

01/12/2023 Friday	TECHNICAL TALKS	Topic	Place	Time	Conference title	Speaker	Position/Company	Chairperson		
		Apple growing	Erribera Kulturgunea (Astigarraga)	08:45 09:00	Registration and documentation					Aitor Etxeandia
				09:00 09:15	Welcome					
				09:15 10:00	Kazakhstan, the origin of the cultivated apple	Catherine Peix	ALMA Association (France)	Aitor Etxeandia		
				10:00 10:45	Regenerative agriculture	Francesc Font and Nuri Madeo	The Regen Academy			
				10:45 11:15	Coffe					
				11:15 12:00	The experience with the new Geneva® series apple tree rootstocks in Catalonia	Joaquim Carbó	IRTA Mas Badia (Girona)			
		Tourism		12:00 12:20	Tourism model in the Basque cider sector	Amaia Zubeldia	Sagardo Route (Basque Country)	Aitor Buendía		
				12:20 12:40	What does the visitor who comes to the Basque Country ask for?	Leire Alkorta	Sagardoaren Lurraldea (Basque Country)			
				12:40 13:00	A journey through the world of cider	Haritz Rodríguez	Ciderzale (Basque Country)			
				13:00 13:30	Round table: Tourism in the cider houses of the Basque Country	Amaia Zubeldia Leire Alkorta Haritz Rodríguez				
		Cider production	13:30 15:45	Cider diversification and canned cider (lunch and tasting)	Paul Vander Heide	Vander Mill (United States)	Haritz Rodríguez			
			16:00 16:40	Business model of a Norwegian cider house	Asbjørn Børsheim	Ulvik Frukt & Cideri (Norway)				
			16:40 17:20	The international story of Perry	Adam Wells	Cider Review (United Kingdom)				
			17:20 18:00	Cider export	Jasper Smith	Son on Man (United States)	Guillermo Castaños			
					Charlie Burt	Anxo Cider (United States)				