



Date	Topic	Time	Title of the presentation	Speaker	Position/ Company	Moderator
NOVEMBER 20 Thursday		8:30 9:00	Accreditation and documentation distribution			
		9:00 9:15	Welcome and institutional opening			
	Heritage	9:15 9:30	The winepress project	Xabier Urdangarin	Mayor of Astigarraga	Xabier Urdangarin
		9:30 10:00	Wood and cultural heritage	Jabier Lekuona	Peio Martiko Fundazioa	
		10:00 10:30	Wine presses, farmhouses, wood and heritage	Ibon Telleria	EHU	
		10:30 11:00		Josué Susperregi	Arkeolan Fundazioa	
		11:00 11:30	Break			
	Museology	11:30 12:00	Museums open to citizens	Jordi Abella	Ecomuseu de les Valls d’Aneu	Ainhoa Bernabé
		12:00 12:30		Pere Casas	Museu del Ter	
		12:30 13:00		Roser Vilardell	Museo Etnográfico de Ripol	
	Tourism	13:00 13:30	MoMö Museum: How to connect with the consumer and lay the groundwork for the future	Paolo Spagnolo	MoMö Museum (Suitza)	
		13:30 14:00	Ruta'l Quesu y la Sidra: a geographical excursion through Asiegu, an immersion in the Asturian landscape, culture and gastronomy	Manuel Niembro	Ruta’l Quesu y la Sidra	
		8:30 9:00	Accreditation and documentation distribution			
NOVEMBER 21 Friday	Apple	9:00 9:30	Integrated control of the montane water vole	Aitor Somoano	Serida	Aitor Etxeandia
		9:30 10:00	The phytoplasma of apple tree proliferation: epidemiology and control	Jordi Sabaté	IRTA	
		10:00 10:30	Regenerative agriculture in apple cultivation	Nuri Madeo	The Regen Academy	
		10:30 11:00	Break			
	Cider: training and commercialization	11:00 11:30	EDA Drinks & Wine Campus: una visión 360 en la formación en el mundo de la sidra	Elisa Ucar	Drinks & Wine Campus	Haritz Rodríguez
		11:30 12:00	How to have a presence at points of sale (success stories)	Carlos López de Lacalle	Artadi	Ion Zapiain
		12:00 12:30		Joseba Martikorena	Martiko	
		12:30 13:00		Arantxa Goenaga	Goenaga	
		13:00 13:30	The Art of selling cider: From the glass to the game plan	Benoît Marinos	Domaine Antoine Marois	