



AIDV Conference 2022
Funchal – Madeira – Portugal
7 – 9 October 2022



INVITATION TO ATTEND THE 2022 AIDV ANNUAL CONFERENCE

This year the place chosen for our Conference is the beautiful Madeira Island. A place with history, vineyards and a wine bearing the name of the island. The island of Madeira was discovered in 1419 by Portuguese navigators, and lands were soon cleared and used for the cultivation of wheat, vines and sugarcane. The history of Madeira wine begins here and accompanies the development of the island itself over the centuries. Historical records show that 25 years after the beginning of colonization, Madeira wine exports were already a reality!

With around six hundred years of existence, Madeira wine allow us to tell a story of internationalization that passes through the most diversified export routes, depending on the international circumstances, in which, along with exports to Europe, great emphasis was placed on routes to the Indies and the Americas, between the 16th and 18th centuries, which, in the latter case, continue to be used today. The fame and prestige of Madeira wines can be attested to by numerous episodes, including the celebration of the independence of the United States of America in 1776, which was celebrated with a toast of Madeira wine!

There were many personalities and statesmen who were dazzled by this Wine, of which, emblematic examples, were George Washington and Thomas Jefferson, who were profound connoisseurs of Madeira Wine or Winston Churchill who, on his visits to the island, had the opportunity to know and appreciate these wines. Indeed, references to Madeira Wine can also be found in such famous literary works as those by Shakespeare.

So please come and enjoy this wonderful place!

THURSDAY 6 OCTOBER
17:00 – 19:00 - Board Meeting –
Vidamar Resort Hotel
20:00 – Board dinner (Board members and spouses only)





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FRIDAY 7 OCTOBER

8:00 – Registration

9 am – Welcome speeches

9:30-10:30 – Session 1

1 LABELLING, ALLUSIONS AND CONFUSION: A look at the various ways in which labels can mislead or confuse consumers when using the names of other GIs such as Cognac, Scotch and the like.

Chair: Rein-Jan Prins

Speakers: Lionel Lalagüe
Paul Carlyle

10:30-11:00 – Coffee break

11:00-13:00 – Session 2

2 JUDGES' SESSION: Decision-making: how do judges make decisions, e.g. in cases such as Champagner Sorbet: how do they determine the asserted Champagne characteristics of another product (a sorbet): eg “taste”, “confusion”, “similarity”? Through gut feeling, surveys, court-appointed experts?

Chair: Steve Stern

Speakers: Judge Peter Tochtermann
Justice John Middleton
Judge Camille Lignieres
Justice Mike Manson

13:00-14:15 – Lunch - Hotel VidaMar

14:15-15:45 – Session 3

3 TRADITIONAL EXPRESSIONS

Traditional expressions in and outside of the EU: Principles and recent developments

Chair Jean-Baptiste Thial de Bordenave

Speakers: Ronan Raffray
Scott Gerien
Stephan Martin

15:45-16:15 – Coffee break

16:15-17:45 – Session 4

4 PORTO/MADEIRA TASTING SESSION: Issues in selling museum (extremely rare and old) Portos and Madeiras. Traceability, no longer consistent with current cahier des charges, the changing nature of the wines as they age. Should the cahier des charges be adapted. “Typicité”, what does a GI do, what are its raisons d’être?

Chair: Gonçalo Moreira Rato

Speaker: Dominic Farnsworth MW

17:45-18:30

Madeira of Honor offered by the Madeira Wine Institute in the Lobby and on the Terrace of the Convention Center

19:30 – Bus departure

20:00 – Dinner at the Fortress of São Tiago (offered by the Regional Government of Madeira and by the Madeira Wine Institute – IVBAM)



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SATURDAY 8 OCTOBER

9:30-10:30 – Session 5

5 E-COMMERCE in the Wine Sector –

In-depth legal analysis of e-commerce as it effects the marketplace for wine.

Chair: Marina Cousté

Speakers: Mercedes Corbal

Thierry Firino - Martell

10:30-11:00 – Coffee break

11:00 - 13:00 – Session 6

6 LATEST LEGAL DEVELOPMENTS AND UPDATES – WHAT HAS HAPPENED IN THE WINE WORLD SINCE VEVEY (2019)

Chair Stefano Dindo

Speakers: EU – Cristiana Stoica

US – Tracy Genesen

China – Liam Zhu

Canada – Ekaterina Tsimberis

Latin America – Oscar Cruz Barney

13:00-14:30 – Lunch Hotel VidaMar

14:30-16:00 – Session 7

7 BRAND AND ADVERTISING RESTRICTIONS IN THE WINE SECTOR -

Chair Javier Perez

Speakers: Francisco Carey

Karen Graham

Charles Goemaere

16:00-16:30 – Coffee break

16:30-17:30 – Session 8

8 GLOBAL WINE TRADE HOT SPOTS AND THEIR LEGAL CONSEQUENCES

Chair Bennett Caplan

17:30 – 18:30 – Annual General Meeting

19:30 – Bus departure

20:00 – Dinner at Restaurant O Lagar

**CONFERENCE DRESS CODE (INCLUDING THE DINNERS) WILL BE BUSINESS CASUAL
ALL CONFERENCE SESSIONS WILL TAKE PLACE AT THE VIDAMAR RESORT HOTEL CONFERENCE CENTRE AND WILL
HAVE SIMULTANEOUS TRANSLATION IN ENGLISH, FRENCH AND PORTUGUESE**



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SUNDAY – 9 OCTOBER

All day excursion (which will include visits to both Madeira wine aspects and other local attractions)

- 09:00** *Departure from the Hotel – The route will be towards the south coast passing by Ribeira Brava, Ponta do Sol and Madalena do Mar. Passing through the Plateau of Paúl da Serra, we will reach the north coast, visiting the Porto da Cruz. Then we will visit the vineyards of Quinta do Furão located in Santana. Lunch will be served at Quinta do Bispo. A guided tour of the vineyards will be carried out.*
- 16:30** *Return to the Hotel.*

Accompanying Persons program

Friday 07.10.2022 | FUNCHAL & MONTE (HALF-DAY TOUR 09H00 – 13H00)

We start with a visit of the Market, very famous for its colorful atmosphere, where farmers come from the different parts of the island, to sell their local produce, followed by a visit to an embroidery factory. Then up to the village of Monte, (possible by an optional cable car route) where the public gardens and church where the tomb of the last Austrian Emperor, Charles I are located. From here you can take the famous "Toboggan" pulled by men down to Livramento. (optional).

Saturday 08.10.2022 | EIRA DO SERRADO E JARDIM BOTÂNICO (HALF-DAY TOUR 09H00 – 13H00)

Our first stop is at Pico dos Barcelos, a viewpoint from where you can admire a beautiful view over Funchal. Then we follow our journey to Eira do Serrado, viewpoint (1094 mts) overlooking the valley of Curral das Freiras, the Nun's Valley, a little village built in the crater of an extinct volcano. There are excellent views over the village and the mountains.

We finish our excursion with a visit of the botanical gardens of Funchal founded in the 1960's on the grounds of a Quinta that belonged to the Reid's family.

HOTELS and CONGRESS CENTRE

1 – Hotel and place of the Congress – VIDAMAR RESORT HOTEL (five stars) (www.vidamarresorts.com)

Other Hotels (four stars) in walking distance from VIDAMAR RESORT HOTEL

HOTEL ALTO LIDO (www.grupocardoso.pt)

HOTEL VILA BALEIRA (www.vilabalaira.com)

THE AIDV IS WORKING CLOSELY WITH THE HOTELS AND CONFERENCE CENTRE TO ENSURE THAT THE MOST UP-TO-DATE COVID SANITARY MEASURES ARE IN PLACE.

When reserving rooms at these hotels, please inform the hotels that you are attending that AIDV Conference.



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REGISTRATION

		Early bird until 15 July 2022	From 16 July 2022
Current AIDV Member	Full Conference: Scientific Program, Meals, Tasting, Sunday Tour	€ 600,-	€ 700,-
Non-AIDV Member	Full Conference: Scientific Program, Meals, Tasting, Sunday Tour	€ 750,-	€ 850,-
Accompanying person	Accompanying Program: Tours, Lunch, Dinner on Friday and Saturday	€ 300,-	€ 350,-
Student:	Conference Scientific Program only Coffee Breaks	Free	Free
Student:	Conference Scientific Program 2 Lunches/2 Dinners/2 bus transfers included	€ 100,-	€ 110,-

The registration will only be valid as from the date of receipt by AIDV's Secretariat of the total amount due of the registration fee.

- Deadline for the receipt of the registration fee: 30 September 2022. **No further registrations will be accepted after this date**
- Attention: places are limited to the capacities of the various venues of the Conference; registrations will be processed in the order of their receipt; AIDV reserves the right to refuse registrations above a certain number of participants.
- An invoice for the total amount paid for registration fees shall be provided to the participants at the start of the Conference.

YOUR REGISTRATION AT THE CONFERENCE IS ACCEPTED ON THE BASIS THAT YOU ACCEPT ALL RISKS FROM TRAVELLING AND ATTENDING THE CONFERENCE AND AGREE NOT TO PURSUE THE AIDV OR ITS OFFICERS OR BOARD MEMBERS FOR ANY CLAIMS, COSTS, DAMAGES, LOSSES, EXPENSES, DISBURSEMENTS OF ANY NATURE ARISING FROM YOUR ATTENDANCE AT THE CONFERENCE.

Cancellations should be sent in writing to the AIDV Secretariat.

The cancellation conditions are the following:

- For cancellations received by the Secretariat before the 30th of September 2022, the registration fees will be refunded after deduction of 10 % administration costs.
- For cancellations received by the Secretariat as from the first of October 2022, the registration fees will not be refunded.
- Refunds will be made after the end of the Conference.

Registration must be done on line
<https://www.aidv.org/2022-madeira-registration.html>