

ATELIER

MEDIA

MICĂ

10:00

Ion Caramitru, Simona Mardale
Conference Welcoming & Opening Address

10:15
11:00

Miron Radić
The Millennial wine lover

Moderator

11:15
12:00

Mel Smith
Putting your brand on the map

Oliver Bauer

12:15
13:00

Cosmin Tudoran
Enotourism with "Profu de Vin"

13:15
14:15

LUNCH, ANGELO GRASSO Restaurant

14:15
15:00

Steve Raye
How to get US market-ready

Moderator

15:15
16:00

Giles Darwin
Brand design best practices

Miron Radić

16:15
17:00

Adam Teeter
Digital media in America: insights for exporters

20:00

COCKTAIL, ARIA TNB Restaurant

Dan Balaban

Davino. Marketing?

Moderator

Aurelia Vişinescu & Eduard Ciocirlan

The Aurelia Vişinescu brand from the perspective of the creators

Victor Ciupercă

Gabriela Țigu

Innovation in hospitality education

Diana Pavelescu

"Vin pe Instagram!" How to promote the oldest beverage on the newest media

Moderator

Laurențiu Achim

Future Somm

Cezar Ioan

Arina Antoce

Aspects regarding training of specialists in oenology in Romania

Oliver Bauer

Wine - a life style

Moderator

Diana Pavelescu

Ioana Ardelean

The taste of wine and the power of storytelling: a personal approach on brand building

Moderator

Cezar Ioan

Daniel Mischie

Wine in the restaurants industry: Today and tomorrow.

Cezar Ioan

From terroir to your glass

Moderator

Mircea Niculescu

We are growing together the Romanian wine

Victor Ciupercă

Andreea Balan & Ela Iacobescu

How to create a wine brand with the help of media

Angelo Grasso Restaurant

Sponsors Area

MICĂ

ATELIER



Reception

MEDIA

Entrance

Aria TNB Restaurant

TNB TEATRUL
NATIONAL
BUCHUREȘTI



LILIAÇ
The Wine of Transylvania



DAVINO

SPONSORI



Carrefour



ASCONI
WINERY



JIDVEI
Respectă-ți plăcerile!



Amelia Vinivina



NEO MOTORS



ALEXANDRA'S
ISTORIILE PE SIMPLĂ



CRAMA BAUER
CASA FONDATA IN 1912



WineMark
Wine Marketing Conference

2019



BAQUE
café



ROMENILE
SAMBUREȘTI



AQUA
CARPATICA



city grill



HORA



Molisana

TERRA
SERENA



MUTTI

LECHBURG



SAN MARZANO



Ad
Production



angelo
grasso



Aria



MODERN
BUYER

FINANCIAL
INTELLIGENCE



HORECA

unica



Magic
FM



imi Place
KANAL D



impuls
radio



rimul.ro



grape