



## **Wine Tourism and Protected Designations of Origin (PDO/AOP) Governance, Law and Territorial Development**

**Location:** *EM Strasbourg Business School – University of Strasbourg*  
**Friday, 22 May 2026 | 14:30 – 19:00**

### **Conference Scope**

This conference is organized in the context of the recent **European Regulation (EU) 2024/1143**, which significantly expands the scope of action of producer groups by explicitly recognizing their potential involvement in tourism valorisation, territorial promotion, and the development of experiential offerings linked to Geographical Indications (GIs / PDOs). While this regulatory framework opens major strategic opportunities for European wine regions, it simultaneously raises critical questions regarding its concrete implementation. Uncertainties remain concerning governance arrangements and institutional responsibilities, coordination mechanisms between wine producers, tourism stakeholders and public authorities, the articulation between legal frameworks, economic strategies, marketing approaches and territorial dynamics, and the preservation of cultural heritage and rural landscapes within tourism development strategies.

Adopting a deliberately interdisciplinary approach, the conference brings together perspectives from law, economics, tourism management and territorial marketing to explore how wine production and tourism can be meaningfully connected in a coherent, sustainable and territorially embedded manner. Special attention will be given to a comparative analysis of French and Italian initiatives, with the objective of identifying transferable models, governance mechanisms and best practices that may inform future European wine tourism policies.

### **14:30 – 14:45 Institutional Opening**

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- **Dr Coralie Haller** *University of Strasbourg, EM Strasbourg Business School, Chair in Wine and Tourism*
- **Gonçalo Moreira Rato** *AIDV – IWLA International Wine Law Association*
- **Diego Saluzzo** *UGIVI – Unione Giuristi della Vite e del Vino*

## 14:45 – 15:15 Keynote Address (30 minutes)

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The keynote will provide a conceptual and regulatory framework for the conference, mainly highlighting the strategic implications of Regulation (EU) 2024/1143 for wine tourism development within Geographical Indication territories.

**Chloé REZLAN** - Adeona Avocates - IFTTA (International Forum of Travel and Tourism Advocates)

**Christine LEBEL** - Délégation Française auprès de l'OIV - Université de Franche-Comté - AIDV

## 15:15 – 16:00 Round Table 1 (45 minutes)

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### Legal and Regulatory Approaches to Wine Tourism and PDOs/AOPs

Moderator: **Mariangela MARRANGONI** - **Diego SALUZZO**

This session will examine the legal foundations and regulatory challenges associated with the involvement of producer groups in tourism-related activities, including compliance issues, institutional coordination, and legal innovation.

- **Oreste CALLIANO** - UGIVI - *Unione Giuristi della Vite e del Vino*
- **Domenico CAVALLO** - *JUS VINI* Chief Editor - UGIVI *Unione Giuristi della Vite e del Vino* - AIDV
- **Stefano DINDO** - UGIVI – *Unione Giuristi della Vite e del Vino* - AIDV
- **Théo GRISCHKO** – Délégué général de l'AVA (Association des Vignerons d'Alsace) PhD Student Chair Wine and Tourism
- **Paolo VERONESI** - UGIVI *Unione Giuristi della Vite e del Vino* - AIDV

16:00 – 16:15 Q&N - Open discussion with speakers and participants.

## 16:15 – 17:00 | Round Table 2 (45 minutes)

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### Wine Tourism Governance and Territorial Strategies

Moderator: **Coralie HALLER** - **Filippo MORESCHI**

This round table will focus on governance models, stakeholder coordination, territorial branding strategies and the role of producer organizations in structuring and promoting wine tourism ecosystems.

- **Jean-Baptiste FADULTO** – University Toulon, Phd Student
- **Violante GARDINI CINELLI COLOMBINI** - National President of Italian Movement of Wine Tourism (in remote)
- **Nathalie KALTENBACH** – President ADT (*Alsace Destination Tourisme*) & President ITERVITIS France (Sentier Culturel de la Vigne et du Vin du Conseil de l'Europe)
- **Jean-Georges SCHERB** – Terra Vinum Hôtel & Domaine Scherb
- **Aurora VISENTIN** – UGIVI – *Unione Giuristi della Vite e del Vino*

17:00 – 17:15 | Q&N - Open discussion with speakers and participants.

## **17:30 – 19h – Wine tasting of Alsace Wines**

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**Domaine FREYBURGER**, Ammerschwihr - <https://www.freyburger.fr/>

Tasting organized by Reinhard ULLMANN, Student Master 2 European, Tourism, Wine and Agrifood Management, EM Strasbourg Business School, University of Strasbourg.

**Domaine Jean SIPP**, Ribeauvillé - <https://www.jean-sipp.com/>

Tasting organized by Adèle WINE, Student Master 2 European, Tourism, Wine and Agrifood Management, EM Strasbourg Business School, University of Strasbourg.

**Domaine SCHERB**, Guebenschwihr - <https://hotel-terravinum.com/>

### **Working Languages**

The working languages of the conference will be French and English, without simultaneous translation. Speakers are free to intervene in the language of their choice.