



About the Venue

Bologna

Bologna is the capital and largest city in Emilia-Romagna and has a rich history dating back to 10,000 BC. Today, Bologna is an important vibrant centre, being declared European capital of culture in 2000. The city is renowned for its culinary tradition and surrounded by an emerging wine sector.

University

The Alma Mater Studiorum University of Bologna is the oldest University in the Western world and a cornerstone of European culture. It was the first place of study to use the term universitas, founded by students for students that came to define the institution, located in Bologna, Italy. As of 2013, the University's crest carries this unique identity in its motto Alma Mater Studiorum and the date A.D. 1088.

The Department

The Department of Agricultural and Food Sciences, has emerged from a fusion of the Department of Agricultural Economics and Engineering, Department of Food Sciences and Department of Agro-Food Protection and Valorisation in 2012 and is based in Bologna and Cesena. The interdisciplinary competence makes DISTAL a hub in the Italian Agro-Food sector and an important project partner in scientific and industrial research.



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bologna

XXIV Conference of the European Association of Wine Economists

**Adapting strategies to new market
scenarios and changing wine con-
sumption patterns**

7 - 9 June 2017

Alma Mater Studiorum, Università di Bologna
Aula Prodi, Piazza San Giovanni in Monte 3
Bologna, Italy



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ALMA MATER STUDIORUM
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AGRO-ALIMENTARI



About the Conference

Purpose

The structural changes affecting the European wine sector impose new challenges to the wine industry regarding the optimal strategies to be implemented to gain and maintain market share. This change is driven by manifold developments, among them the emergence of new production and consumption countries, which shifts global balances between the old and new word of wine. For producers in traditional wine-producing areas, this effect engenders the intensification of competition from non-European countries. The progressive dynamics of international wine trade over the last decade and increasing globalization call for improved trade policies, the promotion of regional brands and sophisticated tools to manage global supply chains. On the demand side, new consumption countries start to adopt wine in their beverage repertoire causing the wine category to gain popularity also among mainstream consumers. Increasing attention to food safety and quality attributes is observed as wine becomes a default choice. Consumers appear oriented to a broadly oriented concept of quality. The change of consumer patterns, the simplification of the European IG denomination system, increasing attention of environmental and climate change issues lead the wine industry to adapt strategies to contain production costs, differentiate quality and commercial channels and satisfy all segments of the market. For this conference contributions about adaptation of environmental, economic and communication strategies as well as wine consumer research are particularly welcome.

Objective

This conference serves as hub for researchers and practitioners alike to share knowledge, discuss contemporary developments of the wine sector and open an opportunity to take action in paving the way that will drive change for a successful future of the industry.

Call for Papers

Topics

This conference welcomes abstracts or papers from the following areas:

- Management, innovation and Entrepreneurship
- Environmental and ethical issues
- Firm strategies and competitiveness
- Economics and finance
- Pricing and markets
- Marketing and Promotion
- Consumer preferences and purchasing behavior
- Distribution channels and retailing
- E-commerce, social media and online platforms
- Labelling and packaging issues
- Supply chain and logistics
- Wine and agrotourism
- Wine territory and landscape
- Wine policy

Timeline

Key dates of the XXIV EuAWE Conference are:

Extended Abstract Submission	21 January 2017
Notification of Acceptance / Revision	01 March 2017
Programme release	24 March 2017
Early bird registration starts	31 March 2017
Regular registration starts	28 April 2017
Final submission	15 May 2017

For abstract templates, submission and registrations please visit the www.euawe.org website. Registrations will be possible for members as well as non-members of EuAWE. Conference participation involves the oral presentation of the submitted research in one joint-session and the submission of a scientific paper, both to be prepared in English language.

Founded as a non-profit organisation in 1991, EuAWE aims to promote research in theoretical and applied econometrics, encourage research in the wine and hospitality sector and promote the relationships between academics and professionals in the field.



The congress venue: Piazza San Giovanni in Monte 3, Bologna

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