



# ENCUENTRO SOBRE TALENTO EN ENOTURISMO

Hacia la 7ª Conferencia Mundial  
de Enoturismo de la OMT

23 Y 24  
MARZO  
HARO  
LA RIOJA  
ESPAÑA

## SPEAKERS



### Rainer Brusis

Innova Management (España)  
Managing partner

With a degree in Economics and Business Administration from the University of Dortmund (Germany), since 2005 he has been managing partner of Innova Management, a consulting firm specializing in tourism, leisure and hospitality. He has worked in the tourism sector since the beginning of his professional career, 28 years ago, in prestigious companies such as THR, the TUI Group or Deloitte and is a recognized expert in wine tourism. In 1999, as Product Manager for Tailor-Made Travel

for the German tour operator TUI Group, he organized the first wine tours for groups of German and French tourists to La Rioja. In 2001 he participated in one of the first wine tourism development projects in Spain; the Creation of the Spanish Wine Routes and their Self-Regulation Rules, for Turespaña. Since then, he has collaborated and advised leading destinations and wineries in some of the main wine territories in Spain: La Rioja, Ribera del Duero, Marco de Jerez, Rías Baixas, D.O. Vinos de Madrid, Ribeira Sacra, Penedés, Alella or Priorat. He is a certified professor of wine tourism at the School of Industrial Organization and has directed and implemented various courses related to this subject in Spain. He is a regular speaker at wine tourism forums and congresses.





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## **Claudio Cilveti**

Enoturismo Chile (Chile)  
President

Commercial Engineer from the Pontificia Universidad Católica de Chile, he has dedicated his entire life to developing Chilean wines, in Commercial, Marketing and Export departments of both family and large wineries such as Viña San Pedro Tarapacá, the second most important cellar in the country. Since 2011 he has been the General Manager of Chilean Wines, the association that represents 90% of Chilean wine exports. He is president of the Food Export Council of the country, which includes 11 associations of distinct food products, and president of

Enoturismo Chile, the association that brings together the main actors for the development of wine tourism in Chile.





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## Eduardo de Diego

Federación Española del Vino –  
FEV (España)

Director of Institutional Relations

Graduate in Journalism from the  
Universitat de Valencia and  
Master in International Business  
Management from the Centro de  
Estudios Económicos y  
Comerciales (CECO) and the  
Universidad Internacional  
Menéndez Pelayo (UIMP). Level  
2 qualification in WSET Wines.  
Since 2014 he has been  
developing his career in the wine  
sector, where he currently

serves as Director of Communication and Institutional Relations at the Spanish Wine Federation, the main business association of wineries in Spain and the only one of national character. In 2022, he joined the teaching staff of the Master's Degree in Continuing Education in Wine Tourism organized by the International University of La Rioja. He is also currently part of the working team for the project 'Analysis, design and development of a digital model of wine tourism in Spain', promoted by Segittur and financed by Next Generation EU funds through the Recovery, Transformation, and Resilience Plan of the Government of Spain.







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## **Mariette Du Toit-Helmbold**

Tourism marketing agency  
Destinate (South Africa)  
Foundress

She established Destinate in 2013 after ten years as the CEO of Cape Town Tourism. Destinate is a bespoke destination management and tourism marketing agency. They develop and help implement strategy, build brands, market destinations and connect people with great brands and destinations (often over good food and wine). Mariëtte is an international destination marketing and tourism thought leader, strategist and in demand internationally as a speaker on tourism, wine tourism, trends in marketing, destination

marketing, brand innovation and digital marketing. She has great insight in wine tourism and was responsible for the first national research project on wine tourism for South Africa. She developed South Africa's first national wine tourism strategy and led the first phase of implementation thereof in association with VinPro, who represents 3 500 South African wine producers, cellars and industry stakeholders, Wines of South Africa and Wesgro. She understands the importance of having a global and futuristic perspective, but her ability to implement globally relevant vision and strategy within a distinctively local context with tangible results is what has truly positioned her as a thought leader in tourism, marketing and strategic communications.





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## **Tamuna Kakhidze**

Georgian National Tourism  
Administration (Georgia)  
Chief specialist of Department of  
Tourism Product and  
Infrastructure Development

Tamar Kakhidze is a public administrator by profession. She has worked for the Georgian National Tourism Administration since 2008 for various departments. Currently she holds position of a Chief Specialist and is the coordinator of Wine Route Project. Georgian National Tourism Administration has been working on the project of Wine Route more than a

decade in order to help winemakers and travelers meet each other.

Road signs of the project can be seen in every winemaking region throughout the country, making it easier for travelers to find the wine hosts and hear about 8 000 year history of unbroken winemaking tradition and enjoy Georgian hospitality accompanied by cuisine and wine. Currently the project has 352 beneficiaries.

Tamar has also worked to develop various tourist product promotional materials such as “Georgia as a spa and wellness destination”, “Georgia for Jewish travelers”, “German heritage in Georgia”, etc. She was actively involved in developing Georgia’s Ecotourism Strategy 2020-2030 and action plan (2021-2023) and also country’s agritourism roadmap. She is the member of Georgian Ecotourism Strategy Coordination Committee.





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## Catherine Leparmentier

Great Wine Capitals (France)  
Managing Director

After studying foreign languages applied to business and management, Catherine began her career in Bordeaux, working for the French Government in advising small and medium-sized enterprises in the development of their export markets. After a year in Zürich (Switzerland) for the same organization, she returned to Bordeaux and began working for the Chamber of Commerce and Industry of Bordeaux, a public body whose missions are to support the commercial development of private companies.

Catherine manages the Tourism department of the Bordeaux Chamber of Commerce, where she first developed the 'Cruise Bordeaux' concept, a local marketing organization aimed at promoting Bordeaux as a port of call to increase the number of cruise calls.

In 1998 Catherine oversaw the establishment of an international wine network and in June 1999 launched the Great Wine Capitals Global Network. For more than twenty years, she has worked with great conviction and energy in the development of wine tourism both in Bordeaux vineyards and worldwide through her activities with the Great Wine Capitals where she has acquired valuable knowledge and expertise on wine tourism. She is still in charge of the Network as General Manager and oversees its development; today, she leads the Network on the path to sustainability and engages it in actions in this direction, such as joining the Porto Protocol or the Sustainable Wine Roundtable association.

Catherine is married and has 2 daughters, aged 33 and 30. She loves wine, gastronomy, music and singing.







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## **Pedro Matias**

Turismo de Portugal (Portugal)

Senior Project Manager of Marketing & Sales Direction

Senior Project Manager in the Department of Business and Territorial Marketing of the Marketing & Sales Direction at Turismo de Portugal. Working for the national tourism authority since 2009, where developed projects in several areas, as Culture, Heritage and Creativity, Religious Tourism, Gastronomy and Wine Tourism. Regarding wine tourism accompanied the launch and development of the Action Programme for Wine Tourism, integrated the national team that organized, in 2021, the 5th UNWTO Global Conference on Wine Tourism and organized a Portuguese Wine Mission to the Cape Winelands, in South Africa (2019). Holds a Law Degree and a Master in Cultural Management, as well as a Public Management Executive Training.





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## **Niklas Ridoff**

WineTourism.com (Sweden)  
CEO

Niklas is the CEO of WineTourism.com, a global booking website for great wine experiences with over 4000 wineries in 45 countries. He has a background in finance and economics from Yale University and London School of Economics, and has worked in both the public and private sector. Niklas was bitten by the wine bug many years

ago, and eventually made the leap of faith over into a full time profession in wine. Though based in Sweden he has traveled and lived in UK, Spain, Switzerland and the US as well. Niklas is a WSET Level 3 certified sommelier.







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**Manuel Romero**  
Dinamiza (Spain)  
CEO

Degree in Chemistry from the Complutense University of Madrid. Master in Senior Management in Policy and Strategy of Tourism Destinations by the Universitat Oberta de Catalunya and the UNWTO and Master in Management and

Business Administration (MBA) by IDE CESEM. Director of Dinamiza Asesores, a tourism consulting firm specializing in wine and gastronomic tourism, he has developed more than a hundred projects in this field for the main entities in the country (Secretary of State for Tourism, SEGITTUR, Directorate General of Tourism of La Rioja, D. O. Ca Rioja, Basquetour, Basel Tourist Board, etc.). O. Ca Rioja, Basquetour, Rutas del Vino de Jerez, Rioja Alavesa, Rioja Alta, among others) and private companies such as Codorniu, Finca Villacreces, Bodegas E. Mendoza, Marqués del Atrio, Bodegas El Grifo and Finca La Estacada, among others. He teaches a Master's Degree in Gastronomic Tourism at the Basque Culinary Center.





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## **Marianna Sigala**

Sheffield Hallam University  
(United Kingdom)  
Professor

Marianna Sigala is Professor at Sheffield Hallam University, UK. She previously held the position of the Professor of Tourism and the Director of the Centre for Tourism & Leisure Management at the University of South Australia (2015 – 2021). She has also been an academic staff at the University of Strathclyde and Westminster University (UK), and the University of the Aegean and University of Piraeus (Greece). Her academic

credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research projects funded by various entities such as the E.U., the Council of Europe and the Department of Foreign Affairs and Trade, Australia. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.





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## **Paula Sousa**

ISEG - Lisbon School of  
Economics & Management  
(Portugal)

Expert and consultant in  
Wine Tourism

Paula Sousa is an expert  
and consultant in Wine  
Tourism, as well as  
professor in several  
executive masters. With a  
degree in Food Engineering,  
first she didn't resist to a  
passion for wine – studied  
DNO in France and WSETII  
in Spain – and, later, for  
luxury tourism – Hospitality

Management, a short MBA and Luxury Brands Management.

She developed a career in successful projects such as Aveleda and Quinta Nova N. S. do Carmo, as director of wine tourism projects in 4 regions along 18 years. Last year also had the experience of running a luxury dmc and an iconic wine & bistrot bar.

Paula recently helped organizing the 1st edition of Wine Travel Week – a premium trade show aiming to be the world's best wine tourism event.

She has been a board member in tourism institutions, but also an invited specialist for international projects and conferences dedicated to wine tourism.







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## **Gergely Szolnoki**

Geisenheim University (Germany)  
Professor of Market Research

Gergely Szolnoki works as professor of Market Research at Geisenheim University (Germany) and is honorary professor of Wine and Beverage Management & Marketing at University of West Attica (Athens/Greece). His main research areas are sustainability, wine tourism and consumer behaviour. Born in Hungary, he has lived in Germany for 20 years. Gergely has given more than 180 presentations at different conferences and seminars and is the author of several books and book chapters, peer-reviewed scientific papers and more than 120 industry articles published

in English, German and Hungarian. In addition to his academic activities, Gergely is a delegated expert in the International Organisation of Vine and Wine (OIV) in the fields of wine economics and statistics.

