

**ENTREPRENEURIAL DISCOVERY FOCUS GROUP ON WINE
IN EASTERN MACEDONIA AND THRACE**

18-19 November 2014

Kouros Hotel, Dramas, Greece

Simultaneous translation will be provided between Greek and English in the plenary sessions and consecutive translation in selected parallel sessions

18 November

14:30 – 15:00	Registration – Welcome coffee
15:00 – 16:30	<p>Introductory plenary session</p> <ul style="list-style-type: none"> • Welcome - <i>George Pavlides, Regional Governor of Eastern Macedonia and Thrace</i> • Welcome - <i>Mark Boden, project leader for the Preparatory Action at the European Commission's Joint Research Centre - JRC-IPTS</i> • Introduction to the project – <i>Mark Boden - JRC-IPTS</i> • Smart Specialisation Strategy for Eastern Macedonia and Thrace: setting priorities - <i>Michalis Metaxas – Innovatia Systems</i> • Research and innovation in wine in Greece and REMTh in an international context – <i>Karel Haegeman - JRC-IPTS</i> • Discussion
16:30 – 17:00	Coffee break
17:00 – 18:00	<p>Plenary session - continued</p> <ul style="list-style-type: none"> • Experiences on marketing and promotion of Greek wine – Key messages for Eastern Macedonia and Thrace - <i>Sofia Perpera, Enologist, Director of the Greek Wine Bureau-North America and of New Wines of Greece – Atlanta (US) and Athens (GR)</i> • Plenary discussion
19:00 – 21:00	Networking dinner

19 November

08:30 – 09:00	Registration – Welcome coffee
09:00 – 09:15	<p>Welcome – <i>Vasilis Pitsinikgos – Managing Authority, REMTh and Mark Boden - JRC-IPTS</i></p> <p>Introduction and overview of the day – <i>Elisabetta Marinelli - JRC-IPTS</i></p>
09:15 – 10:30	<p>Plenary presentations in four areas</p> <ol style="list-style-type: none"> 1) Research and Technological Needs and Priorities for wine in Greece - <i>Stefanos Koundouras – Aristotelian University Thessaloniki – Yorgos Kotseridis – University of Athens</i> 2) Research and innovation focusing on by-products of grapes and wines – <i>Marie Shrestha – PROVINO</i>

	<p>3) Research and innovation related to green energy and the environment in the wine sector – <i>Cristina Santini – Faculty of Agriculture, Università San Raffaele, Roma, Italy</i></p> <p>4) Tourism, marketing and networking – Experiences from the European Network of wine cities – <i>Carme Ribes – General Secretary – RECEVIN (European Network of Wine Cities)</i></p> <ul style="list-style-type: none"> • Plenary discussion
10:30 – 10:45	Coffee break
10:45 – 12:40	<p>Parallel EDP sessions for each of the four areas</p> <p>Presentations on national context</p> <p>1) Research and innovation focusing on technological improvements in wine – <i>Aspasia Nisiotou – ELGO "DEMETER" – Wine Institute of Athens</i></p> <p>2) Research and innovation focusing on by-products of grapes and wines – <i>Dimitrios Kouretas – University of Thessaly</i></p> <p>3) Research and innovation related to green energy and the environment in the wine sector – <i>Lambros Tsourgiannis – REMTh, Regional Unit of Xanthi and Research Fellow in the Department of Accountancy, School of Business and Economy</i></p> <p>4) Research and innovation in wine tourism – <i>Maria Alebaki – Hellenic Agricultural Organization Demeter</i></p> <ul style="list-style-type: none"> • Interactive discussion in parallel sessions
12:40 – 13:00	Plenary – Reporting back from the parallel sessions
13:00 – 14:00	Networking lunch
14:00 – 15:00	Parallel EDP sessions for each of the four areas – continued
15:00 – 15:45	Plenary – Reporting back from the parallel sessions
15:45 – 16:00	Coffee break
16:00 – 17:45	<p>Plenary presentations (national/international experts) and discussions on framework conditions supporting entrepreneurial discovery in wine: marketing & promotion, networking, access to funding</p> <p>1) Sales and marketing experiences from a Greek wine trader – <i>Giorgos Floudas – Trinity Wines LTD</i></p> <p>2) Support Programmes for the Wine Sector in the Context of the Common Agricultural Policy – <i>DG AGRI – Corina-Maria Mocanu</i></p> <ul style="list-style-type: none"> • Plenary Discussion
17:45 – 18:00	Conclusions