

**FUTURE PERSPECTIVES FOR THE WINE SECTOR IN CROATIA -
BETWEEN THE EU POLICY REFORM AND CROSS-BORDER COOPERATION**

OSIJEK, 14 MARCH 2008

Time	Subject	Speaker
	Arrival and registration of the participants	
8.45	Official language of the Conference is English and Croatian, with simultaneous translation to both languages.	
9.00	Welcome by the hosts: Osijek-Baranja County, City of Osijek Official opening of the Conference	County Prefect, Mr. Krešimir Bubalo City Mayor/Government Commissioner Minister, Mr. Božidar Pankretic (Ministry of Agriculture, Fishery and Rural Development of Croatia) Mr. Stjepan Ribic, phd, director RDA
9.30	Presentation of the conference structure	
9.45	WINE SECTOR IN CROATIA Presentation of the general situation for wine sector in Croatia	Representative of the Ministry for Agriculture, Ms. Jasna Cacic, head of the Dept. for wine and alcohol
	EU POLICY REFORM FOR THE WINE SECTOR	
10.00	The Reform of the Common Market Organisation for Wine	Ms. Ersilia Moliterno – Assistant to the Head of Unit “Wine and Alcohol”, General Directorate Agriculture EU
10.40	Coffee break The wine sector in the region: wine market situation and expectation from the wine sector policy reform	
11.00	Institutional representatives from the region Serbia: wine market situation in Serbia Macedonia: wine market situation in Macedonia Bosnia and Hercegovina: wine market situation in Bosnia and Hercegovina	Mr. Dragan Lukac, president of the Regional Chamber of Commerce, Novi Sad Mr. Danilo Tomic, vice-president of the RCC, Novi Sad Mr. Firus Memed, assistant to the Minister Head of Dpt. for viticulture, wine production and fruit Mr. Dušan Neškovic, Assistant to the Minister of Foreign Trade and Economic Relations, Sector for Agriculture, Food, Forestry and Rural Development of Bosnia and Hercegovina

11.45 Local producers: wine market situation

Croatia: wine market situation
Montenegro: wine market situation

Italy: wine market situation
"The wine sector in Italy and the presentation of Viticoltori Ponte experience"

12.30 Producers from the region – member countries expectations from the EU wine sector reform

Producers from Hungary
"The present and the future of the Villany wine region within the EU wine reform"
Producers from Slovenia

13.00 Lunch

14.30 Wine sector in the region: Perspectives for cross-border cooperation

14.30 Past and future perspectives for cross-border cooperation: joint promotion fo wines, coordination of labeling procedures, thematic tourism

Representative of Harkany Municipality, Hungary: cross-border initiatives as examples of good practice

Hungary "Cooperation of European Wine Roads"

Representative of CONFAPI Umbria – Association of small enterprises in Umbria Region (Italy)

"Presentation of local products promotion activities, with specific reference to the winer sector"

15.30 WORKSHOPS

1. WS: What is different? What is the best? New EU policy in wine sector compared to national standards

2. WS: Simplified labeling rules.

3. WS: The best practices in wine production and promotion – Wine tourism potentials and branding

Mr. Slobodan Capin, enologist, Erdut Winery
Representative of the wine producers in Montenegro (to be confirmed)
Mr. Giancarlo Guidolin – President of Viticoltori Ponte cooperative Company

Mr. Bela Jekl – wine producer from Villany, Hungary

Representative of the wine producers in Slovenia (to be confirmed)

Ms. Leonora Beck – President of the Association Villany – Siklos wine roads

Ms. Sonia Gaudenzi – Deputy Director of Confapi, Perugia

Moderator: Consulmarc Sviluppo

Moderator: Croatian Institute for viticulture and wine production

Moderator: GTZ

Glavni sponzor Konferencije: