



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

2019 ANNUAL
CONFERENCE
– 2 / 7 November –

BORDEAUX

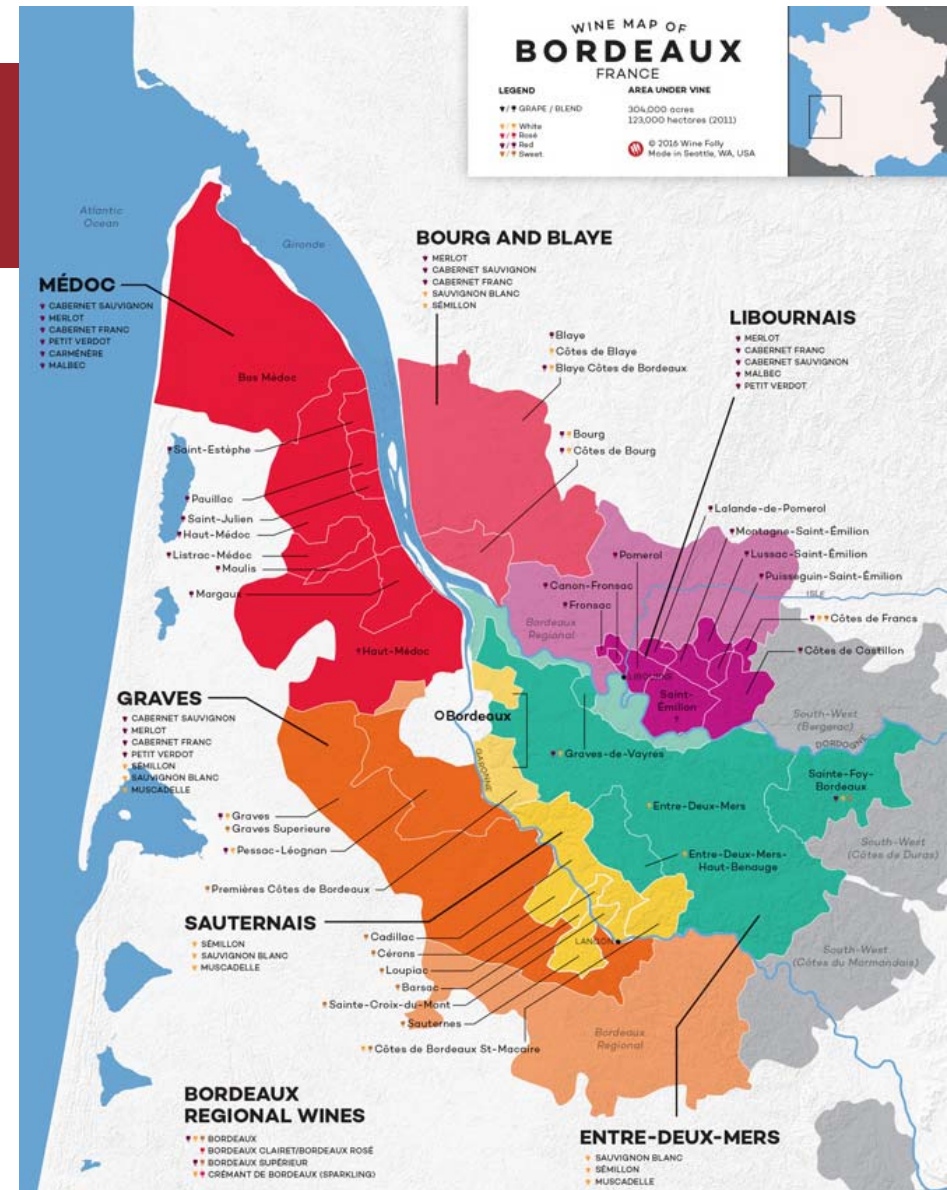


Reinvent

* wine, tourism & innovation

Bordeaux

- The capital of Southwest France
- The largest wine growing area in France
- More than 8,500 producers
- 54 appellations of Bordeaux wine.
- The Bordeaux wine region extends 60 miles around the city, along three rivers – The Gironde, Garonne, and Dordogne.





Program

- **DAY 1:** Welcome & Opening Ceremony
 - Registration, Walking Tour of Bordeaux, Opening Ceremony
- **DAY 2:** Technical Tours
 - Médoc 155, Sauternes, & Saint-Émilion
- **DAY 3:** Conference & Innovation Forum
- **DAY 4:** Tours, Wine Tourism Panel, & International Wine Tasting
- **DAY 5:** Closing Ceremony & Gala Dinner

DAY 1: Welcome & Opening Ceremony

- Registration
- Walking Tours of Bordeaux.
- Wine tasting initiation by the Bordeaux Wine Council
- Welcome Lunch at the Chamber of Commerce
- Opening Ceremony at the Palais de la Bourse
- Welcome Dinner at Millésima



















DAY 2: Technical Tours

Technical Tours

- Tour 1: Médoc 1855
 - Exceptional Grands Crus Classés
- Tour 2: Sauternes
 - The Golden Wines
- Tour 3: Saint-Émilion
 - A unique terroir



















DAY 3: Conference

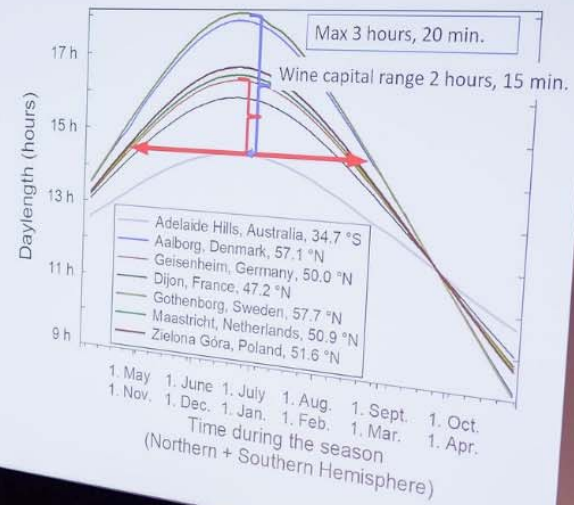
“Wine, Environment, and Society”

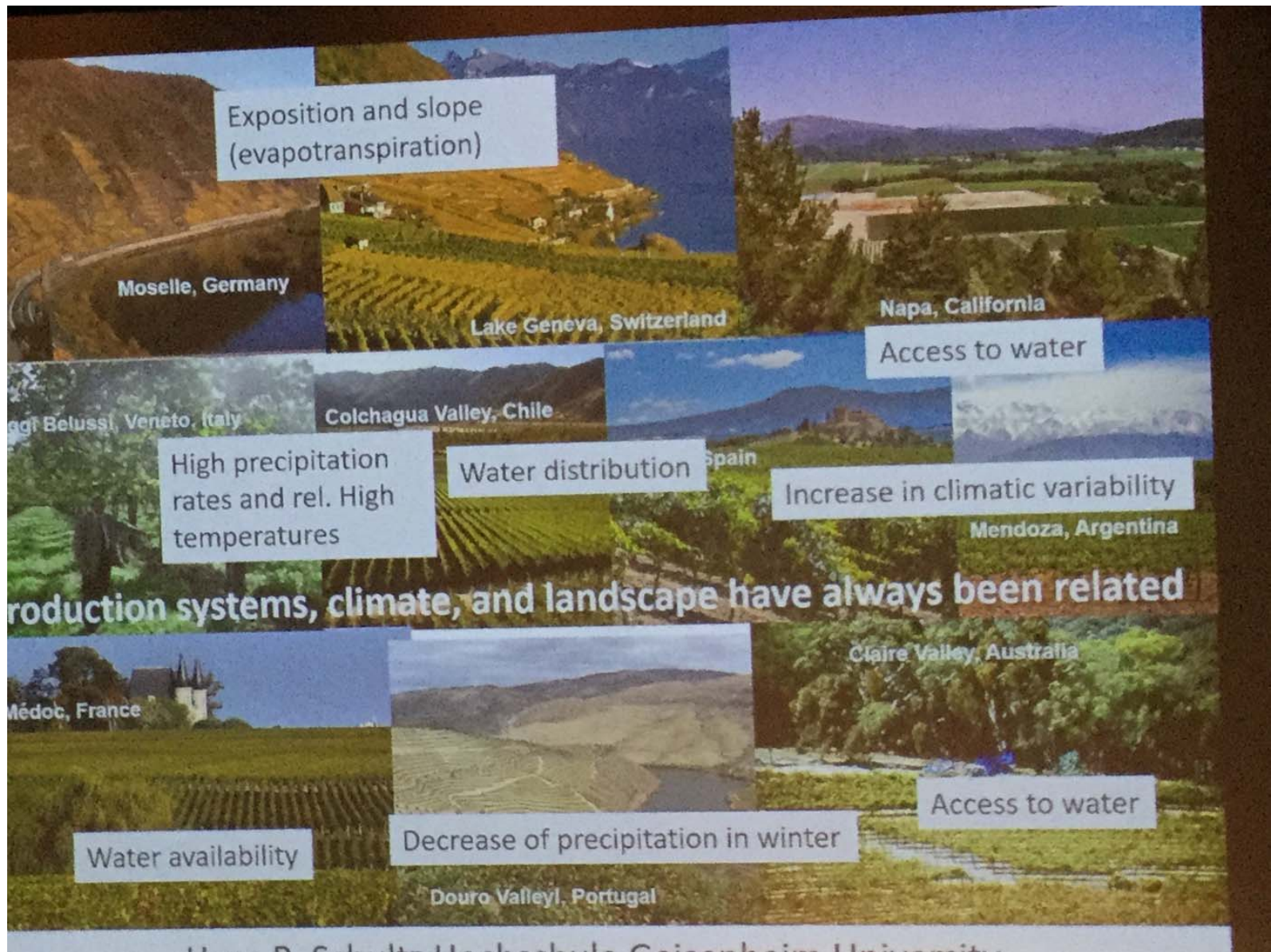
- **Focus:** Sustainability and Climate Change
- Featured Three speakers and a panel of experts
- Key Points:
 - Impact of climate change in the wine industry
 - Warming climate's impact on wine production
 - Consumers' expectations towards environmental issues





The Daylength Effect







DAY 3: Innovation Forum



“Wine, Tourism, and Innovation”

- **Focus:** innovative practices in the wine and tourism sectors.
- Shared local and international perspectives.







A global **vineyard & winery** management information system

ERP

SMART
DATA



DAY 4: Tours, Wine Tourism Panel, & International Wine Tasting

- Technical Tours in the vineyards and meetings.
- International Wine Tourism Panel
- International Wine Tasting Event at Palais de la Bourse









DAY 5: Closing Ceremony & Gala Dinner

- GWC Working Groups at Palais de la Bourse
- Executive Committee at Espace Gabriel
- GWC Annual Assembly Closing Ceremony
- Gala Dinner and Best of Wine Tourism Awards Ceremonies
 - Celebrated the **20th anniversary** of the Great Wine Capitals Global Network











Key Take Aways

- Learned latest about Climate change impacts on Wine
- Updated on latest innovations in the industry
- Voted and adopted Strategic Plan for GWC organization, implementing relevant goals for Napa County.
- Supervisor Dillon inducted into the Honor Society for Wine, “the Wine Brotherhood”.
- Exchange of ideas and knowledge with others in the wine industry worldwide.









THANK YOU