matthews, Executive Editor Wine Spectator;
- Ian D'Agata, Scientific Director VIA.

## EVENT 1

### Vinality International Buyer Connect (VIBC) in collaboration with Winestars World

**Where:** Sicily Pavilion (Pavilion n° 2)

**When:** April 6<sup>th</sup> 13:30 - 18:30

Coordinated by Catherine Monahan and Robert Joseph

## SEMINAR 1

### Meet the Press from Hong Kong and Mainland China\*

**Where:** Press Room, Sala Stampa (gallery entrance between Hall 4 and 5)

**When:** April 6<sup>th</sup> 14:30 - 15:30

Moderated by Fernanda Roggero, Il sole 24 Ore

#### **Scheduled speakers:**

- Gianluca Mirante, Director, Italy HKTDC;
- Huanhuan Zhang, Senior Editor TasteSpirit;

- Nelson Siu, Editor in Chief Wine Lux;
- Hanrong Li, Editor Fine Wine and Liquor Magazine;
- Jordan Choy, Editor Wine Lux;
- Vivian Tian, Chief Wine Expert vinehoo.com;
- Qianrui Cheng, Senior Editor Wine in China.

Session held in English

<http://tinyurl.com/qbaspyn>

## SEMINAR 2

### Russian Wine Market

**Where:** Press Room, Sala Stampa (gallery entrance between Hall 4 and 5)

**When:** April 6<sup>th</sup> 16:00 - 17:00

Moderated by Anton Moiseenko, Wines and Spirits Professional and Journalist

#### **Scheduled speakers:**

- Andrey Ushakov, L-wine (Luding);
- Vladislav Volkov, General Manager of Vinoterra;
- Andrey Savchenko, Import Director of AST International Environment;
- Aleksandr Mamedov, President of Rusimport;
- Anna Alekseyeva, AIS Sommelier and wine consultant.

Session held in English

<http://tinyurl.com/o9txtna>

## EVENT 2

### Vinality International Buyer Connect (VIBC) in collaboration with Winestars World

**Where:** Apulia Pavilion (Pavilion n° 10)

**When:** April 7<sup>th</sup> 13:30 - 18:30

Coordinated by Catherine Monahan and Robert Joseph

Session held in English

## SEMINAR 3

### Navigating the Complexities of the US Wine Market: the three-tier system, media relations and more

**Where:** Sala Bellini (gallery entrance between Hall 6 and 7)

**When:** April 7<sup>th</sup> 14:30 - 15:30

Moderated by Jeremy Parzen, Wine Writer and Educator

#### **Scheduled speakers:**

- Cathy Huyghe, Columnist for Forbes;
- Alfonso Cevola, Import Wine Director at Glazers;
- Steve Raye, Managing Partner Brand Action Team.

Session held in English

<http://tinyurl.com/pdmpck7>

## SEMINAR 4

### The Presence of Italian Wine in Korea

**Where:** Sala Bellini (gallery entrance between Hall 6 and 7)

**When:** April 7<sup>th</sup> 16:00 - 17:00

Moderated by Claire Kyunghwa Nam, Wine Communicator

#### **Scheduled speakers:**

- Chan Jun Park, Wine Columnist & Lecturer;
- Wonkuk Seol, C.E.O / Sommelier / Journalist;
- Ji Hyung Andrew Kim, Wine MBA Bordeaux Ecole de Management.

Session held in English

<http://tinyurl.com/obwolcw>

## SEMINAR 5

### Meet the top sommeliers from HK: how to better promote Italian wines in HK\*

**Where:** Press Room, Sala Stampa (gallery entrance between Hall 4 and 5)

**When:** April 8<sup>th</sup> 14:00 - 15:00

Moderated by Christian Pillsbury, Managing Director Applied Wines

#### **Scheduled speakers:**

- Leo Au, Sommelier at Peninsula HK;
- James Elliot Faber, Sommelier at Yardbin / Ronin;
- Yvonne Cheung, Sommelier at Upper House;
- John Ong, Sommelier at Domani.

Session held in English

<http://tinyurl.com/qy4abua>

## SEMINAR 6

### Chinese Wine Market for Italian Wines: Meet the Importers

**Where:** Press Room, Sala Stampa (gallery entrance between Hall 4 and 5)

**When:** April 8<sup>th</sup> 15:00 - 16:00

Moderated by Emanuele Scarci, Il sole 24 Ore

#### **Scheduled speakers:**

- Roberto Rossi, CEO and Founder of Amore Fine Italian Wine;
- Edward Liu, General Manager of SinoDrink;
- Anthony Zhang, Hoonay Wines;
- Cristiano Fagioli, 100 ITA.

Session held in English

<http://tinyurl.com/q9hva4r>