

NOVEMBER
20
Thursday

TECHNICAL TALKS

Place	Topic	Time	Conference title	Speaker	Position / Company	Moderator
Erribera Kulturgunea (Astigarraga)		08:30 09:00	<i>Documentation distribution</i>			
		09:00 09:15	<i>Welcome and institutional opening</i>			
	Heritage	09:15 09:30	'Dolareak' project	Xabier Urdangarin (Basque Country)	Alcalde de Astigarraga	Xabier Urdangarin <i>Mayor of Astigarraga</i>
		09:30 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	<i>Break</i>			
	Museology	11:30 12:00	Museums open to citizens	Jordi Abella (Catalonia)	Ecomuseu de les Valls d'Aneu	Ainhoa Bernabé <i>Technician at the Basque Government Museum Centre</i>
		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	

COMPETITION

Place	Time	Type
Basque Culinary Center (Donostia)	15:00 20:00	Tasting of products presented to the contest. <i>*Tasting closed to the public</i>

ACTIVITY

Place	Time	Type
Ezkio Itsaso	16:00	Visit to the Igartubeiti museum. <i>*Only for participants of the Sagerdo Forum.</i>
LABe Restaurant (Donostia)	20:30	Opening dinner. Dinner paired with local and international ciders.

NOVEMBER 21 Friday	TECHNICAL TALKS	Place	Topic	Time	Conference title	Speaker	Position / Company	Moderator	
		Erribera Kulturgunea (Astigarraga)		08:30 09:00	Documentation distribution				
			Apple	09:00 09:30	Integrated control of fassorial water voles	Aitor Somoano (Asturias)	Serida	Aitor Etxeandia Fruit growing consultant	
				09:30 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 commercialize	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				
	ACTIVITY	Place	Time	Type					
		Astigarraga	17:00	Visit to the Zapiain cider house. <i>*Only for participants of the Sagerdo Forum.</i>					
		Alorrenea ciderhouse (Astigarraga)	20:30	Txotx Ritual Dinner. Dinner paired with local, national and international ciders.					

NOVEMBER 22 Saturday	COMPETITION	Place	Time	Type				
		Basque Culinary Center (Donostia)	10:00	International Cider Competition Awards Ceremony.				
	FAIR	Place	Time					
		Basque Culinary Center (Donostia)	11:00 20:00	Tasting of local, national and international ciders.				