

XV International Conference
Academy of Wine Business Research (AWBR)
Ever-evolving experiences in innovative and sustainable wine systems
July 9-12, 2024, Verona (Italy)

PROGRAMME

DAY 1 – Tuesday, JULY 9, 2024		Location:
Morning	AWBR Executive Board Meeting (Executive Board only)	Rectorate, Palazzo Giuliani, University of Verona, Via dell'Artigliere 8, Verona
Afternoon	Workshop on Verona wines with tasting in Valpolicella	Villa Lebrecht, University of Verona San Floriano- Valpolicella (Meeting point in Verona)
Evening	Welcome Aperitivo in Valpolicella	
DAY 2 - Wednesday, JULY 10, 2024		
Morning	Conference Registration Opening Plenary session Plenary Session	Polo Santa Marta University of Verona Via Cantarane 24, Verona
Afternoon	Parallel Sessions	Polo Santa Marta University of Verona Via Cantarane 24, Verona
Evening	Dinner with bottle share	
DAY 3 – Thursday, JULY 11, 2024		
Morning	Parallel Session Plenary session: Discussion panel with Italian wine industry	Polo Santa Marta University of Verona Via Cantarane 24, Verona
Afternoon	AWBR Assembly Parallel Session	Polo Santa Marta University of Verona Via Cantarane 24, Verona
Evening	Gala Dinner	
DAY 4 – Friday, JULY 12, 2024		
All day	Wine Tour	Meeting point in Verona