

PROGRAM – DAY 1

DAY 1 - Thursday, 4 February 2016 Curtin University, Margaret River Campus

08.00 – 08.30	Arrival / Registration
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Welcome Address

08.30 – 09.00	<p>Welcome to Country – Josh Whiteland, Koomal Dreaming</p> <p>Prof Nigel de Bussy – Head, School of Marketing, Curtin University</p> <p>Prof John Evans – Director, Asia Business Centre, Curtin University</p> <p>Mr Paul Papalia, WA Shadow Minister for Tourism</p> <p>Prof Dai Bin – Director, China Tourism Academy, Beijing, China</p> <p>A/Prof Christof Pforr – Symposium Chair</p>
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Session 1 - Overview on main topics

09.00 -09.30	"Food and wine tourism: Challenges, issues and opportunities" <i>Prof Michael C Hall, University of Canterbury, New Zealand</i>
09.30-10.00	"Developing Australia's Food and Wine (F&W) tourism resources towards the Chinese visitor market" <i>Prof Sam Huang, University of South Australia, South Australia</i>
10.00-10.30	"The potential of wine tourism to enhance the Chinese visitor experience in New Zealand: A visitor and stakeholders' perspective " <i>Dr Jo Fountain, Lincoln University, New Zealand</i>
10.30 -10.50	Morning tea

Session 2 - Guest perspective: Food and wine preferences of Chinese tourists

11.00-11.30	"Motivational factors underlying tourist food consumption" <i>Dr Athena Mak, National Dong Hwa University, Taiwan</i>
11.30-12.00	"Dining trajectories of the Chinese tourists in Australia" <i>Prof Richard Chang, National Dong Hwa University, Taiwan</i>
12.00-12.30	"Travel barriers for Chinese Wine Tourists to visit wineries in Australia" <i>Prof Hanqin Qui, Hong Kong Polytechnic University, Hong Kong</i>
12.30-13.20	Light lunch

Session 3 - Destination response: Answers from WA

13.30-13.50	"Taste 2020 – A Food and Wine Tourism Strategy for WA" <i>Derryn Belford, Executive Director Destination Development, Tourism Western Australia</i>
13.50-14.10	"Implementing Taste 2020 in Australia's South West" <i>Catrin Allsop, A/CEO, Australia's South West</i>
14.10-14.30	"Food and wine tourism in the Margaret River region" <i>Pip Close, CEO, Margaret River Busselton Tourism Association, Western Australia</i>
14.30-14.50	"Are we China ready? Food for Thought" <i>David Lamb, Edith Cowan University, Western Australia</i>
14.50-15.20	"China Ready Accreditation" <i>Julia Tolj, Tourism Council Western Australia</i>
15.20-15.40	An Inbound Tour Operator's Perspective" <i>Meng Wong (Blue Travel, Western Australia)</i>
15.40-16.00	Tea break

Session 4 - Destination response: International case examples

16.00-16.30	"Food Glorious Food: an examination of the importance of Food Events in attracting key visitor markets to destinations" <i>A/Prof Jane Ali-Knight, Edinburgh Napier University, UK</i>
16.30-17.00	"Chinese wine tourists in France" <i>Prof Stephen Charters, Burgundy School of Business, France</i>
17.00-17.30	"Responses to Chinese wine tourists: An Italian perspective" <i>Prof Harald Pechlaner, University of Eichstätt-Ingolstadt, Germany, Michael Volgger, European Academy, Italy</i>
17.30 – 18.00	"The Winescape and Perspectives from New World Wine Economies: Australia, USA and Taiwan" <i>A/Prof Vanessa Quintal, Curtin University, Western Australia</i>

Symposium Dinner – The White Elephant Café, Gnarabup

(In collaboration with Polytechnic West)

19.30 – 21.30	Welcome Address: <i>Dr Kim Hames</i> (WA Minister for Tourism) Local celebrity chef <i>Tony Howell</i> to showcase local produce MOC - <i>Bernhard Staggel</i> , Manager Culinary Arts and Hospitality, Polytechnic West, Western Australia
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PROGRAM – DAY 2

DAY 2 - Friday, 5 February 2016

Curtin University, Margaret River Campus

Workshops (09.00 – 13.00)

(9.00-9.15)	Welcome
Keynote 1 (09.15-09.45)	"Current Trends in the World of Wine – a Consumer and Producer Perspective" <i>Dr Helmuth Köcher, CEO Merano Wine Festival, Italy</i>
Workshop 1 (09.45-10.45)	<p>"Regional umbrella brands as a means to generate synergies between tourism and the export of agricultural products"</p> <p>The workshop will discuss issues surrounding the question of whether and how tourism and the export of agricultural products may benefit each other. Umbrella branding and the governance of branding systems will be proposed as important factors in this regard. Well-balanced branding systems are key to coordinating complex and dynamic relationship of different levels of branding such as products, firms and regions.</p> <p>The workshop will consist of two keynote speeches and will provide substantial room for discussion. The first keynote will focus on international examples (e.g. Italy and France) in wine branding patterns. The second keynote will present the case of the food and wine region as well as important tourism destination of South Tyrol in Northern Italy and explore its ten years of successful umbrella branding. In sum, the workshop will provide insights about the possibility of linking tourism, agriculture and regional development for the benefit of all parties involved.</p> <p><i>Prof Harald Pechlaner, University of Eichstätt-Ingolstadt, Germany; Dr Helmuth Köcher, CEO Merano Wine Festival, Italy & Michael Volgger, European Academy, Italy</i></p>
10.45 -11.05	Morning tea
Keynote 2 (11.15-11.45)	"Great Wall or Red Carpet? Challenges and Opportunities for Australian Wines in China" <i>Prof Piyush Sharma, Curtin University, Western Australia</i>
Workshop 2: Luxury Branding (11.45-12.45)	<p>"Enhancing the positioning of Margaret River Wines in the China Market"</p> <p>Margaret River wines are comparable to the top wines around the world. However, in the China market French wine is consider 'old world wine' referring to its perceived authenticity and prestige while 'new world wine' from places such as the Napa Valley and Australia, and more specifically Margaret River, are considered high quality but lack that authenticity and prestige. This is partly because the 'brand' story of Margaret River's high</p>

	<p>quality (and innovative) wine makers is largely underdeveloped and relatively unknown in the China market.</p> <p>The panel members will tell their own stories about entering the China market to reveal the challenges confronting wine producers from regions such as Margaret River and the panel will discuss ideas to build brand positioning in the China market.</p> <p><i>Panel discussion with Dr Ben Thomas, Founder of Vine Collective; Larry Jorgensen, CEO Wines of WA, Dr Graham Ferguson, A/Prof Vanessa Quintal Dr Isaac Cheah and Sean Lee, Curtin University, Western Australia</i></p>
12.45-13.00 BCEC Report Launch	<p>"Western Australia Wine Production and Exports: A Focus on China"</p> <p><i>Dr Jeremy Galbreath, Bankwest Curtin Economics Centre (BCEC)</i></p>

Concluding Session

13.00 – 15.00	Wine tasting and Networking lunch
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