**PROGRAMME**

**MUST – Fermenting Ideas will be a meeting point for debating the sector and its ideas, trends and problems, opportunities and challenges. It will be a space of excellence and of learning, totally dedicated to wine.**

**WEDNESDAY 7 JUNE**

**Morning Session (8.30–13.00)**

**WELCOME TO MUST FERMENTING IDEAS**

**With a message by His Excellency the President of the Republic of Portugal, Marcelo Rebelo de Sousa.**

**NATURAL WINE**

**Alice Feiring answers the question, ‘What, precisely, is natural wine?’**

**CLOSURES**

**Miguel Cabral speaks about the cork industry research guidelines and answers the question ‘Is there a future for natural cork?’**

**WINE TOURISM**

**Natalia Velikova speaks on tourism in the wine scene. Does it involve more than just visiting wineries?**

**Afternoon Session (14.30–18.00)**

**NATURAL WINE**

**Jamie Goode (wineanorak.com) speaks about the various challenges in the cellar & the vineyard fundamental to the production of natural wines.**

**FORTIFIED WINES**

**Winemaker and ‘Decanter Man of the Year’ Paul Symington speaks about fortifed wines and their status in a modern world of wine.**

**SPARKLING VS CHAMPAGNE**

**Matthew Jukes opens discussion on if English sparkling wine can win out over Champagne.**

**THURSDAY 8 JUNE**

**Morning Session (8.30–13.00)**

**OLD GRAPE VARIETIES**

**Grape geneticist José Vouillamoz shares his expertise about old but unknown grape varieties. Are these rising stars, offering new opportunities?**

**REGIONAL IDENTITY**

**Michelle Bouffard speaks about Canadian wines emphasizing: will Canada ever become known for producing anything besides Ice Wine?**

**CONSUMER TRENDS**

**The wine critic and MUST promoter Rui Falcão answers the question ‘Is Madeira wine out of this world?**

**WINE TOURISM**

**Felicity Carter (Wine Business International) speaks about the impact of wine tourism on some of the most famous wine regions.**

**Afternoon Session (14.30–18.00)**

**CONSUMER TRENDS**

**Paz Levinson speaks about Sommeliers and the hospitality industry., and answers the question ‘What does it take to win?’**

**COMMUNICATIONS (R)EVOLUTION**

**Lulie Halstead (CEO at Wine Intelligence) will talk about how we address Millennials in the different communication channels in the world of wine.**

**WINE EDUCATION**

**Founder of GuildSomm and Master Sommelier Geoff Kruth is an expert on wine education. He explains the importance of expanding this professional eld.**

**FRIDAY 9 JUNE**

**Morning Session (8.30–13.00)**

**ONLINE SALES**

**Adapt or die! Cathy Huyghe shows some innovative ways to promote & sell wine online.**

**INDIGENOUS GRAPE VARIETIES**

**Victor de La Serna (El Mundo) speaks about how after the international grape invasion, European wine regions are coming back to local, indigenous, traditional varieties.**

**WINE TOURISM**

**Tourism expert Mariette du Toit-Helmbold raises the question: does wine tourism turn wine regions into a sort of Disneyland, into theme parks?**

**UNKNOWN GRAPE VARIETIES**

**New York Times wine critic Eric Asimov speaks about internationally known – but still underestimated – grape varieties.**

**Afternoon Session (14.30–18.15)**

**CHINESE TERROIR**

**Stephen Li delineates the diversity of Chinese terroir, many worlds within one wine country.**

**DATA MINING**

**Wine-Searcher, with its new data mining capability has insights for wine businesses to help make better decisions, identify new opportunities and spot trends. Nicholas Oakes dives into this unique data set, focussing on China and the demand trends that Wine-Searcher can see.**

**ASIA’S INFLUENCE**

**Is the Asian market redefining wine styles? Huiqin Ma, Professor at China Agricultural University in Beijing, addresses this question**

**CLOSING CEREMONY**

**On Tuesday June 6, the Centro de Congressos do Estoril will be open for registrations from 17.00 to 18.30 for all attendees.
Late registrations will be admitted on Wednesday, June 7, opening at 8.00. Please collect your attendee badge.**