

Date	Topic	Time	Conference	Speaker	Position/Company	Chairperson	Place		
18/11/2021 Thursday	The raw material: Apple growing and culture	09:00 09:15	Registration and documentation				Felix San Sebastián (President of FRUITEL, Association of fruit growers of Gipuzkoa)	Erribera Kulturgunea Hall	
		09:15 09:30	Welcome and institutional opening					Erribera Kulturgunea Auditorium	
		09:30 10:15	Varietal improvement and cost-effectiveness in terms of quality	IFPC (Institut Francais des Productions Cidricoles) (France)	International fruit growing expert and consultant (France)	Basque Culinary Center (Euskadi)		Erribera Kulturgunea Auditorium	
		10:15 11:00	Clearing and balancing between harvests	Yves Barranco					
		11:00 11:30	Coffee and tasting of desserts made with reinette apples						
		11:30 12:15	The apple tree and the ground	Andreu Vila	Agronomist engineer. Consultant and trainer of Arreu SCCP (Catalonia)				
		12:15 13:00	Necessity of soil and water in organic apple orchards	Angel Anocibar	Technical Director of the Abadia Retuerta Winery (Valladolid)				
		13:00 13:45	The reinette apple and its tasting	Luis Berrondo	President of the Ibarbi Errezil apple association (Euskadi)				
	Presentation of various business opportunities in the world of cider and tasting of its products	16:00 16:45	Production of ice ciders and tasting of their products	Eleanor Léger	A model for women in the United States cider industry (United States)		Eduardo Vazquez (Manager of Guerrila Imports and Technical Secretary of Sagardo Forum)		Erribera Kulturgunea Auditorium
16:45 17:30		Production of single- varietal ciders and tasting of their products	Norman Groh	Owner of Weidmann & Groh company (Germany)					
17:30 18:15		Cider maker that produces 20.000 litres of cider and tasting of its products	Cedric Le Bloas	Farmer, manager, tour guide and delivery man at Cidrerie du Leguer (France)					
Paired dinner	21:00	Juan Luis García will explain how to present cider to customers	Juan Luis Garcia	Summiller of Casa Marcial (Asturias)	Mikel Garaizabal (educational of cider culture)	Astarbe cider house			
19/11/2021 Friday	Cider and tourism	09:30 10:15	Keys to the positioning of cider in the haute cuisine sector	Juan Luis Garcia	Summiller of Casa Marcial (Asturias)	Mikel Garaizabal (educational of cider culture)	Erribera Kulturgunea Auditorium		
		10:15 11:00	Sales arguments in wineries	Juan Carlos Lopez de la Calle	Manager of Bodegas Artadi (Euskadi)				
		11:00 11:30	Coffee break						
		11:30 12:15	Opportunities to direct cider to HORECA and Retail	Michele Folk	Manager of Eris Restaurant in Chicago, one of the most important restaurants in the United States (United States)				
		12:15 13:00	Evolution of wineries in times of pandemics	Rainer Brusis	Consultant of Innova Management (Catalonia)				
		13:00 13:15	Experience of a winery	Pares Balta	Consorci de Promoció Turística del Penedès (Catalonia)				
		13:15 14:00	Cider house season 2022. What will it be like? What to do?	Group work + Round table					