

# WINE GENERATION FORUM

FRIDAY 9 OCTOBER 2020

**PALAZZO CASTIGLIONI - SALA ORLANDO  
MILAN**



A workshop of young ideas representing  
the present and future of the wine industry

## PROGRAMME

**10.00 am  
WELCOME**

Federico Gordini - President and Founder MILANO WINE WEEK  
Violante Gardini - President at AGIVI  
Marzia Varvaglione - Vice President at AGIVI

**10.30 am  
WELCOME**

Luca Giavi - General Director at CONSORZIO DI TUTELA DELLA DOC PROSECCO

**10.45 am  
BEST CASE WINE STUDIES  
Selected by AGIVI**

with  
MORA E MEMO - MONDO DEL VINO - FERRO 13 - MOSSI 1558 - DOUSCANA

**12.15 am  
BEST WINE START UPS  
Selected by Milano Wine Week**

Carlo Vischi - Agroindustrial Development Advisor  
Febo Leondini - Tutor Trade Management Master Luiss Business School  
with  
DISHCOVERY, GRAPE, INTERBLEND, WINEDERING, WINELIVERY

**01.30 pm  
LUNCH BREAK**

**03.30 pm  
FRONTAL SPEECH  
Young producers for young consumers**

Luca Giavi - General Director at CONSORZIO DI TUTELA DELLA DOC PROSECCO

**04.00 pm  
WINE TALK - Sustainability**

Sara Norell - Director of Assortment, Purchasing & Supply Chain at SYSTEMBOLAGET  
Charlotte De Sousa - Commercial Export at CHAMPAGNE DE SOUSA

**04.50 pm  
WINE TALK - Tourism**

Linsey Simpson Gallagher - President & CEO at VISIT NAPA VALLEY  
Francesca Planeta - Co-owner at PLANETA ESTATES  
Filippo Magnani - Founder & CEO at FUFLUNS

**05.40 pm  
WINE TALK - Marketing & Communication**

Giovanni Geddes Da Filicaja - CEO at ORNELLAIA  
Kristen Reitzell - Vice President of Public Relations at JACKSON FAMILY WINES

**06.30 pm  
WINE TALK - Retail**

Heini Zachariassen - Founder and Board Member at VIVINO  
Paul Mabray - CEO at EMETRY.IO

**07.20 pm  
WINE TALK - Innovation**

Luca Giavi - General Director at CONSORZIO DI TUTELA DELLA DOC PROSECCO  
Greg Lambrecht - Founder & Inventor at CORAVIN

**08.15 pm  
CLOSING REMARKS**

**08.30 pm  
FINAL TOAST at Palazzo Castiglioni**



**PROSECCO DOC  
ITALIAN GENIO**

