

OENOVITI INTERNATIONAL SYMPOSIUM & GA 2026

ENOTOUR PROJECT FINAL DISSEMINATION EVENT



20 > 22 MAY 2026



PORTO, PORTUGAL



**Wine sector future, wine tourism digitalization,
and sustainable wine consumption :
challenges, evolution and prospects**

PROGRAMME

OENOVITI INTERNATIONAL SYMPOSIUM & GA 2026

ENOTOUR PROJECT FINAL DISSEMINATION EVENT

DAY 1: WEDNESDAY 20TH MAY 2026

Morning

ARRIVAL OF THE PARTICIPANTS

Noon

Free time for lunch, no organized meal is planned

Afternoon

Guided visits (Quinta do Seixo) for registered participants
Departure at 13:00 from the Ipanema Park Hotel, Porto.

 Evening

OENOVITI dinner with registered participants
at Quinta do Paço Hotel Rural in Vila Real

22:30

Return to Porto

DAY 2: THURSDAY 21ST MAY 2026

 **Faculty of Sciences of the University of Porto (FCUP) - Ferreira da Silva Auditorium**

8:30

OENOVITI GENERAL ASSEMBLY

 10:30

Coffee Break

11:00

Work Groups Presentations

12:00

ENOTOUR CONSORTIUM MEETING

 13:00

Lunch

DAY 2: THURSDAY 21ST MAY 2026



Faculty of Sciences of the University of Porto (FCUP) - [Ferreira da Silva Auditorium](#)

SESSION 1 - OENOVITI / ENOTOUR SYMPOSIUM

14:00

Presentation about the ENOTOUR Project



15:00

Coffee Break

15:30

INTERNATIONAL ROUNDTABLE: « TWIN TRANSITION IN WINE TOURISM »

Speakers: Adrian BRIDGE, The Fladgate Partnership, Portugal

Laia MORALES, Bexperience, Spain

Vladi FINOTTO, Ca'Foscari University of Venice, Italy

Nashidil ROUIAI, Université de Bordeaux, France

Session chaired by Matteo Marangon, University of Padova, Italy

17:00

End of the session

Evening

18:00 - Departure to WOW (bus) from Porto Planetario

19:00 - Visit of the Wine Experience Museum (WOW)

Meeting location: Main square / Lobby of the World of Wine.

20:00 - ENOTOUR dinner with registered participants

V.P. Restaurant at the World of Wine (WOW)



DAY 3: FRIDAY 22ND MAY 2026



Faculty of Sciences of the University of Porto (FCUP) - [Ferreira da Silva Auditorium](#)

SESSION 2 - OENOVITI / ENOTOUR SYMPOSIUM

08:45

Introduction

TOPIC 1: THE FUTURE OF FORTIFIED AND SWEET WINES

9:00

“DOURO AND PORTO: TWO GEOGRAPHICAL INDICATIONS - HISTORY, IDENTITY AND SUSTAINABILITY”

Gilberto IGREJAS, Instituto dos Vinhos do Douro e do Porto, Portugal

9:15

“THE SUSTAINABLE FUTURE OF THE WINES OF TOKAJ”

Péter MOLNAR, University of Tokaj, Hungary

9:30

“COMBINING SENSORY EVALUATION AND EXPERIMENTAL ECONOMICS REVEALS OPPORTUNITIES FOR SWEET WINES MADE FROM GRAPES AFFECTED BY NOBLE ROT”

Philippe DARRIET, Université de Bordeaux, France

9:45

Questions

DAY 3: FRIDAY 22ND MAY 2026



Faculty of Sciences of the University of Porto (FCUP) - [Ferreira da Silva Auditorium](#)

TOPIC 2 : GRAPEVINE AND WINE VARIETIES, AND REDUCED ALCOHOL WINE TRENDS

10:00

"HOW TO REDUCE BERRY SUGAR CONTENT KEEPING ACIDITY AND PHENOLIC STRUCTURE IN WARM CLIMATES? ADVANCED VITICULTURAL PRACTICES"

Mario DE LA FUENTE LLOREDA, Universidad Politécnica de Madrid, Spain

10:15

"HOW TO OPTIMIZE THE SENSORIAL QUALITY OF DEALCOHOLIZED WINES. TECHNICAL POSSIBILITIES AND LEGAL RESTRICTIONS"

Monika CHRISTMANN, Hochschule Geisenheim University, Germany



10:30

Coffee Break

11:00

"GRAPEVINE DIVERSITY AND ITS INFLUENCE ON WINE STYLE TRENDS"

Jorge CUNHA, Instituto Nacional de Investigação Agrária e Veterinária, Portugal

11:15

Questions

TOPIC 3 : WINE SALES, TRADE BARRIER, THE IMPACT OF TAXATION, WINE TRADE AND CONSUMPTION, WINE CONSUMPTION FUTURE

11:30

"THE FUTURE OF GLOBAL WINE CONSUMPTION"

Jean-Marie CARDEBAT, Université de Bordeaux, France

11:45

"U.S. WINE TARIFFS: INCIDENCE AND RETALIATION"

Karl STORCHMANN, New York University, U.S.A.

12:00

"TRADE BARRIERS UNCERTAINTY AND THE VALUE OF TM/PDO/PGI"

Alberto RIBEIRO DE ALMEIDA, Instituto dos Vinhos do Douro e do Porto, Portugal

12:15

Questions & final comments

12:30

Lunch



DAY 3: FRIDAY 22ND MAY 2026

 Faculty of Sciences of the University of Porto (FCUP) - [Ferreira da Silva Auditorium](#)

SESSION 3 OENOVITI / ENOTOUR SYMPOSIUM

13:30

INTERNATIONAL ROUNDTABLE : « DIGITAL MARKETING OF WINETOURLISM »

Speakers :

Isabel BARBOSA, University of Porto, Portugal

Claire LAMOUREUX, Bordeaux Sciences Agro, France

Calle NILSSON, Winetourism.com, Sweden

Session chaired by Noemi Rabassa, University Rovira i Virgili, Spain

15:00

End of the event

ADDITIONAL INFORMATION



SYMPOSIUM LOCATION:

**Faculty of Sciences of the University of Porto (FCUP) -
Ferreira da Silva Auditorium
Rua do Campo Alegre 1021/1055
4169-007 Porto.
Closest entrance location**



**Main entrance at Rua do
Campo Alegre**



HOW TO GET FROM PORTO AIRPORT TO PORTO CITY CENTER?

**From Porto Airport, you can reach the city center by several forms of
transportation:
subway, bus, shuttle, or taxi.
More information about transportation: [click here.](#)**

CONTACT INFORMATION



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