INFORMATION
on INTERVITIS INTERFRUCTA HORTITECHNICA 2016
and on 62nd Winegrowers‘ Congress

INTERVITIS
INTERFRUCTA
HORTITECHNICA
Technology for wine, juice and special crops
27 – 30 November 2016 | Messe Stuttgart

62nd GERMAN WINEGROWERS' CONGRESS
27 to 30 November 2016 Messe Stuttgart
Table of Content:

1. General Information ........................................................................................................ 4
   a) INTERVITIS INTERFRUCTA HORTITECHNICA ........................................ 4
   b) 62nd Winegrowers’ Congress .................................................................................. 5
   c) Important links at a glance ....................................................................................... 6

2. Travel .................................................................................................................................. 7
   a) Coach-tours ............................................................................................................... 7
   b) Arrival by rail ............................................................................................................ 7
   c) Arrival by car/truck ................................................................................................. 8

3. The trade fair at a glance .................................................................................................. 9

4. Discover four good reasons for your trade fair visit: .................................................... 10
   a) Latest technology ..................................................................................................... 10
   b) Tasting zone – Taste the technology ....................................................................... 11
   c) Machine demonstrations – Experience technology live ........................................ 12
   d) The Wine Lounge – Welcome to the best locations ................................................ 13

5. Innovation Award of INTERVITIS INTERFRUCTA HORTITECHNICA 2016 ......................................................... 14

6. 62nd German Winegrowers’ Congress .......................................................................... 15
   a) Viticulture .................................................................................................................. 15
   b) Market and Marketing .............................................................................................. 16
   c) Oenology ................................................................................................................... 17
   d) Wine, Tourism and Architecture ............................................................................. 17
   e) Organic Viticulture .................................................................................................... 18
   f) Microbiology and Analytics ..................................................................................... 19

7. Special Programme of the 62nd German Winegrowers’ Congress .................................. 21
   a) Winegrowing Policy Event "Simpler or better? – Controversial reforms of the EU’s wine growing policy" .................................................................................................................. 21
   b) Seminar Consortium "Management of protected designations of origin in the EU – Italian consortia as role models?” ................................................................................................. 22
   c) Steep Slope Conference “Is there a Future for Viticulture on Steep Slopes and Terraces?” ................................................................................................................................. 22
   d) International Conference of Winegrowers' Cooperatives "Branding in wine cooperatives" ................................................................................................................................. 24
   e) Young Winegrowers' Congress "Out with the old and in with the new – or do we stick with tradition?” .................................................................................................................... 25
8. Additional Conferences .................................................................................................26
   a) VdF Conference „Cultivation of commercial fruit for the fruit juice industry“ ................................................................. 26
   b) Young Professionals Day ......................................................................................... 27
9. Sponsors and Partners ...............................................................................................31
1. General Information

a) **INTERVITIS INTERFRUCTA HORTITECHNICA**

Date: 27 to 30/11/2016

Location: Landesmesse Stuttgart

Daily from 9.00 am to 6.00 pm
(Ticket offices close one hour before the end of the event.)

Admission fees:

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>online (incl. VVS)</th>
<th>on site (without VVS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day ticket</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adults from the age of 16</td>
<td>16,00 EUR</td>
<td>20,00 EUR</td>
</tr>
<tr>
<td><strong>One Day ticket reduced</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pupils, students, senior citizens, disabled persons (with ID), children 6 to 15 years</td>
<td>10,00 EUR</td>
<td>12,00 EUR</td>
</tr>
<tr>
<td><strong>2-day ticket</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid for one-time access to two any event days this</td>
<td>27,00 EUR</td>
<td>32,00 EUR</td>
</tr>
<tr>
<td><strong>Group ticket</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groups of 10 persons (minimum order 10 tickets)</td>
<td>12,00 EUR</td>
<td></td>
</tr>
<tr>
<td><strong>Young Professionals Party</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29/11/2016 from 18:00 Uhr</td>
<td>10,00 EUR</td>
<td>12,00 EUR</td>
</tr>
</tbody>
</table>


For further information on the exhibition please click: [www.messe-stuttgart.de/en/ivifho/](http://www.messe-stuttgart.de/en/ivifho/)
b) **62nd Winegrowers’ Congress**

Date: 27 to 30/11/2016

Venue: ICS – Internationales Congresscenter Stuttgart

Schedule: Daily from 9.00 am to 1.00 pm
(Please note that schedule of special events might differ)

Admission Fee: 109 € per person and event, incl.:
(Please note that the schedule of the special events might differ)
- Participation at the congress
- Drinks and lunch
- Free entrance to the fair
- Free entrance to the wine tasting workshop at the fair

Reduced fee for pupils and students 49 € p. p. and event.

Conferences at a glance: [www.dwv-kongress.de/tagungsprogramm](http://www.dwv-kongress.de/tagungsprogramm)

Special events at a glance: [www.dwv-kongress.de/sonderveranstaltungen](http://www.dwv-kongress.de/sonderveranstaltungen)

Further information: [www.dwv-kongress.de](http://www.dwv-kongress.de)
### c) Important links at a glance

<table>
<thead>
<tr>
<th>INTERVITIS INTERFRUCTA HORTITECHNICA</th>
<th><a href="http://www.messe-stuttgart.de/en/ivifho/">www.messe-stuttgart.de/en/ivifho/</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel and accommodation</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/visitors/travel-and-accommodation/">www.messe-stuttgart.de/en/ivifho/visitors/travel-and-accommodation/</a></td>
</tr>
<tr>
<td>Products and services</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/visitors/products-and-services/">www.messe-stuttgart.de/en/ivifho/visitors/products-and-services/</a></td>
</tr>
<tr>
<td>Discover four good reasons for your trade fair visit:</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/visitors/the-fair/">www.messe-stuttgart.de/en/ivifho/visitors/the-fair/</a></td>
</tr>
<tr>
<td>o Latest technology</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/visitors/review-2013/index-of-exhibitors/">www.messe-stuttgart.de/en/ivifho/visitors/review-2013/index-of-exhibitors/</a></td>
</tr>
<tr>
<td>o Taste the technology</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/visitors/accompanying-programme/tasting-zone/">www.messe-stuttgart.de/en/ivifho/visitors/accompanying-programme/tasting-zone/</a></td>
</tr>
<tr>
<td>Young Professionals Day</td>
<td><a href="http://www.messe-stuttgart.de/ivifho/besucher/rahmenprogramm/young-professionals-day/">www.messe-stuttgart.de/ivifho/besucher/rahmenprogramm/young-professionals-day/</a></td>
</tr>
<tr>
<td>Innovationspreis</td>
<td><a href="http://www.messe-stuttgart.de/en/ivifho/exhibitors/innovation-award/">www.messe-stuttgart.de/en/ivifho/exhibitors/innovation-award/</a></td>
</tr>
<tr>
<td>62nd German Wingrowers’ Congress</td>
<td><a href="http://www.dwv-kongress.de/en.html">www.dwv-kongress.de/en.html</a></td>
</tr>
<tr>
<td>Registration</td>
<td><a href="http://www.dwv-kongress.de/en/registration.html">www.dwv-kongress.de/en/registration.html</a></td>
</tr>
</tbody>
</table>
2. Travel

a) Coach-tours

You are planning to attend this year’s INTERVITIS INTERFRUCTA HORTITECHNICA and would like to travel by coach? We are happy to help you and make your stay for you and your fellow travellers as pleasant as possible, whether you are a visitor or a partner and organiser of a coach tour.

As a partner and organiser of a coach tour to the trade fair, you can alternatively request a free benefits package for each of your participants which you will receive before the start of the trip:

- Free admission ticket to the trade fair
- Drinks voucher for the wine get-together “Welcome to the best locations”
- Trade fair guide
- Voucher for a trade fair catalogue
- Voucher for the cloakroom


b) Arrival by rail

In cooperation with Deutsche Bahn AG, Landesmesse Stuttgart GmbH has an exclusive offer for convenient travel. Your special ticket will be valid from 25 November and 2. December 2016. Please follow the link for convenient online travel booking:


Travelling time will therefore become your time very quickly. Simply make use of your outward and return journey to work, read or relax.

From central station to the trade fair centre and congress center: Travel on the S-Bahn S2 or S3 in the direction of Stuttgart Flughafen / Messe Stuttgart from Stuttgart central station. The journey time between Stuttgart central station and Messe Stuttgart is 27 minutes.
c) **Arrival by car/truck**

Messe Stuttgart and the ICS International Congress Center Stuttgart are located 13 km from Stuttgart city centre and are in close proximity to Stuttgart Airport.

Please follow the signs in the direction of 'Flughafen' (airport). Messe Stuttgart and the ICS are connected directly to the A8 and B27.

Arrival on the A8: From the Stuttgart direction exit the motorway at the Stuttgart/Degerloch junction and travel on the Messe and airport slip road. Then take the direct access road to the car park via the A8. If approaching from the Munich direction there is a direct exit from the A8 to the car park over the motorway just before the trade fair centre.

Approaching on the B27 from Stuttgart/Tübingen: Car parks can be accessed from both directions at the west perimeter of the trade fair and congress grounds. Or continue on the L 1192 into the car park over the A8.

**Input in navigation system:**
Flughafenstraße/Flughafen
70629 Stuttgart
for older systems: 70629 Leinfelden-Echterdingen

Coordinates
Longitude: 09°, 11', 24" East
Latitude: 48°, 41', 45" North

Please use this link for further information:
3. The trade fair at a glance

The international technology trade fair INTERVITIS INTERFRUCTA HORTITECHNICA is changing from its 3-year to a 2-year rhythm and in 2016 will for the first time include the Special Cultures feature. The trade fair is therefore not only a must for all producers of wine, fruit, fruit juice and spirits, but also for the whole sector of cultivation of, for example, asparagus, strawberries, lettuce, hops etc. Thanks to the unique combination of trade fair, congress and machinery demonstrations, the specialist visitors also experience, in addition to world-class technology and innovations, an exchange of ideas and opinions between users, advisors and experts from science and research.

Several special shows and the tasting workshop complement the actual exhibition programme. The innovation prizes for new and further technical developments are highly coveted by the exhibitors. Oriented by the complete process chain, international exhibitors showcase their products and services to a specialist public from around the world on more than 60,000 m² of exhibition area.

**Key exhibition areas:**
- Cultivation and harvesting technology
- Filling, sealing and packaging
- Processing and process control
- Organisation and marketing

Please use this link for further information [www.ivifho.de](http://www.ivifho.de)
4. Discover four good reasons for your trade fair visit:

a) Latest technology

Get to know the technical solutions from national and international exhibitors.

**Cultivation and harvesting techniques**

- New plots, seeds, greenhouses
- Tree and vine work, irrigation
- Tractors and transportation equipment
- Soil cultivation
- Plant protection and care
- Harvesting technology
- Handling of grapes, fruits and vegetables
- Work safety

**Processing and process control**

- Pump and handling systems
- Separation and filtration technology
- Processing of grapes, fruit and vegetables
- Washing and peeling systems
- Mash treatment and fruit juice extraction
- Handling of wine, fruit juice and spirits
- Beverage analysis
- Containers and accessories
- Measuring and control systems
- Cleaning and hygiene
- Environmental protection and waste water technology
- Sparkling wine/pearl wine technology
- Distillery technology
- Technology for the production of vinegar and oil

**Filling and packaging technology**

- Sorting and checking systems
- Cleaning systems
- Filling systems
- Closing techniques
- Outfitting machines
- Packaging and outfitting materials
- Storage and cooling of agricultural products
- Packaging machines
- Recycling and disposal systems
Organisation and marketing

- Architecture and building technology
- Sales and presentation
- Shopfitting
- Catering supplies
- Services and information offers
- Contract filling
- IT systems and software
- Associations, organisations, universities
- Logistics
- Forklift trucks and transport vehicles
- Sales vehicles

For index of exhibitors please click:
www.messe-stuttgart.de/en/ivifho/visitors/index-of-exhibitors/#/search/

b) Tasting zone – Taste the technology

Not only can you find out how the wine is made, but you have the opportunity to taste it too: In the redesigned tasting zone, trade fair guests will get to “taste the technology” and learn about the scientific approaches currently explored in winemaking by the German teaching and research institutes. Around 280 wines will be provided for tasting on the approx. 500 m² of Hall 5.

Nowhere else is it possible to test the impact of so many production methods on sensory wine evaluation.

The variety of research is impressive

- Effects of extensive and conventional vine training systems
- Yield management measures in the vineyard
- Aspects of grape and mash processing
- Primary treatment and the influence of yeast flora
- Questions on the impact of climate change and of alcohol management measures
- Influence of wood chips and bottle caps on the sensory evaluation of wine

There will be guided tastings taking place daily at 11 am and 3 pm, which will each focus on two specific tasting topics. Registration for the guided tasting will be accepted at the trade fair. The number of participants is restricted to a maximum of 50 people per tasting.
**Daily**

**Tasting zone – Taste the technology**
Presentation of around 280 test wines on approx. 500 m²

Organiser: German Winegrowers’ Association in cooperation with the teaching and research institutes of the winegrowing states in Germany, the Association of German Oenologists and the JKI Institute for Grapevine Breeding

Location: Hall 5, Stand 5B51

Costs: Admission fee incl. Tasting Catalogue €10.00

**Daily**

**Guided Tasting**
on two specific testing approaches respectively

Organiser: German Winegrowers’ Association in cooperation with the teaching and research institutes of the winegrowing states in Germany, the Association of German Oenologists and the JKI Institute for Grapevine Breeding

Location: Hall 5, Stand 5B51

Costs: Already included in the admission fee

Registration: Registration at the trade fair.
Number of participants is limited to a maximum of 50 people

c) **Machine demonstrations – Experience technology live**

This year trade fair visitors can marvel at the latest machines in use and find out everything about innovations from the cultivation to the harvesting of wine and special crops. At the special show "Drones and Robots", they discover more about the automation of their work and can examine innovative prototypes.

"Experience technology live" every day from 27 – 30 November 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00</td>
<td>Special show &quot;Drones and Robots&quot;</td>
<td>L-Bank Forum (Hall 1), Stand 1I52</td>
</tr>
<tr>
<td>10.30</td>
<td>Use of drones</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td>Special show &quot;Italians take the Field – Technology and Innovation in Horticulture&quot;</td>
<td>L-Bank Forum (Hall 1), Stand 1C71</td>
</tr>
<tr>
<td>12.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.30</td>
<td>Special show &quot;Drones and Robots&quot;</td>
<td>L-Bank Forum (Hall 1), Stand 1I52</td>
</tr>
<tr>
<td>11.00</td>
<td>Use of robots</td>
<td></td>
</tr>
<tr>
<td>11.00</td>
<td>Machine demonstrations for &quot;the cultivation and harvesting of special crops&quot;</td>
<td>Hall 7</td>
</tr>
<tr>
<td>12.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.00</td>
<td>Machine demonstrations &quot;Latest technology for winegrowing and harvesting&quot;</td>
<td>Hall 7</td>
</tr>
<tr>
<td>15.00</td>
<td>Special show &quot;Drones and Robots&quot;</td>
<td>L-Bank Forum (Hall 1), Stand 1I52</td>
</tr>
<tr>
<td>15.30</td>
<td>Use of drones</td>
<td></td>
</tr>
</tbody>
</table>
10.00 – 10.30
Special show "Drones and Robots"
Use of drones
L-Bank Forum (Hall 1),
Stand 1I52

15.30 – 16.00
Special show "Drones and Robots"
Use of robots
L-Bank Forum (Hall 1),
Stand 1I52

d) The Wine Lounge – Welcome to the best locations

Benefit from extensive experience and knowledge of experts and exhibitors from all over the world.

In the Wine Lounge visitors can exchange their experiences and enjoy a glass of good wine in a relaxed atmosphere. This will be an ideal opportunity for technical discussions among experts. It will be accompanied by a small programme of short practical talks which can be discussed afterwards. In addition to an excellent selection of wines from every German winegrowing area, there will also be a small menu offering regional specialties. Drop by and be our guest!

Ort: Atrium Eingang Ost

Venue: Atrium at the East Entrance

Opening hours: 09:00-20:00 (2 hours more to the opening hours of the exhibition)

With the kind support of:
5. Innovation Award of INTERVITIS INTERFRUCTA HORTITECHNICA 2016

During INTERVITIS INTERFRUCTA HORTITECHNICA outstanding new and further developments are honoured for their contribution towards progress in the wine, fruit juice and special crop industries. The best entries are presented with the Innovation Award in Gold and Silver by an independent international jury. The Innovation Award is awarded by the German Winegrowers' Association in cooperation with DLG (German Agricultural Society) for technical processes, systems, products or services in four categories:

- Cultivation and harvesting technology
- Processing and process control
- Filling and packaging technology
- Organisation and marketing

Please use this link for further information on the awardees:
6. 62nd German Winegrowers’ Congress

Under the auspices of the International Organisation of Vine and Wine – OIV (Paris), the German Winegrowers’ Association (DWV) in collaboration with teaching and research institutes and organisations from the national and international wine industry is organising the 62nd German Winegrowers’ Congress.

The strength of the international trade fair for wine, juice and special crops is its combination with the top-class international specialists’ convention. In 2016 too, the fair is thus offering knowledge transfer at the highest level.

The conference programme at a glance:

Shaping an authentic and innovative future – mathering climate change and globalisation:

Future trends will be presented and discussed in the six conferences

- 28-11-2016: Viticulture
- 28-11-2016: Market and Marketing
- 29-11-2016: Oenology
- 29-11-2016: Wine, Tourism and Architecture
- 30-11-2016: Organic Viticulture
- 30-11-2016: Microbiology and Analytics

What you can expect:

a) Viticulture

Monday, 28-11-2016, 9:00-13:00

Impact of Climate Change on Viticulture

Winegrowers were confronted with the diverse consequences of climate change on an unprecedented scale in 2016. Devastatingly heavy rainfall, local damage from hailstorms, the spread of plant diseases and new pests threatened the grape harvest not only in Germany but also in many European winegrowing regions. None other than Prof. Dr. Klaus Töpfer, the former Federal Environment Minister, Executive Director of the United Nationals Environment Programme, Founding Director of the Institute for Advanced Sustainability Studies and last but not least a wine lover, will open the conference that will be presented by Prof. Dr. Hans-Peter Schwarz and Prof. Dr. Manfred Stoll, both from Hochschule Geisenheim University.
At the conference, the different aspects of the winegrowers' reactions to climate change will be explored by the speakers. Resistance breeding in rootstocks and vines, the interaction between different viticultural conditions and the quality of the wine as well as the use of drones and robots in winegrowing will be the main topics. The conference participants will gain new impetus by visiting the machine presentation and the special "Drone and robotics" show.

Advice:
Simultaneous interpretation: German / English / French
Detailed conference programme: German / English / French


b) Market and Marketing

Monday, 28.11.2016, 9:00-13:00

Global trends and their Effect on Markets and Marketing

Consumers are becoming more discerning and more frequently asking where and how products are made. At the same time they are looking for products and services that make their life easier and save time. They are increasingly using new information channels and also new purchasing methods, in which online and offline options are more readily integrated.
What will the major trends be in the coming years, what do wine producers, and the wine trade need to do to prepare themselves for this. The conference "Global trends and their Effect on Markets and Marketing" provides answers and presents strategies.
Dr. Simone Kimpeler from the Fraunhofer Institute for Systems and Innovation Research will introduce the topic and, Prof. Dr. Marc Dreßler from Neustadt Wine Campus will present the conference. The talks will look at the impact of demographic change on wine sales in Germany up to 2060 and present a hedonistic pricing model. Customer loyalty will be reinterpreted and consumers' emotions relating to the origin of the wine will be examined. The question of whether regionality is a trend or a consumer conviction will also be discussed as well as the strategic positioning of sustainability. Last but not least, the brand names and marketing strategies of a global player are on the agenda.

Advice:
Simultaneous interpretation: German / English
Detailed conference programme: German / English

c) Oenology

Tuesday, 29.11.2016, 9:00-13:00

„Oenology - Future Challenges"

The "Oenology" conference offers a unique selection of talks on the influence of climate change and globalisation on the wine industry. Here are just a few of the topics: Alcohol management, flavour migration, pressure swing technology, glutathione, storage temperature, petrol notes, PCA and TCA migration, UVC induction and wine proteins. Know-how from renowned teaching and research centres: Adelaide, Bernkastel, Geisenheim, Laimburg, Naples, Neustadt, Stuttgart and Veitshöchheim. Internationally renowned speakers, starting with the keynote speaker Prof. Dr. Luigi Moio from Naples, known worldwide as President of the Oenology Commission of the International Vine and Wine Office (OIV). The presentation of the conference lies in the hands of Prof. Dr. Dominik Durner, Service Centre for Rural Development in Rhineland-Palatinate (DLR) and Prof. Dr. Rainer Jung, Hochschule Geisenheim University.

The conference is an excellent opportunity to learn about the latest findings in the field of oenology, to exchange experiences with scientists and managers from the wine industry and to initiate new developments! The 62nd German Winegrowers’ Congress in combination with the INTERVITIS INTERFRUCTA HORTITECHNICA technology fair offers perfect chances: unique is the opportunity to "taste technology" in the tasting workshop of the teaching and research institutes.

Advice:
Simultaneous interpretation: German / English
Detailed conference programme: German / English


d) Wine, Tourism and Architecture

Tuesday, 29.11.2016, 9:00-13:00 Uhr

Wineries Turning into Service Providers and Profit Centers

Enjoying wine is in vogue, wine culture tours are attracting more interest and the new wine architecture is inspiring people. Has everything that there was to say on the topic already been said? Anyone who hesitates will be left far behind quicker than expected in a fast-paced world. New ideas are therefore needed to master the future. The participants can await the keynote speaker's presentations with great anticipation: Peter Wippermann is one of the best-known German futurologists. He has been Professor for Editorial Design in the Department of Communication Design at Folkwang University of the Arts in Essen since 1993.
The industry is well advised to look beyond national borders instead of being complacent with positive developments in the areas of wine, tourism and architecture, because spectacular tourism and architectural projects are developed in foreign winegrowing regions, such as the Cité des Civilisations du Vin in Bordeaux, combining a wine museum and a theme park dedicated to wine and addressing the olfactory and gustatory perception with an interactive approach. The conference programme includes a fascinating selection of practical examples from Germany and abroad, critically scrutinised and closely monitored for opportunities and risks. The presentations will be made by Dr. Hermann Kolesch, Bavarian State Institute for Viticulture and Horticulture (LWG) and Friedrich Lörcher, National Training and Research Institute for Viticulture and Horticulture (LVWO) in Weinsberg. The winners of the Wine Architecture Award 2016 will also be honoured on the same day at 18:00. The competition has been organised for the fourth time by the Ministry of Viticulture of Rhineland-Palatinate, the German Winegrowers' Association and the Rhineland-Palatinate Chamber of Architects.

Advice:
Simultaneous interpretation: German / English
Detailed conference programme: German / English


e) Organic Viticulture

Wednesday, 30.11.2016, 9:00-13:00

Aspects for the Future Organic Viticulture

2016 posed major challenges for organic winegrowing, not only in Germany. The impact of climate change has put particular pressure on organic winegrowers because they have fewer tools available to be able to respond to the spread of pests in winegrowing. There are also legal hurdles and different positions within organic farming associations in Europe. A year of new experiences that alone provide plenty to talk about at the conference, which will be presented by Prof. Dr. Randolf Kauer, Hochschule Geisenheim University and Ralph Dejas, the Federal Association of Organic Wine Producers in Germany (ECOVIN).

The organisers have succeeded in attracting a prominent keynote speaker with Dr. Felix Prinz zu Löwenstein, Chairman of the Organic Food Production Alliance (BÖLW), who repeatedly stresses at public events that the Earth's immune system has been attacked and therefore calls for a restructuring of agriculture and food habits. Consumer habits are therefore also the focus of the conference in addition to the production-related issues. The changing climate conditions on the one hand, the legal
framework on the other hand and the limited number of effective control options is increasing the interest in fungus-resistant grape varieties again in many European countries. Therefore it is more important than ever to exchange experiences with foreign colleagues. The conference will be enhanced by tasting sessions of PIWI wine at the trade fair and the presentation of the International PIWI Wine Award after the conference.

Advice:
Simultaneous interpretation: German / English
Detailed conference programme: German / English


f) Microbiology and Analytics

Wednesday, 30.11.2016, 9:00-13:00

Microbiology and Analytics in Times of Changing Requirements

Climate change is also creating new challenges for microbiology and analytics. They are the subject matter of this congress. That is why the presentation of new fermentation strategies, alternative processes for wine treatment and stabilisation is on the presentation and discussion programme. Strategies for preserving and giving distinction to the wine style, measures for optimisation of the SO2 management and the potential maturing and ageing of the wine, as well as the latest analytical developments for checking the authenticity, the measurement of value-determining ingredients (spectroscopic methods (NMR, FTIR, RFS inter alia), chromatographic methods (multidimensional GTC and HPLC), non-targeted analytics (fingerprinting)) and sensory assessment of the wine. Previous experiences in the application of the new microbiological, analytical and sensory methods will be highlighted and discussed.

Prof. Dr. Thomas Hofmann, Professor of the Chair of Food Chemistry and Molecular Sensory Science since 2007 and Vice President of the Technical University of Munich for the Research and Innovation Department since 2009, will open the round of highly interesting presentations with a keynote speech on “Decoding the Chemical Odour and Flavour Signatures of Red Wine”. Prof. Dr. Helmut Dietrich, Hochschule Geisenheim University, and Prof. Dr. Ulrich Fischer, Service Centre of Rhineland-Palatinate (DLR) will moderate the analytics section. The microbiological presentations will be moderated by Prof. Dr. Doris Rauhut and Prof. Dr. Manfred Großmann, both from Hochschule Geisenheim University

Advice:
Simultaneous interpretation: German / English
Detailed conference programme: German / English

http://www.dwv-kongress.de/fileadmin/Tagungsprogramme_2016/Programme_Microbiology_and_Analytics.pdf

For further information on the congress programme and the special conferences please click: http://www.dwv-kongress.de
7. Special Programme of the 62nd German Winegrowers’ Congress

a) Winegrowing Policy Event "Simpler or better? – Controversial reforms of the EU’s wine growing policy"

Sunday, 27.11.2016, 11:00 – 12:30

Organiser: Baden-Württemberg Ministry of Rural Affairs and Consumer Protection (MLR), German Winegrowers’ Association

In the political guidelines, based on which the Commission of the European Parliament was elected, President Jean-Claude Juncker stated: "I want a European Union that is bigger and more ambitious on big things, and smaller and more modest on small things." Many in the enology sector believe that there is a vast gulf between what the EU Commission states and its practical policies. What the Commission regards as being a "simpler" and "better" regulation is often regarded as diametrically opposite in the wine-growing sector. What the Commission denotes as being simplification is regarded by the wine industry as a change for the worse rather than an improvement. Admittedly, the devil lies in the detail, however even the fundamentals of the announced forthcoming reforms of the EU wine-growing policy have met with massive criticism from the European Parliament, the member states with a strong wine industry and especially from the wine sector itself. The conference wishes to highlight alternative solutions to bring about simpler and better framework conditions for the European wine sector.

Registration: www.dwv-kongress.de/veranstaltungen/en

This conference is free of charge

Advice: Simultaneous interpretation: German / English / Italian

Detailed conference programme: German / English / Italian
For further information please click:
www.dwv-kongress.de/en/special-programme.html
b) **Seminar Consortium "Management of protected designations of origin in the EU – Italian consortia as role models?"**

**Sunday, 27.11.2016, 15:00 - 17:00**

Organiser: German Winegrowers' Association, Confagricoltura

In recent years in the European Union, the concept of quality wines has increasingly focused on the "unique features" of a wine, based on its geographical origin. Based on this, these wines are then marketed to consumers with protected designations of origin and geographical information. EU legislators have tightened the regulations governing this and largely brought them into alignment with the common quality policies governing foods other than wines and spirits. It is against this background, coupled with advancing globalisation, that the German Winegrowers' Association regards it as necessary to stress the link between quality and origin even more strongly than it has done to date. There is also an issue about how this system of origin should be configured, administered and protected. Compared to Germany, the Italian wine sector therefore already has extensive experience in dealing with protected designations of origin. This information event hopes to present the Italian DOP system in greater detail, at the same time as discussing what the German wine industry can learn from its Italian colleagues.

**Registration:** [www.dwv-kongress.de/veranstaltungen/en](http://www.dwv-kongress.de/veranstaltungen/en)

This conference is free of charge

**Advice:** Simultaneous interpretation: German / English / Italian,

**Detailed conference programme:** German / English / Italian


c) **Steep Slope Conference "Is there a Future for Viticulture on Steep Slopes and Terraces?"**

**Monday, 28.11.2016, 14:00 - 17:00**

Organisers: Baden-Württemberg Ministry of Rural Affairs and Consumer Protection (MLR), German Winegrowers’ Association in cooperation with the Assembly of European Wine Regions (AREV)
The conference “Is there a Future for Viticulture on Steep Slopes and Terraces?” will take place on the occasion of the International Technology Trade Fair for Wine, Juice and Special Crops INTERVITIS INTERFRUCTA HORTITECHNICA. This is the reason why the current technical developments are one of the main topics of the conference. The developments are vital in ensuring competitiveness for steep slope viticulture.

Wines from steep slopes play a key role for the whole sector. The organisers of the conference pursue above all one goal: to establish - from the consumers’ point of view - the image of wine as a significant cultural heritage and as a delightful beverage. An important objective of the conference will be to find out whether consumers appreciate the value when they purchase these wines.

Will progress in technology and marketing be sufficient to continue successfully the viticulture in steep slopes? Or will it still be necessary in the future to offer a series of measures of support for winegrowing on steep slopes and hillsides? Under discussion is a specialised area-related EU funding programme for viticulture on steep slopes and terraces as well as a specific support for wall and terrace construction. The conservation of these wine-growing lands as a social duty is the comprehensive approach of the lectures.

Registration:  [www.dwv-kongress.de/veranstaltungen/en](http://www.dwv-kongress.de/veranstaltungen/en)

This conference is free of charge

**Simultaneous interpretation**: German / French / Italian,

**Please note**: No Simultaneous interpretation into English

Detailed conference programme: German / French / Italian

d) **International Conference of Winegrowers’ Cooperatives “Branding in wine cooperatives”**

**Tuesday, 29.11.2016, 9:30 - 13:30**

Organiser: German Raiffeisen Association e.V. (DRV)

The German Raiffeisen Association e.V. (DRV) will hold a half-day, corporate symposium as part of this year’s Intervitis on November 29th 2016 at 9:30 am at the fairgrounds in Stuttgart. The event will deal with the topic “Branding in wine cooperatives”.

The majority of wine in Germany is sold through the food retailing industry and discount. Especially for winegrowers and wine cooperatives the retail industry is the most important distribution channel of their products. The decreasing demand, caused by demographic changes and an increasing proportion of abstinent living people in the population, leads to a highly competitive German wine market. Furthermore, there is a great competition coming from foreign products. Many wines are also struggling with their exchangeability in the store. To break this vicious circle with stagnating demand, an increase in sales in the retail industry can only be achieved through higher prices. Here, the product quality and brand value of the individual wines are of particular importance.

Internationally, individual wine cooperatives have established as a brand with a high profile, whereas in this respect there is still pent-up demand in Germany. During the congress, the possibility of branding for German wine cooperatives is illuminated with representatives of top European companies. The German Raiffeisen Association is pleased to announce the participation of the following organizations:

- Cantina Terlan, South Tyrol
- Domäne Wachau, Lower Austria
- Nicolas Feuillatte, Champagne
- Alde Gott Winzer Schwarzwald eG, Baden

Following a joint lunch will take place. In the afternoon the workshop "youth meets CEOs" will be held for all interested young winemakers. Here all junior staff (up to 35) will have the possibility to discuss the future shape of the cooperatives with chief executives.
Registration: [http://www.raiffeisen.de/events/37/intervitis-genossenschaftskongress/](http://www.raiffeisen.de/events/37/intervitis-genossenschaftskongress/); 69 € and 49 € for Winegrowers' younger than 35

Advice: Simultaneous interpretation: German / English

Detailed conference programme: [http://www.raiffeisen.de/events/37/intervitis-genossenschaftskongress/](http://www.raiffeisen.de/events/37/intervitis-genossenschaftskongress/)

e) **Young Winegrowers' Congress "Out with the old and in with the new – or do we stick with tradition?"**

Tuesday, 29.11.2016, 16:00 - 18:00, Room C1.1.2

**Organiser**: BDL Bund Deutscher Landjugend e.V., German Winegrowers' Association

"Out with the old and in with the new – or do we stick with tradition?" is the motto of this year's JungwinzerInnenkongress (Young Winegrowers' Congress). The focus here will be on how young people within the industry should adapt to the conditions modified by climate change and globalisation.

**Speaker:**

Sven Plöger, ARD Meteorologist  
Prof. Dr. Marc Dreßler, Weincampus Neustadt  
Andreas Zenz, Weinkellerei Zimmermann-Graeff & Müller GmbH &.KG

Registration: No prior registration is necessary.

Simultaneous interpretation: German / English

8. Additional Conferences

a) VdF Conference „Cultivation of commercial fruit for the fruit juice industry“

Montag, 28.11.2016, 14:00-18:00 Uhr, Raum C7

Organiser: Association of the German Fruit Juice Industry (VdF), www.fruchtsaft.org

In times of full markets and dropping producer prices, many farmers are looking for new alternatives. Future-oriented production with the cultivation of special apple types for the fruit juice industry is viable. In response to consumer preferences, fruit juice producers need types with a relatively high acid content in order to produce a tasty fruit juice. However, this raw product is disappearing in the face of decreasing numbers of orchard meadows, and an alternative must be found. Cultivation of fruit for commercial processing is climatically possible in many regions of Germany, and is for the most part suitable for mechanisation. 2000 – 3000 trees per hectare, consisting of resistant sorts and therefore requiring little plant protection, are grown in plantations. Cultivation is usually on the basis of long-term cultivation contracts with guaranteed minimum prices.

At the VdF conference "Cultivation of fruit for the fruit juice industry – Extensive fruit cultivation for innovative farmers", interested farmers can gain an initial insight into cultivation, techniques and the demands of the client industry.

Speakers: Prof. Dr. Braun, Hochschule Geisenheim University
Prof. Dr. Mayr, Lake Constance Competence Centre for Fruit Cultivation as well as other representatives of the fruit juice industry

Venue: ICS, C7

Cost: EUR 109 incl. admission to trade fair, beverages provided during conference, as well as evening meal at the wine get- together – Welcome to the best locations

Registration: Online at www.messe-stuttgart.de/mts/vdffachtagung

For further information please click: www.dwv-kongress.de/en/special-programme
b) **Young Professionals Day**

Whether young winegrowers, young farmers, students, trainees or the young at heart – on 29 November 2016 the focus will be on them. Attend presentations to find out about upcoming challenges, take the opportunity to exchange ideas and experiences, and extend your network of contacts.

### 29.11.2016
10.30 – 11.00 am

**Tax consultancy and accounting – The sector where everyone counts**

**Organiser:** Buchstelle LBV GmbH, LGG Steuerberatungsgesellschaft mbH, AgriConcept Beratungsgesellschaft mbH

**Speaker:** Mareike Lemberger, tax consultant and managing director of Buchstelle LBV GmbH, Stuttgart
Sieglinde Böpple, tax consultant and managing director of LGG Steuerberatungsgesellschaft mbH, Stuttgart

**Location:** DLG Forum, L-Bank Forum (Hall 1), Stand 1B51
**29.11.2016**

11.00 am  

**Leading and motivating employees: "How do I say it to my employees?"**

Growing businesses are increasingly reliant on good, qualified employees. Finding these employees and securing their talents for the benefit of the company is presenting an ever greater challenge. Competent employee management is required! And this represents new territory for many managers. Clear and constructive communication plays just as important a role as the skill of viewing situations from the perspective of the employee. This facilitates a far more efficient collaboration, costly errors can be achieved in your business, and how can motivate your employees, will be discussed during this presentation.

Organiser: DLG e.V.

Speaker: Helma Ostermayer, Graduate Diploma in Social Education (Dipl. Sozialpädagogin FH), Trainer, Coach  
www.ostermayer-online.com

Location: DLG-Forum, L-Bank Forum (Hall 1), Stand 1B51

---

29.11.2016  

12.00 – 13.00 pm

**From customer to fan – How do I use social media for my business and benefit?**

Organiser: DLG e.V.

Speaker: Jutta Zeisset, Social Media Manager & Inhaberin MuseumsCafe und Hofladen ZEISSET

Location: DLG-Forum, L-Bank Forum (Hall 1), Stand 1B51
29.11.2016 13.00 – 13.30 pm

**Hochschule Geisenheim University – Employer and place of study**

Organiser: Hochschule Geisenheim University

Speaker: Dipl. – Ing. Robert Lönarz, Hochschule Geisenheim University

Location: DLG-Forum, L-Bank Forum (Hall 1), Stand 1B51

29.11.2016 13.30 – 14.00 pm

**BDO – THE professional network for the viticulture sector**

Organiser: Association of German Enologists (BDO)

Speaker: Dipl. – Ing. Edmund Diesler, Association of German Enologists (BDO)

Location: DLG Forum, L-Bank Forum (Hall 1), Stand 1B51

29.11.2016 14.00 – 15.00 pm

**I did it my way – Young Professionals report**

Organiser: DLG e.V.

Location: DLG-Forum, L-Bank Forum (Hall 1), Stand 1B51

29.11.2016 4.00 – 6.00 pm

"Out with the old and in with the new – or do we stick with tradition?" is the motto of this year’s JungwinzerInnenkongress (Young Winegrowers’ Congress). The focus here will be on how young people within the industry should adapt to the conditions modified by climate change and globalisation.

Organiser: BDL Bund Deutscher Landjugend e.V.

Speaker: Sven Plöger, ARD Meteorologist

Prof. Dr. Marc Dreßler, Weincampus Neustadt

Andreas Zenz, Weinkellerei Zimmermann-Graeff & Müller GmbH & KG

Location: ICS, C1.1.2
29.11.2016 from 6 pm

An event not to be missed: Our Young Professionals Party! This is where like-minded visitors, future business partners and friends meet to chat and relax. Culinary highlights will be provided by food trucks and a good time is sure to be had by all.

Location: L-Bank Forum (Hall 1), Galerie

27th to 30th November 2016 All day

The various universities will be providing information about degree courses at their respective trade fair stands: Find out more about what these courses involve, as well as prospects for graduates.

Location: Weincampus Neustadt, Hall 5, Stand 5E57

Location: Hochschule Geisenheim University, Hall 5, Stand 5D72
### 9. Sponsors and Partners

<table>
<thead>
<tr>
<th>Sponsor and Partner</th>
<th>Address and Contact Information</th>
</tr>
</thead>
</table>
| KMS Rinklin GmbH    | KMS Rinklin GmbH  
Freiburger Straße 10  
Gewerbepark Breisgau  
79427 Eschbach / Markgräflerland  
www.kms-rinklin.de |
| R+V Versicherung AG | R+V Versicherung AG  
Raiffeisenplatz 1  
65189 Wiesbaden  
www.ruv.de |
| SELTERS Mineralquelle Augusta Victoria GmbH | SELTERS Mineralquelle Augusta Victoria GmbH  
Seltersweg 1  
D-35792 Löhnberg-Selters  
www.selters.de |
| Vereinigte Hagelversicherung VVaG | Vereinigte Hagelversicherung VVaG  
Wilhelmstraße 25  
35392 Gießen  
www.vereinigte-hagel.de |
<table>
<thead>
<tr>
<th>Regierungsbezirk</th>
<th>Ministerium</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bundesministerium für Ernährung und Landwirtschaft</td>
<td><a href="http://www.bmel.de">www.bmel.de</a></td>
<td>Redemption of vegetable crops of bad quality and their impact on health and trade</td>
</tr>
</tbody>
</table>