

# WINE FOR A NEW WORLD

**ANNUAL 2022  
CONFERENCE**  
MENDOZA - ARGENTINA

MENDOZA



## PROGRAM OF THE CONFERENCE

### SUNDAY, OCTOBER 30TH, 2022- Arrivals and Registration

**09:00 am to 04:00 pm** Registration and Accreditation at the Sheraton hotel

#### EXECUTIVE COMMITTEE

**01:00 pm** Transfer to Carlos Alonso Museum, Mansión Stoppel.  
**01:15 pm to 02:15 pm** Lunch.  
**02:15 pm to 04:30 pm** Executive Committee Meeting.  
**04:30 pm** Transfer to the official hotels.  
**05:30 pm** Transfer from hotels Sunset experience.  
**06:10 pm** Sunset Experience CASA DAVID – Wine & Horses.  
**09:30 pm** Return to the official hotels.

#### GWC DELEGATES & BUSINESS DELEGATES

##### WINE TOUR, VISIT TO SOME OF THE BEST OF MENDOZA'S WINE TOURISM WINNERS

**12:40 pm** Transfer from Official Hotel to Bodega Casarena.  
**01:15 to 05:00 pm** Bodega Casarena, a landmark in the identity of Luján de Cuyo. Committed with a sustainable way of working and following the values and commitment with the ecosystem.  
**05:00 pm** Transfer to Sunset Experience.  
**05:30 pm** Sunset Experience CASA DAVID – Wine & Horses.  
**09:30 pm** Return to the official hotels.

### MONDAY, OCTOBER 31ST, 2022

#### EXECUTIVE COMMITTEE

##### CIVIC TOUR

**08:45 am** Transfer from Sheraton Hotel and Nh Cordillera Hotel to the Governor House.  
**09:00 am to 09:30 am** Meeting of the Executive Committee and local authorities at the Government House.  
**09:40 am** Transfer from Government House to Sheraton Hotel – Fader room.  
**10:00 am to 10:45 am** Welcome Opening Ceremony. Official Authorities.  
**11:00 am** Transfer from Sheraton Hotel to the **Cipoletti Dam**. Excursion to Mendoza River basin with lunch. It changed the history of irrigation in Mendoza and the creation of the Oasis. Presentation of Water Governance in Mendoza and its importance in the desert.

#### GWC DELEGATES

**09:30 am** Walking transfer to the Opening Ceremony venue - Sheraton Hotel.  
**10:00 am to 10:45 am** Welcome Opening Ceremony. Official Authorities.  
**10:45 am** Bus transfer from Sheraton Hotel to Carlos Alonso Museum.  
**11:00 am to 01:00 pm** GWC Working Groups sessions:  
1 – Membership. Low Level. Room 1.  
2 – Activities & Partnerships Committee. Low Level. Room 2.  
3 – Internal Collaborations Committee. Building B. 1st Floor.  
4 – Branding & Communication Committee. Building B. 2nd Floor.  
**01:15 pm to 02:15 pm** Lunch at Carlos Alonso Museum, Mansión Stoppel.

#### BUSINESS DELEGATES

**09:30 am** Walking transfer to the Opening Ceremony venue - Sheraton Hotel.  
**10:00 am to 10:45 am** Welcome Opening Ceremony Welcome.  
**11:00 am to 12:30 pm** Tour of Mendoza City Oasis Excursion, at the foot of the Andes Mountains.  
**01:30 pm** Lunch at Cinco Suelos Cocina by chef Patricia Courtois.  
**Visit at Bodega Durigutti Family Winemakers – Finca Victoria.** Two brothers from Mendoza with the same philosophy will show us the irrigation system at their farm. Concept of social sustainability and inclusion.  
**05:00 pm** Return to hotels.

**11:40 am** Visit to Cipolletti Dam, built in 1880, with its net of irrigation system.

**01:10 pm** Transfer from Cipolletti Dam to Bodega Durigutti.

**01:30 pm** Arrival in Bodega Durigutti. Lunch at Cinco Suelos Cocina by chef Patricia Courtois.

**Visit at Bodega Durigutti Family Winemakers – Finca Victoria.** Two brothers from Mendoza with the same philosophy will show us the irrigation system at their farm. Concept of social sustainability and inclusion.

**05:00 pm** Return to the hotels.

**02:30 pm to 05:30 pm** Working Session.

**05:30 pm** Bus transfer from Carlos Alonso Museum to Official Hotels (Sheraton, Raices Aconcagua, Royal Princess).

### ALL DELEGATES

**08:15 pm** Bus transfer from Hotels to Finca El Paraíso, Bodega Luigi Bosca- Familia Arizu.

**09:00 pm** Arrival in Finca El Paraíso, Bodega Luigi Bosca. Bodega - Familia Arizu.

**09:15 pm** Four-Hands Cocktail by chefs from Mendoza – Patricia Roggerone and Pablo del Rio Folklore Night.

**11:30 pm** Return to hotels.

## TUESDAY, NOVEMBER 1ST, 2022

### EXECUTIVE COMMITTEE

**09:00 am** Transfer to Bodegas López.

**09:30 am to 12:00 pm** Working Session in a private room at a Bodega López.

### GWC DELEGATES & BUSINESS DELEGATES

#### WINE AND OLIVE ROAD, MAIPÚ

**09:30 am to 10:30 am** Visit to Huertana (former FrutaRoja Gourmet) delicatessen, canned fruit, collaboration concept among neighbours in the purchase of raw material and the insertion of women from the area. Cherry harvest techniques.

**10:45 am to 11:00 am** Transfer to Olive Factory Laur and Acetaia Millán.

**11:00 am to 12:30 pm** Visit to Olive Factory Laur, the number one olive oil producer at the 2021 EVOO world ranking and Acetaia Millán.

### ALL DELEGATES

**01:00 pm** Lunch at Rincón López Restaurant.

**03:30 pm to 05:30 pm** Networking at Bodegas López.

**Topics:** Wine Tourism, Geology, Identity, Heritage, Health, Aesthetics, Nature, Culture and Astronomy.

**05:30 pm to 06:30 pm** Plenary Session at auditorium López.

**06:35 pm** Return to hotels.

**08:10 pm** Transfer to International Wine Tasting.

**08:30 pm to 11:30 pm** International Wine Tasting with regional cuisine at Casa Malbec. Wine & Food by Mendocino chefs.

**11:30 pm** Return to hotels.

**WEDNESDAY, NOVEMBER 2ND, 2022****ALL DELEGATES****TECHNICAL TOURS (SELECT YOUR TOUR!)**

09:00 am Departures from official hotels.

1 – **Impressive Winery Architecture:** Bodega Catena Zapata, Bodega Andeluna and Bodega Diamandes.

2 – **Road of the Water, the life of Mendoza River Oasis:** Irrigation System in Bodega Vistalba, Wellness activity. Route 82, going up the Mendoza River, Cacheuta Hot Springs, Potrerillos Dam. Potrerillo Hotel with lunch.

**Free evening****THURSDAY, NOVEMBER 3RD, 2022****ALL DELEGATES****CONFERENCES**

09:00 am Transfers from Sheraton and NH Cordillera Hotel to hotels to Angel Bustelo Auditorium.

Walking from Raices Aconcagua and Royal Princess Gold Hotels to A. Bustelo Auditorium.

**CONFERENCES:**

09:30 am to 10:00 am New Trends in Wine Consumption. Armando Corsi – Associate Professor of Wine Business. Adelaide Business School.

10:05 am to 10:35 am Landscape of Wine and Wine Tourism. Arch. Eliana Bórmida.

10:40 am to 11:10 am Culture Experience, Music in the Vineyards.

**Espacio Monteviejo, Valle de Uco:** Winerock, Enol. Marcelo Pelleriti.

11:15 am to 12:00 pm **Innovative Experience - Sign Language in Wine Tourism.** Lic. Analía Videla, Founder and Director of Wine Institute; Mariana Martínez, Deaf Association of Mendoza; Gabriela Nafissi, Art and Culture Director, Bodega Monteviejo.

12:00 pm to 01:30 pm **Brunch**

01:30 pm to 02:10 pm Water policies and challenges in Mendoza. Ing Sergio Marinelli, Head of the General Department of Irrigation. Presentation of the Water and Women Program, Dra. Marcela Andino, Advisor of Cabinet and María Teresa Badui, Chief de Cabinet of the Irrigation Department.

02:15 pm to 03:15 pm Round table of the GWC representatives sharing best practices in facing climate change challenges in their city / wine region.

03:15 pm to 04:00 pm Trends for the recovery of Tourism and Cooperative Work from North to South America, Gustavo Santos, UNWT Regional Director for the Americas.

04:00 pm to 04:30 pm Closing Ceremony.

04:35 pm Transfer to Sheraton and Nh Cordillera.

07:00 pm Transfer from Official Hotels to Bodega Los Toneles.

08:00 pm Local Awards Ceremony, Gala Dinner and International Awards Ceremony – Bodega Los Toneles.

**Return to Hotels at scheduled transfers.**

**FRIDAY, NOVEMBER 4TH, 2022**

Check out Suggestions for post Annual Conference circuits.

**Thanks for visiting Mendoza!**

## OFFICIAL HOTELS

### SHERATON (5\*) HOST HOTEL

Primitivo de la Reta 989, Mendoza

<https://sheratonmendozahotel.com-hotel.com/es/>

**Single / Double Classic Room USD 218.**

Rate per room per night.

Breakfast and tax included.

### NH CORDILLERA (4\*)

Av. España 1324, Ciudad de Mendoza

<https://www.nh-hoteles.es/hotel/nh-mendoza-cordillera>

**Single / Double Standard Room USD 230.**

Rate per room per night.

Breakfast and tax included

### ROYAL PRINCESS GOLD (4\*)

25 de Mayo 777, Ciudad de Mendoza

<https://hotelroyalprincess.com.ar/>

**Single / Double Classic Room USD 170.**

Rate per room per night.

Breakfast and tax included.

### RAICES ACONCAGUA (4\*)

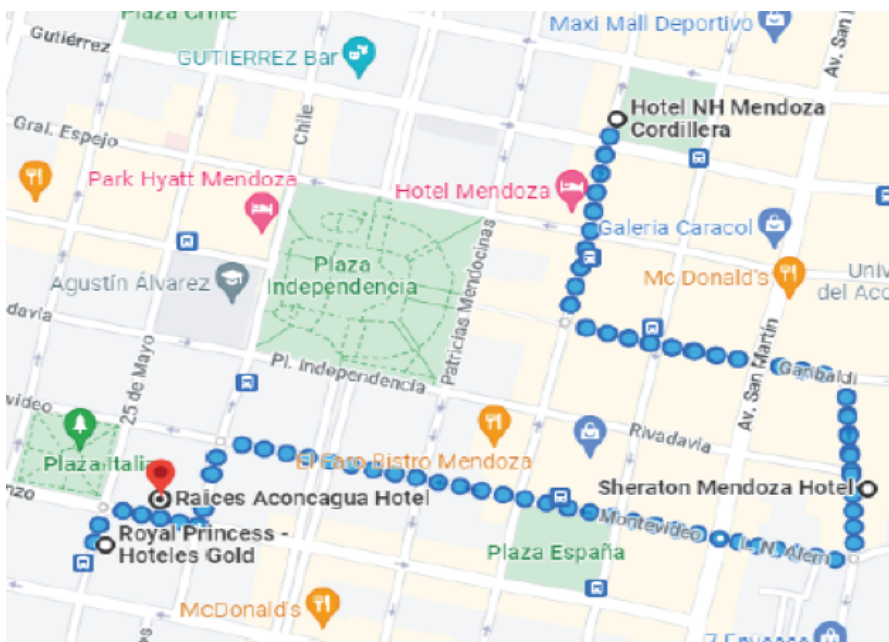
San Lorenzo 545, Ciudad de Mendoza

<https://www.raicesaconcagua.com/>

**Single / Double Standard Room USD 140.**

Rate per room per night.

Breakfast and tax included.



## CONDITIONS & FEES

The whole mission (lodging, transport, tour) is guaranteed by the local tourism agency **Ketek Eventos & Turismo**, GWC Travel Network agency.

The fee is fixed at **USD 1,190 per person**

It does not include:

- Flights
- Accommodation
- Dinner on Wednesday 2nd November
- Tip
- Extras

- Fees are not applicable to the Executive Committee members, heads of delegations.
- Fees are not applicable to the GWC delegates who are involved in the Working Groups, up to 4 delegates.
- Fees are applicable to all the participants in the business delegation, additional delegates, accompanying persons.

#### **PAYMENT PROCESS**

Upon registration, an invoice covering accommodation and registration fee (when application) will be sent to the participants ; with a link to PayPal.

**30 %** of the fee and accommodation rates will be paid through this link / This amount is not refundable.

**70 %** of the participation fees and accommodation rates will be paid at your arrival by cash (dollars or euros) at the secretary registration desk at Sheraton Hotel.

#### **ATTENTION!**

Hotel's availability and rates are subject to modification after September 5th, so please make sure to register before the mentioned date.

#### **CONTACT INFORMATION:**

Romanella Paggi

+54 9 261 5068 741

romanella@ketekevt.com

**Local time office hour:** From Monday to Friday : 09 :00 am to 06 :00 pm