Wine Future’s 2023 program announced

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Wine Future is delighted to announce the full program for its fourth edition, **“Breaking Barriers”, which will take place between 7th and 9th November this year at the Convento de São Francisco in Coimbra.** The world’s biggest wine conference brings together a stellar list of wine experts. This edition is co-organized by ViniPortugal, through the Wines of Portugal brand, and Chrand Events.

The themes of this edition of Wine Future focus on raising awareness among the younger generation about moderate alcohol consumption, **new strategies for increasing sales in uncertain times, the evolution of wine tourism, Portugal’s iconic wines,** new technologies as a driving force for expansion, and many other topics.

Frederico Falcão, President of ViniPortugal, said, “This will

be a unique opportunity for us to get in touch with wine industry professionals and share knowledge in order to help the sector promote its business better, more effectively and more efficiently in Portugal, but above all worldwide."

Pancho Campo, founder of Wine Future Summits, says: "All the topics we are discussing are very important and should be debated within the wine industry. **We want to organize a complete event where participants feel that learning and sharing experiences can bring something beneficial to their business.**"

Final Program:

1. Keynote 1: "Educating the new generations on consuming alcohol with moderation and responsibly" – By **Max Trejo** and moderated by **Siobhan Turner MW.**
2. Panel 1: "TikTok, Discord, and Paid Influencers – Reaching New Customers" – with **Mariano Braga, Emma Bertrand, Georgia Panagopoulou, Simone Roveda, Luke Flunder and moderated by Cristina Mercuri.**
3. Panel 2: "Growing Sales in Uncertain Times – New Strategies and Trends" – with **Ulf Sjodin MW, Rafael del Rey, Don St. Pierre, João Gomes Da Silva, and Moderated by Dr. Liz Thach MW.**
4. Keynote 2: "How should the wine industry work with celebrities and events?" with **Paul Schaafsma,** and doderated by **Richard Siddle.**
5. Keynote 3: "From rockstar to businessman" with **Bruce Dickinson, and moderated by Joe Roberts & Mike Wangbikler.**
6. Panel 3: "Wine Tourism Evolution – From Cellar Door to Virtual Tours" – with **Adrian Bridge, Catherine Leparmentier, Marisah Nieuwoudt, and Moderated by Dr. Michael Cheng**.
7. Tasting 1: "Icon & Premium wines of Portugal" – By

Dirceu Vianna Jr. MW, and moderated by Frederico Falcao.

8. Panel 4: “Getting to Your Core Story – How to Better Communicate About Your Brand” – with **Alder Yarrow, Sonal Holland MW, Megan Greco, Natalie Wang, Ferrán Centelles, and moderated by: Mike Wangbickler.**
9. Panel 5: “The Competition is Winning – Learning from and Embracing Ideas from alternative drinks” – with **Cristina Miranda, Lulie Halstead, Iram Eren, a Coffe Producer TBC, and moderated by Robert Joseph**.
10. Keynote 4: “How and why wine could be the healthiest alcoholic beverage” – By Dr. **Laura Catena, and moderated by: Cyril Penn**.
11. Tasting 2: “The Magnificent 12” – By **Mark Squires and moderated by: Maureen Downey.**
12. Panel 6: “Evolve or Die – Embracing Advanced Technologies to Thrive” – with **Maureen Downey, Justin Noland, Ian Ford, Antonio Amorim, and moderated by: David Allen MW.**
13. Panel 7: “More Inclusive, Less Exclusive – Adopting Diversity, Equity, and Inclusion as an Opportunity” – with **Mags Janjo, Queena Wong, Ntsiki Biyela, Bento Amaral, and moderated by: Stephen Wong MW.**
14. Tasting 3: “Historic & Legendary Madeira and Porto” – By **Richard Mayson.**
15. Keynote 5: “The current status of the wine industry” – By **Rob Mc Millan and moderated by Paul Mabray.**
16. Keynote 7: “The wine industry, world economy and work in the age of artificial intelligence” By Professor **Christopher Pissarides and moderated by: Fabio Piccoli.**