



WINE BUSINESS MANAGEMENT PROGRAM
3rd Edition - 2019
Porto

Module	Faculty	Month	Day	Week Day	Schedule
Welcome Wine Tasting & Cocktail, Sponsored by Vini PORTUGAL *			20	Sunday	Starting at 7:30pm
Welcome & Opening Session (30m)	Coordinators				10:00am - 10:30am
Planning Wine Tourism Destinations (3h)	Nuno Fazenda		21	Monday	10:30am - 1:30pm
Wine Market & Distribution (3,5h)	Paulo Ramos				3:00pm - 6:30pm
Vineyard of the Future (3,5h)	Kaan Kurtural		22	Tuesday	10:00am - 1:30pm
Achieving Vine Balance to Meet Winery Specifications (3,5h)					3:00pm - 6:30pm
Business Marketing and Brand Management (2,5h)	Joana Santos Silva		23	Wednesday	10:00am - 12:30pm
Digital Wine Marketing (3,5h)					2:00pm - 5:30pm
Managing Wine Chemistry Post Fermentation (3,5h)	Andrew Waterhouse	January	24	Thursday	10:00am - 1:30pm
Sustainable Processing in the Winery (3,5h)					
Understanding Consumer Behavior (3,5h)	Rosário Pinto Correia		25	Friday	10:00am - 1:00pm
Global Trends and the Wine Business (3,5h) **	Sérgio Rebelo				3:00pm - 6:30pm
Deconstructing Wine: The Science Inside the Bottle and Behind the Label (3,5h)	Tim Hogg + José António Couto				9:00am - 12:30pm
Wine Industry: Institutions, Players and Lobbies (2h) *	George Sandeman		26	Saturday	2:30pm - 4:30pm
Company Interaction: Innovative Insights in Wine Industry (2h) *					4:30pm - 6:30pm
Sales and Customer Management (3h)	Tim Munnion		28	Monday	10:00am - 1:00pm
Wineries Management (3,5h)	Nuno Cancela Abreu				3:00pm - 6:30pm
Company Interaction: Successful Wine Brand (3,5h) *	Coordinators		29	Tuesday	9:30am - 12:00pm
Closing Ceremony		January	29	Tuesday	Starting at 1:00pm

* These events will take place outside the Catholic University of Portugal

** Video-conference session

In collaboration with  vini portugal

Total length: 51,5 hours

Coordinators:

Nuno Fazenda - Holds a PhD in Regional and Urban Planning (in the field of Tourism) from the Higher Technical Institute, Masters in Management and Environmental Policies from the University of Aveiro and Undergraduate Degree in Tourism from the University of the Algarve, including an exchange year at the University of Wales in Cardiff. Former Director and Deputy Director of two hotels. With 15 years professional experience in the tourism field, Nuno Fazenda was Expert-Coordinator at the CCDRN with responsibility for the Action Plan for Tourism in the North of Portugal, and technical coordinator of the Tourism Development Plan for the Douro Valley. Was an invited Professor at George Washington University Business School and has been conducting several communications in Portugal and abroad, including Europe, Brazil, China, Mexico and the United States. He is a professor at Universidade Católica Portuguesa, member of the Scientific Council of the Faculty of Philosophy and Social Sciences of the UCP and international expert of World Excellence for Destinations Center. He is Director of the Department of Community Programs Management in Tourism of Portugal, I.P., and he is in charge of the coordination of Tourism 2027 - National Tourism Strategy of Portugal.

José António Couto - Professor at the College of Biotechnology of the Portuguese Catholic University and researcher of CBQF (Fine Chemistry and Biotechnology Centre) in the area of wine science. He got his B.Sc. degree in Biology (Scientific-Technological branch) from the Faculty of Sciences of the University of Porto and his Ph.D. degree in Biotechnology (Microbiology) from the Portuguese Catholic University. He published several papers in refereed international journals and has participated in several professional meetings and international congresses. He coordinates academic teaching programmes from undergraduate degrees to doctoral studies: master's degree in Applied Microbiology (ESB-UCP) and post-graduation on enology (ESB-UCP).