

**3rd UNWTO Global Conference on Wine Tourism:
Wine Tourism as a Tool for Rural Development**

Speaker Bios

Alessio Cavicchi, Associate Professor, University of Macerata



Alessio Cavicchi (MSc, PhD) is Associate Professor at University of Macerata (Italy), where he teaches "Food Economics and Marketing" and "Place Branding and Rural Development" in the degree of International Tourism and Destination Management. He received his PhD in Economics of Food and Environmental Resources from University of Naples- Parthenope and a MSc in Food Economics and Marketing from University of Reading (UK). His main fields of interest and research are consumer food choice, economics of food quality and safety, and innovation and sustainability in agribusiness and tourism. In Italy he has served as external expert for the Ministry of Cultural Heritage and Tourism and the Ministry of Education, University and Research. Furthermore, he has been invited as agrifood expert for several DGs of the European Commission. Currently, he is the coordinator of two EU Erasmus+ funded projects on university-business collaboration in the agrifood and wine sectors: "The Wine Lab" (www.thewinelab.eu) and "FoodBiz" (www.foodbiz.info)

Amaia López de Heredia, Associate Professor, Basque Culinary Center



Adviser, trainer and consultant in planning and management of tourism projects, specializing in gastronomic and wine tourism, from the field of tourism destination management, strategic planning and project development. Professional with more than 25 years of experience in the tourism sector, she was the managing director of the Rioja Alavesa Wine Route for a decade. In addition, she has been the editor of several gastronomic tourism plans: Impulse Plan for Gastronomic Tourism of the Basque Country for the Basque Government, the wine tourism strategy of the D.O.Ca. Rioja, Tourist Plan of the Region of Murcia, etc. among other activities and projects related to the organization of events, tourist marketing, etc.

She is currently coordinator and professor of the Master's Degree in Gastronomic Tourism at the Basque Culinary Center, and member of the gastronomy tourism specialization area where the knowledge programs in gastronomic tourism are developed in the Basque Culinary Center.

Andreas Koch, Managing Director, blueContec



Andreas Koch headed the Quality and Environmental Management as well as the Product Development and Hotel Consulting department at TUI Germany (13 years). Building on this experience, he cofounded the touristic sustainability initiative Futouris (www.futouris.org) and represented this initiative as chairman of the board for six years. Since 2012 he advises as Managing Director and co-founder of blueContec GmbH (www.bluecontec.com) hotels, tourist companies and regions worldwide going to align with the topic of sustainability. Two of these projects are funded by the TUI Care Foundation focussing on sustainable wine tourism on Crete (in partnership with the Local Food Experts) and on Lanzarote (in partnership with Senderismo).

Carole Lawson, CEO/Founder, Craft Wine Association



Carole Lawson is the founder and Chief Executive Officer of the Craft Wine Association, a not-for-profit established to support small production wineries, their impact on communities, and their importance in preserving local history and culture. Prior to the Craft Wine Association, she spent over two decades working in the executive ranks of state government in the United States holding various roles as a Chief Information Officer; Oregon Health Authority, Oregon Department of Human Services, and California's Public Utilities Commission.

She left government service as the director of eServices for the state of California. There she was responsible for the web presence of the state, including finding and integrating new and emerging technologies into the state's service delivery ecosystem. It was in that role that Carole executed several successful public-private partnerships between the state, private technology companies, and not-for-profit organizations. The skills she honed there have translated well into the world of travel, tourism, and wine.

She completed her graduate work in Marketing Management at Harvard and holds several professional certificates in technology and leadership in addition to Certified Sommelier, Court of Master Sommeliers.

Chiril Gaburici, Minister of Economy and Infrastructure of the Republic of Moldova



Chiril GABURICI is the Minister of Economy and Infrastructure of the Republic of Moldova, the central specialized body of the public administration. Within his scope of work, Mr. Gaburici determines the strategic objectives and directions of the Ministry, starting from the authority's mission whose is to analyze the situation and problems in the areas such as economy, tourism, information and communications technology, road construction and infrastructure sector, transport, quality infrastructure and market surveillance, energy security and efficiency, to develop effective public policies in the respective areas, to monitor the quality of the policies and normative acts, ensuring the best relationship between the expected results and the expected costs.

He held the position of Prime minister of the Republic of Moldova, being responsible for coordinating the policy planning and implementation, in line with the governance program priorities.

He has held different private sector positions, including key responsibilities in the field of information and communication technology as Moldcell CEO (Republic of Moldova) and Azercell CEO (Azerbaijan), part of TeliaSonera Group, which has contributed to the strengthening and developing across technologies and services. Also, has developed businesses in infrastructure, IT sector, renewable energy, digital services, agriculture, etc.

Chris Yorke, Global Marketing Director, New Zealand Wine



Chris Yorke studied in Switzerland and UK and graduated in Business Administration, German and French 1st Class Honours at Aston University, UK.

Having worked in international marketing roles in Agrochemicals, Pharmaceuticals and Consumer Electronics he moved to New Zealand 16 years ago. Two years later he joined New Zealand Winegrowers where he still is the Global Marketing Director.

New Zealand Winegrowers represents all 700 wineries and 850 grapegrowers in New Zealand and its key roles are advocacy, research, sustainability and marketing. Around 300 wineries have over 400 wine tourism experiences and wine tourism has become a new focus for New Zealand Winegrowers.

Cristobal Forttes, Head of Promotion and Investment Division, Under secretariat of Tourism, Chile



Cristóbal Forttes is a Commercial Engineer from the Finis Terrae University (Chile), and holds an MBA from the University of Macquarie (Australia). He has perfected in Digital Marketing, e-business and electronic commerce.

With more than 13 years of experience in the world of tourism, both in the private sector and in the public, has focused on developing and operating tourism products in multiple destinations nationally and internationally, always seeking to meet the needs of tourists to achieve that each trip becomes an unforgettable experience.

Throughout his career, he has considered technologies as a fundamental bridge for tourism development, since they are tools that allow us to differentiate ourselves and know in detail the needs of final consumers.

He currently leads the Promotion and Investment Division of the Undersecretary of Tourism, where he articulates various public policy instruments, strengthens relations with different actors (public and private) and promotes the development of new lines of experiences to contribute to the development of this sector in the country.

Diana Isac, Founder, Winerist

Diana Isac is the CEO and Co-Founder of Winerist, the first global fully integrated wine travel platform. Winerist gives travelers access to informative travel guides as well as the opportunity to book experiences, tours and hotels in winemaking regions around the world.

Diana graduated from the London School of Economics and later pursued a career in the financial industry, with the Investment Management Firm, BlackRock. She has since set up a not for profit organization, 2Water which works with the world of wine and hosts wine tastings to bring water projects in developing countries. It is through the charity and the first wine travel experience that the concept behind Winerist was born.

Winerist is a London based company; its Co-Founders, Diana Isac and Tatiana Livesey as well as the rest of the team is currently located in London, United Kingdom

Eduardo Fayos-Solà, Vice President, Spanish Association of Wine Tourism



Dr. Eduardo Fayos-Solà is the President of the Ulysses Foundation. He has extensive experience in Tourism Policy and Governance, with over 25 years of service at the United Nations World Tourism Organization --Director for Europe and Executive Secretary for the UNWTO Knowledge Network-- and at the Government of Spain --Director-General for Tourism Policy and Representative for Tourism at the European Government in Brussels. He is a UNWTO Ulysses Laureate, a Fellow of the International Academy for the Study of Tourism, a Senior Adviser at the George Washington University, and has been Professor of Economic Policy at the University of Valencia since 1988. He has conducted research and policy implementation missions worldwide. He is the Founding President of the UNWTO Themis Foundation and the architect of the TedQual Certification. His professional interests include destination management and public-private policies, focusing on tourism for development, sustainability, governance, and science, technology and innovation.

Gheorge Arpentin, Director, National Office for Vine and Wine of the Republic of Moldova



Dr. Gheorge Arpentin is an oenologist with 40 years of experience in the field of viticulture. He was the founder of the Union of Oenologists of the Republic of Moldova, the first President of the Association of Wine Producers with Protected Geographical Indication Valul lui Traian, and a Member of the Moldovan Parliament and Deputy Minister of Ministry of Agriculture and Food.

His professional expertise also include areas such as: oenological research (INRA, Montpellier, INSERM, Toulouse, IVV "Margaratch" Yalta), control and quality assurance, wine production, and education as an university professor.

Dr. Gheorghe Arpentin spent much of his professional career on consulting the Black Sea Basin wineries and participated as wine taster expert in numerous International Wine Contests.

Currently, he has a mandate as President of the "Commission for Safety and Health" at the International Organization of Vine and Wine (OIV) and is a professional member of the American Oenology and Viticulture Society.

Haiyan Song, Professor in International Tourism, The Hong Kong Polytechnic University



Professor Haiyan Song is Chair Professor and Associate Dean (Research) of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. His research focuses on tourism demand modelling and forecasting, service recovery, tourist satisfaction, and wine economics. He has played significant roles in a number of international consultancy and collaborative projects, covering tourist satisfaction and service quality indices, Asia Pacific visitor forecasts, web-based tourism demand forecasting system, and development of the Guangdong tourist satellite account, which have considerable impact on tourist destination management.

Professor Song has published over 150 papers in top-tier journals in related fields, including *Journal of Development Economics*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, and *International Journal of Hospitality Management*. Chief among his contributions to academic publishing are the leading roles he plays as Editor-in-Chief of *Journal of China Tourism Research*, Resource Editor of *Annals of Tourism Research*, and Deputy Executive Editor of *Tourism Tribune*. A frequent guest speaker on international conference circuit, Professor Song has shared his professional insights on issues ranging from tourism impact assessment, tourist satisfaction and service quality indices, tourism demand forecasting, to wine consumers' behaviour.

Among his professional affiliations, Professor Song is President of both the International Association for Tourism Economics (IATE) and International Association for China Tourism Studies (IACTS) and a Fellow of the International Academy for the Study of Tourism (IAST). The honours he received include the **John Wiley & Sons Lifetime Research Achievement Award** by the International Council on Hotel, Restaurant and Institutional Education in 2010 and **Michael D. Olsen Research Achievement Award** by University of Delaware in 2014.

Irina Bistrichi, Deputy Director, National Office for Vine and Wine of the Republic of Moldova



Irina Bistrichi is the Deputy Director of the National Office for Vine and Wine of the Republic of Moldova with core responsibilities of international development and implementation of diverse marketing programs aimed to support of the growth in export of quality wines under umbrella of national wine brand “Wine of Moldova” as well as the development of local oenoturistic offer.

The National Office for Vine and Wine of Moldova is a public institution established by the Law on Vine and Wine to implement the government policies in the field of viticulture.

The basic missions of the Office are to promote quality wines through the Wine of Moldova program, to manage the production of PGI and PDO wines, to provide assistance and consultancy to the Moldovan wine industry.

Irina’s background covers wide experience in marketing and global strategy development for the top international alcohol brands.

Jaime Cabal, Deputy Secretary-General, World Tourism Organization (UNWTO)



Mr. Jaime Alberto Cabal Sanclemente of Colombia was appointed Deputy Secretary-General of the World Tourism Organization (UNWTO) in June 2018.

Prior to joining UNWTO Mr. Cabal served as Minister of Economic Development (1999-2000) and as his country’s Ambassador to Austria (2014-2018) and South Korea (2011-2014). He has held different private sector positions, including key responsibilities in the tourism sector such as the presidencies of the Colombian Hotel and Tourism Association – COTELCO (2002-2011) and the Colombian Business Associations Council (1998-1999). He has served as an international consultant and lecturer, and as a member of several boards of Colombian organizations and companies.

Mr. Cabal holds a degree in Industrial Engineering (Javeriana University) and postgraduate degrees in Senior Management (Los Andes University and Inalde Business School), all from his native Colombia. He holds an M.A. in Economics from the American University in Washington D.C., and studied English Language and Economics at Georgetown University. He has also undertaken specialized management studies at the University of South Carolina (USA), IE Business School and Complutense University in Madrid.

In addition to his native Spanish, he is fluent in English as a business language.

Joëlle Brouard, Chaire Unesco « Culture et Traditions du Vin »



Joëlle Brouard is currently a wine consultant (Terroir Manager consultancy agency) sharing her expertise acquired all over her carrier. She created in 1998 the first Specialized Master in International Trade of wine and spirits at Groupe ESC Dijon-Bourgogne where she acted as director till 2015. She is member of different scientific committees such as Chaire Unesco « Culture et Traditions du Vin », EuAWE : European Association of Wine economists. She is also an active member of different associations involved in wine culture such as Vitae , Wine Mozaic ,Rencontres des Cépages Modestes. Her reserarch topic focus on appellation performance, wine marketing, premiumization and valorization of terroir's product.

José Antonio Vidal, Executive President, Spanish Association of Wine Tourism



With the supports of Mr José Luis Bonet (President of Chamber of Commerce of Spain) and Mr Rafael Ansón (President of Spanish Royal Academy of Gastronomy), founded the Spanish Association of EnoTourism (better than 'Wine Tourism') in the middle of 2015, with the aim of providing a balance sectorial structure in order to get leading positions in national and international markets, through its gradual unity and professionalization.

Motivator, entrepreneur and optimistic, he is MBA with a background in Law, Economics, Marketing and Coaching. He held positions in banking, congress, wellness, hotel and tourism sectors, leading the the international promotion of the State Tourism Product of 1994 '**El Legado Andalusi**' (The Legacy of Al-Andalus), with the support of Tourspain, Spanish Embassies and its Consulates.

Former professor at the European Institute of Marketing ('Quality in Customer Services' into the 'MBA for Hospitality Companies), Founder and former CEO of 'MundiMax Madrid'(Relocation), 'euroEvents Madrid' (coordinating events) and 'naturalSthetic'. Mentor in 'THC-Global Network' and Founder-Director of 'Wellness Fussion®'.

José Calixto, President, RECEVIN, Mayor, Reguengos de Monsaraz, Portugal



José Calixto is the Mayor of Reguengos de Monsaraz in Portugal. He is also the President of RECEVIN – the European Network of Wine Cities, as well as Vice-President of AENOTUR – the International Association of Wine Tourism. He is the President of the CIMAC - Intermunicipal Community of the Central Alentejo; President of the ADRAL - Agency of Regional Development of the Alentejo; President of the ATLA - Cross-Border Association of Alqueva Lake and Vice-president of the General Meeting of AMPV – National Association of Municipalities of Wine.

Karen Hilliard, Mission Director, USAID in Moldova



USAID/Moldova welcomed Dr. Karen R. Hilliard as the new Mission Director in August 2016. She oversees a program of development activities worth approximately \$40 million annually in support of economic growth and accountable and democratic governance.

A 30-year veteran of the Foreign Service, Dr. Hilliard holds the Senior Foreign Service rank of Minister Counselor. Most recently she served as the USAID/Armenia Mission Director. Her earlier assignments included serving as Acting USAID Representative to Mongolia, Mission Director to Jamaica, Director of the Office of Strategic Planning and Budgeting for the Agency's Bureau for Global Health in Washington, and Deputy Regional Director for Ukraine, Moldova and Belarus. Dr. Hilliard also served in Haiti, Malawi, Nicaragua, Oman and Egypt.

Dr. Hilliard holds a Bachelor of Science degree from Northern Illinois University as well as Master's degrees in Public Administration and Latin American Studies, and a Ph.D. in Political Science from the University of New Mexico.

Lee Gibson Grant, International Director, Blockchain Centre of “Asem”



LEE GIBSON GRANT Lee co-founded a Blockchain focused Consultancy, in 2014 and the leading inspiration for “Drachmae” a project dedicated to finding a blockchain solution for Greece, a “Central bank in a Box”. Lee has been a successful entrepreneur in telecommunication and energy efficiency, taking new technologies into the marketplace and was one of the very first people to introduce LED technology at government levels with carbon credit backed projects. In Telecoms Lee has worked with MNO, MVNO and wholesale services. From his experience Lee then saw a natural fit in the Fintech space with Mobile Money harnessing Cryptocurrency and Blockchain technology to create a new breed of Hybrid Mobile Money Services, Smart City and IOT Infrastructures.

Currently he has launched Moldova's first Crypto currency exchange with banking facilities to cater to 8 fiat pairs, alongside the creation of DTMA "Digital & Distributed Technology Moldova association" to act as a safety net for international investors and projects as a go between at Government level within the Republic of Moldova, Other function of DTMA are for educational resources.

Leonid Gelibterman, President, International Center of Wine and Gastronomy



Lecturer and author of the Enogstronomy etiquette and protocol course for the Executive MBA programmes at the Institute of Business and Business administration of the Russian Presidential Academy of National Economy and Public Administration (Moscow), at the MGIMO School of business and international competencies, at the Higher School of Business of the Moscow State University by M. V. Lomonosov, at the State University of Management (Moscow). He lectured in Armenia (Yerevan); in Belgium (Antwerp); in Hungary (Budapest); in Spain (Madrid, Barcelona, Marbella, Basque Culinary Center in San Sebastian); in Cyprus (Limassol); in Latvia (Riga); in Portugal (Porto); in Estonia (Viljandi). He was invited as a speaker and a moderator to the forums of the UNWTO (Lima, Peru; Moscow, Russia).

The presenter and participant in programs dedicated to management, tourism and enogastronomy topics on the radio channels ("Voice of Russia", "Echo of Moscow", "City FM", "Mayak", "Radio Russia", "Business FM", "Mediametrics", "Classics", "Komsomolskaya Pravda"), TV channels (RTR, "Russia 24", "NTV", "OTP", "Culture", "5 channel", "REN TV", "Telecafe", "Russia Today", "Komsomolskaya Pravda", "Business TV", "Pravda.ru"), regional media channels of Abakan, Astrakhan, Ekaterinburg, Kaliningrad, Makhachkala, Nizhny Novgorod, Novosibirsk, Rostov-on-Don, Samara, St. Petersburg, Togliatti, Veliky Novgorod, Yakutsk, Yaroslavl and other Russian cities. The author and presenter of the TV series "Journey for the taste" for the channel "Telecafe" (Digital Television First channel).

The author of the "Wine Alphabet" (2002) and the "Big book of a gourmet traveler" (2012), as well as of more than 150 publications and interviews in mass media of Armenia, Azerbaijan, Belarus, Bulgaria, Chile, Cyprus, Czech Republic, Estonia, Georgia, Germany, Great Britain, Greece, Israel, Latvia, Mexico, Peru, Portugal, Russia, Senegal, Serbia, Spain, Ukraine, USA and Uzbekistan.

Marcelo Reynoso, Director of Quality and Tourism Services, Ente Mendoza Turismo



Tourism professional for 30 years, I have worked in different areas of the industry. Manage the first touristic development plan of Mendoza

Promoter of rural tourism in the country, in 2007 I was awarded the TO DO prize at the ITB Berlin for the project Caminos de Altamira

Currently directs the development plan of the Mendoza mountain "Aconcagua 360"

I integrate the team that together with WTO that carries out the prototype of Mendoza wine tourism

Marina Mirzabekian, ICARE Foundation



Marina Mirzabekian is currently working as a Tourism Expert at the International Center for Agribusiness Research and Education, based in Yerevan, Armenia. Mrs. Mirzabekian's recent research and academic interests are related to wine, wine tourism, rural tourism development, sustainable tourism, public private

partnership models, and related topics. She is a corresponding author of a study entitled "Knowledge and Skills Assessment of Hospitality and Tourism Sector in Armenia". Mrs. Mirzabekian is a graduate of Tourism Department at Alexander Technological Educational Institution of Thessaloniki, Greece. She has an extensive experience in working in hospitality sector around Greece (Thessaloniki, Santorini). Mrs. Mirzabekian also studied in a joint academic program of Texas A&M University and the Armenian National Agrarian University, in Yerevan, Armenia.

Mrs. Mirzabekian is currently holding a Wine and Spirits Education Trust (WSET - London, UK) Level 2 Certificate and is planning to conduct more research in winemaking, as well as wine tourism sector in Armenia. She also holds a certificate from International Air Transport Association (IATA).

Marisa Ramos, Coordinator of Master's Degree in Gastronomy Business, Anahuac University



Tourism PhD degree at the Universidad Antonio de Nebrija in Madrid; tourism DEA by the same University with the work: "Theoretical construct of gastronomy as cultural tourism product in Mexico". Master with honors in Touristic Enterprises Management by the Anahuac University, where she also studied a Research Master; Degree in Public Relations and a diploma: Cuisines and food culture in Mexico; social practices, meanings and ritual contexts, by the National School of Anthropology and History.

Member of the Mexican Cuisine Permanent Seminar at the Anthropology National Coordination Office (Mexico). Member of the Culinary Historians of Southern California, Expert and Instructor in tourism by the UNWTO, Editor at Soy Chef Culinary Magazine, Speaker at international forums and Researcher and Professor at Anahuac University in the Faculty of Tourism and Gastronomy, Academic Coordinator of the Cordon Bleu / Anáhuac, Culinary Business Master.

Mark Holmes, Professor, School of Hospitality, Food and Tourism Management, University of Guelph



Dr. Holmes is an Assistant Professor in the School of Hospitality, Food and Tourism Management in the College of Business and Economics at the University of Guelph. He has over 10 years of experience

working in the restaurant industry in various positions ranging from cook to management. He holds a Philosophy Doctorate in Environmental Studies from York University, as well as both a Master of Spatial Analysis and Bachelor of Commerce in Hospitality and Tourism Management from Ryerson University. He has published 15 journal articles, presented at 20 conferences, co-authored one book chapter, and several scholarly and professional reports. His research examines the topics of sustainability, diversity, food, wine, and restaurants from an interdisciplinary perspective. He is also a reviewer for numerous journals, such as the International Journal of Contemporary Hospitality Management, Journal of Foodservice Business Research, and the Sustainability Journal.

Per Karlsson, Co-Founder, BKWine Tours and BKWine Magazine



Per is co-founder, together with his wife Britt, of BKWine. BKWine has two main activities.

BKWine is one of the world's leading tour operator specialised in wine tourism, working with destinations across the world. The tours are designed both for non-professionals and for people in the wine business. The focus is on high-quality winery and vineyard visit with a personal experience.

As BKWine, Per and Britt are also internationally recognised wine journalist and wine writers, with, for example, ten wine books published.

Per visits some 200 wineries each year on BKWine's wine tours and for journalistic research. He writes about wine primarily in the on-line magazine BKWine Magazine, of which he is also editor-in-chief. Per is also a regular contributor to Forbes.com, the US business magazine web site.

Per is also a photographer, specialising in wine and travel photography (under the name BKWine Photography).

Before creating BKWine he had a career in marketing and international business development in the technology industry. He holds an MSc in physics and an MBA from Insead.

Rodica Verbeniuc, General Director. Agency of Investments of the Republic of Moldova



Rodica Verbeniuc is the General Director at the Moldovan Investment Agency. The agency is meant to contribute to the economic development of the Republic of Moldova by country investment brand promotion, increasing foreign investments, seeking new markets for exports, developing economic diplomacy and boosting tourism sector.

Extensive experience as Corporate Communications Director and proficient in effective management in Strategic & Operational Integrated Communications, holding a unique blend of European business practices with empiric expertise of their applications in emerging markets of East Europe, Eurasia, Central Asia.

Seasoned professional in developing Corporate & Employer Branding/ Product & Services Brands, with proven success in deploying global Communication/CSR agenda on the local scenes. Passionate for CSR and social partnerships that found expression in social public-private initiatives spanning across various UN offices, government agencies, education institutions, partners and beneficiaries. Chairwomen of the UN Global Compact Network Moldova (2009), Head of the American Chamber of Commerce Moldova, CSR Committee Head (2012-13), Co-chair American Chamber of Commerce Uzbekistan (2015-16).

Sandra Carvao, Chief, Tourism Marketing Intelligence and Competitiveness, UNWTO



Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

Sergiu Botezatu, Senior Project Manager, USAID Moldova



Senior Private Sector Development professional, Dr. Botezatu has over 25 years of international development work experience with USAID, the World Bank, and other international institutions. He has over 17 years of experience in serving as USAID/Moldova's Economic Growth (EG) lead expert. He is the senior mission expert and advisor on issues of private and public economic sector development, including private sector competitiveness, financial services, banking, business development, agriculture and micro, SME enterprise growth.

He was involved in developing and monitoring USAID EG related projects in Morocco, Iraq, Ukraine, Romania, Egypt, Kyrgyzstan and Georgia.

Dr. Botezatu has a PhD in Economics and an MA in Economics from the University of the State of New York. Also he graduated Economics at Central European University (CEU) in Prague, and has completed an intense internship in Economics at the Institute of Advanced Studies in Vienna. He has published numerous articles on economic and international development

Shinichi Nakamura, Executive Director of International Affairs, Japan Travel and Tourism Association



Mr. Shinichi Nakamura is Executive Director of International affairs at Japan Travel and Tourism Association (JTTA).The Japan Travel and Tourism Association, serving as a national center for Japanese tourism, is engaged in supporting travel and tourism to promote Japan as a tourism-oriented country. The Association contributes to promoting the growth of regional economies and the tourism industry, enriching Japanese citizen's lives and culture, and encouraging international goodwill by creating attractive domestic sightseeing destinations, organizing wide-area tourism routes and energizing exchanges through tourism. The Association's goal is to effectively promote tourism by supporting regionally based tourism promotion activities and through broad coordination between the regions and the tourism industry. The Association has 650 members nationwide engaged in tourism-related activities.

They include local governments, tourism associations, tourism industry bodies, railways, airlines and tourism-related companies.

Shinichi Nakamura has been conducting international issues and launched a joint programme between JTTA and the UNWTO under the MOU which aimed to bridge regional communities in Japan and the world. He organized to undersign the agreement to develop a " UNWTO Affiliate Members Report on Gastronomy Tourism:Japan ".Shinichi Nakamura graduated from Waseda University, Tokyo Japan and has a variety of international business experiences at Suntory., Ltd , a giant beverage maker in Japan and at All Nippon Airways Co., Ltd a leading airline of Japan (He has been working for JTTA on behalf of ANA) over thirty years. He has spent over eight years in PRC of China and speaks Chinese as well.

Steve Charters, Master of Wine, Burgundy School of Business



Steve is Professor of Wine Marketing and a researcher at Burgundy School of Business in Dijon, responsible for developing teaching and research programmes focusing on all aspects of the culture, history and business of wine. He formerly worked at Reims Management School and Edith Cowan University in Perth. His research focuses on consumer behaviour, and wine and place (including terroir, wine tourism, and territorial wine management). He gained his PhD from Edith Cowan University in 2004, and is one of 350 members of the Institute of Masters of Wine. He has written and edited a number of books about the business and culture of wine and has published in the Journal of Business Research, Tourism Management, the Annals of Tourism Research, the European Journal of Marketing, Consumption Markets and Culture and Marketing Theory.

Stylianos Filopoulos, Director, Wine in Moderation



Stylianos Filopoulos has 18 years of professional experience in the agro-food sector, supported by multidisciplinary studies. The last 7 years is the Managing Director of the non-profit international association Wine in Moderation.

He has planned and coordinated several international projects and developed strategies, action plans, brands, communications, published awarded reports and organised numerous events and conferences. He is currently Board member of the European Society of Association Executives (ESAE) and an expert in technical committees of the International Inter-Governmental Association of Vine and Wine (OIV) and has

participated in a number EU and national policy and business forums and expert committees. He has published articles in scientific, business and consumer magazines and has participated and spoken in numerous conferences and events. Having travelled extensively and worked in several countries, he appreciates multicultural environments and celebrates diversity. He is inspired by disruptive ideas and he likes to design and deliver products and services that can bring change and improve life.

Tatiana Popadaeva, Government Relations Manager, Travel Hunter LLC



Tatiana Popadaeva is Government relations manager. Responsible for interaction with government agencies at the regional and international levels.

Tornike Zirakishvili, Head of Convention and Exhibition Bureau, Georgian National Tourism Administration



Tornike Zirakishvili is the Acting Deputy Head of the Georgian National Tourism Administration, and the Head of Convention and Exhibition Bureau of Georgia (part of GNTA). Before that time, for several years, he has worked for the Ministry of Foreign Affairs of Georgia, Department of the Americas.

Within his scope of work in the tourism sector, Mr. Zirakishvili has coordinated the teams responsible for the development of the Georgia Tourism Strategy 2025, Georgia Marketing, Branding and Positioning Strategy, the Business Events Strategy, Georgia's first regional Destination Management Organizations (DMO) and the country's first Convention Bureau. He has been a speaker at several World Tourism Organization (UNWTO) events, including, Destination Branding - "Innovative ideas to attract tourist" and Global Conference on Wine Tourism. Mr. Zirakishvili holds a Bachelor's Degree in Business Administration and Management from University of West Georgia (USA), and a Master's degree also in Business Management.