

Date	Topic	Time	Conference title	Speaker	Position / Company	Moderator
NOVEMBER 20 Thursday		8:30 9:00	Documentation distribution			
		9:00 9:15	Welcome and institutional opening			
	Heritage	9:15 9:30	‘Dolareak’ project	Xabier Urdangarin (Basque Country)	Mayor of Astigarraga	Xabier Urdangarin Mayor of Astigarraga
		9:30 10:00	Wood and cultural heritage	Jabier Lekuona (Basque Country)	Peio Martiko Fundazioa	
		10:00 10:30	Cider presses, farmhouses, wood and heritage	Ibon Telleria (Basque Country)	EHU	
		10:30 11:00		Josué Susperregi (Basque Country)	Arkeolan Fundazioa	
		11:00 11:30	Break			
	Museology	11:30 12:00	Museums open to citizens	Jordi Abella (Catalonia)	Ecomuseu de les Valls d’Aneu	Ainhoa Bernabé Technician at the Basque Government Museum Centre
		12:00 12:30		Pere Casas (Catalonia)	Museu del Ter	
		12:30 13:00		Roser Vilardell (Catalonia)	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 (Switzerland)	MoMö Museum	
		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 (Asturias)	Ruta’l Quesu y la Sidra	
NOVEMBER 21 Friday		8:30 9:00	Documentation distribution			
	Apple	9:00 9:30	Integrated control of fassorial water voles	Aitor Somoano (Asturias)	Serida	Aitor Etxeandia Fruit growing consultant
		9:30 10:00	The phytoplasma of apple tree proliferation: epidemiology and control	Jordi Sabaté (Catalonia)	IRTA	
		10:00 10:30	Regenerative agriculture in apple cultivation	Nuri Madeo (Catalonia)	The Regen Academy	
		10:30 11:00	Break			
	Cider: training and commercialization	11:00 11:30	EDA Drinks & Wine Campus: a 360 vision in training in the field of cider	Elisa Ucar (Basque Country)	Drinks & Wine Campus	Haritz Rodríguez Pommelier and educator about cider
		11:30 12:00	How to have a presence at points of sale (success stories)	Carlos López de Lacalle (Basque Country)	Artadi	Ion Zapiain Sales Manager at the Zapiain Cider House
		12:00 12:30		Joseba Martikorena (Basque Country)	Martiko	
		12:30 13:00		Arantxa Goenaga (Basque Country)	Goenaga	
		13:00 13:30	The Art of selling cider: From the glass to the game plan	Benoît Marinos (France)	Domaine Antoine Marois	