



## European Heritage Days, in cooperation with Microsoft Corporation and Vivanco Museum of Wine Culture

### NEW TECHNOLOGIES: STRENGTHENING HERITAGE, CULTURE AND WINE TOURISM

La Rioja, Spain  
14 December 2013

Venue: Vivanco Museum, Briones - La Rioja, Spain

### Programme



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Microsoft Corporation, in collaboration with the European Heritage Days (Council of Europe and European Commission Joint Programme) and Dinastía Vivanco Museum of Wine Culture is delighted to welcome you to participate in an event, which will celebrate the launch of two highly innovative cultural and tourism portals that have been developed using Microsoft Bing Maps technology.

Both portals focus on promoting European collaboration around culture, heritage, wine culture and tourism. Both have translated the individual map experience into one of collaborative creative exchange. Through dynamic and interactive features of Bing Maps, the map becomes a community meeting place where we are invited to engage with a new geography of Europe and participate in building a shared European Dimension of wine culture and heritage. For the first time, Europeans are given access as individuals, groups and organisations to reconstruct the meaning of heritage and to participate in creating a cultural dimension of wine heritage.

This event, which is being generously hosted by the Vivanco Museum of Wine and the Council of Europe and European Commission, is promoting the European Heritage Days Portal, developed to support the European Dimension of Heritage and the ACTE Wine Cultural Community Portal, developed to support the European Dimension of Wine Culture.

For more information visit and explore the sites:

[www.europeanheritagedays.com](http://www.europeanheritagedays.com)  
[www.winecommunity.org](http://www.winecommunity.org)

## Saturday 14 December Introduction and Welcome

### Morning

### Arrival of local participants

09:30 – 09:55

Press conference

*Santiago Vivanco*, Vivanco Museum  
*Rafael Perez Colon*, Microsoft  
*Madelena Grossmann*, Council of Europe  
*Pedro Sanz*, President of La Rioja

10:00 - 11:00

Welcome speeches

*Santiago Vivanco*, President  
Vivanco Museum

*Pedro Sanz*, President  
La Rioja Government

*Madelena Grossmann*, Manager of the EHD Programme  
Council of Europe

*Rafael Perez Colon*, Worldwide Director for International  
Organisations, Microsoft Corporation

*Isabelle Vinson*, Senior Programme Specialist, Sector for  
Culture, UNESCO

## Session 1: Culture and Technology

Moderator: *Rafael Perez Colon*

11:00 – 11:30

### New Technology Partnerships with the Cultural Sector

*Bruno Schroder*  
Microsoft Belgium

11:30- 11:45

### The European Heritage Days

*Arev Samuelyan*, Vice-Minister  
Armenian Ministry of Culture

11:45-12:00

**The European Heritage Days Portal Demonstration**

*Madelena Grossmann/Jelena Mocevic/Mark Bridgens*  
Council of Europe

12:00-12:30

**New Tools for the Cultural Sector**

*Luis Bendito*, General Manager  
Microsoft Innovation Center on Tourism and Technology

12:30 – 13:00

Moderator: *Noel Fojut*

**Wine Museum Cooperation: European Dimension**

*Santiago Vivanco*, Vivanco Museum

*Laurence Chesneau-Dupin*, Director  
Bordeaux Wine Cultural Centre

*Giorgi Iukuridze*  
Shabo Wine Cultural Center

13:00 - 14:30

Lunch

**Session 2: Tourism and Technology**

14:30 - 14:50

**Technology and Tourism: Challenges**

*Isabel Garaña*, Director of the Regional Programme for  
Europe  
World Tourism Organisation

14:50 – 15:30

**Presentation of the ACTE Wine Community Portal**

Concept and context  
Wine Community  
Global participation

*Santiago Vivanco*

**15:30- 16:30**

**Strategies for Wine Route Cooperation**

*Representatives of European Wine Routes*  
Italy, Spain, Switzerland, France, Ukraine

**16:30- 16:50**

**3Ts – Territory, Technology & Tourism**

*Alfonso Vegara, President*  
*Ignacio Alcalde, Vice-President*  
Foundation Metropoli

**16:50- 17:10**

**Technology and Tourism – a national Interface**

*Antonio Lopez de Avila Munoz, President*  
Society for Innovation Management and Tourism  
Technologies (SEGITTUR)

**17:10- 17:30**

**Destination Management : Example La Rioja**

*Jack Delf, Founder and Director*  
Black Mountain, Ltd.

**17:30- 18: 00**

**Conclusions – Next Steps**

*Rafael Pérez Colón*  
Microsoft

*Santiago Vivanco*  
Vivanco Museum of the Culture of Wine

**Break – Cultural Programme**

**18:00 – 20:30**

Free time

**20:30 – 20:45**

**Cultural Programme – Short Concert**

*Pablo Sáinz -Villegas*

**21:00 – 22:00**

**Dinner**

***Speeches from Ambassadors***