

THE EUROPEAN PROTECTED WINE DESIGNATIONS: A COMPARATIVE ANALYSIS

Zaragoza, 20th-21st March 2023

Facultad de Economía y Empresa (Gran Vía 2-4)
(<https://goo.gl/maps/NA89zRT9N2q6vDYn6>)

Sala de Juntas Biblioteca

Monday, 20th

9.15 Opening

9.30-11.15

Chair: Jean-Marie Cardebat

Philippe Bontems, Diego Lubian & Angelo Zago: Quality, Collective Reputation and International Trade in Wines

Juan R. Ferrer, Mari Carmen García Cortijo, Vicente Pinilla, Juan Sebastián Castillo & Raúl Serrano: PDO Business Models and Cost Production in the Spanish Wine Industry

João Rebelo & Alberto Baptista: Potential market failures in the Portuguese wine industry

11.15-12.00 Coffee break (Paraninfo building)

12.00-13.15

Chair: Stefano Corsi

Jean Marie Cardebat Marco Costanigro, Magalie Dubois & Azucena Gracia: The Information Content of Expert Reviews Bran and Geographical Indications. Experimental Evidence from Spain and

France

Mara Giua, Luca Salvatici, Cristina Vaquero-Piñeiro & Roberto Solazzo: Make a toast with wine Geographical Indications

13.30-15.00 Lunch at *Restaurante Paraninfo* (Paraninfo building is next to the Faculty of Economics)

15.15-17.00

Chair: Joao Rebelo

Diego Lubian, Umberto Nizza & Angelo Zago: International Trade in Sparkling Wines. Is Prosecco Different?

Stefano Corsi, Chiara Mazzocchi & Riccardo Saracino: Brand vs Terroir: an insight of Franciacorta sparkling wines

Martin Cloutier: Managerial Economic Structural Dimensions of Collective Protected Wine, Cider, and Sprits Designations in Quebec (Canada). What is there to know and Why?

18.00 Visit to the wineries *Anayón* and *Grandes Vinos y Viñedos* and dinner at GVV. (Bus living from Avenida Goya, 2, opposite side of the church, 5-10 minutes walking from de Faculty)

Tuesday, 21st

9.15-11.15

Chair: Angelo Zago

Eva Fernández, Vicente Pinilla & Javier Puche: An economic history of wine appellations in Spain, 1930-2020

Giulia Gastaldello, Umberto Nizzab, Guenter Schamel & Angelo Zago: The competitive landscape of Italian Geographical Indications: A wine perspective

Marcos Carchano, Inmaculada Carrasco, Juan-Sebastián Castillo & Carmen Córcoles: The carbon footprint of Spanish wine denomination of origin export

11.15-12.00 Coffee break (Paraninfo building)

12.00-13.15

Chair: Eva Fernández

Alexandre Mondoux, Bastien Christinet, Roxane Fenal & Olivier Viret: Simulation of the potential economic effect of a change from AOC to PDO in a wine-growing region of Switzerland

David Martín-Barroso, Jacobo Nuñez, Juan A. Núñez-Serrano & Francisco Velázquez: A proposal for the generation of supra-appellation of origin in the case of Spanish wine based on consumer perceptions

13.30-15.00 Lunch at *Restaurante Paraninfo* (Paraninfo building is next to the Faculty of Economics)

15.00-16.45

Chair: Francisco Velázquez

Marta Fernández: A behavioral perspective of organic wine production

decisions: An application to the Spanish wine industry

Inmaculada Carrasco, Juan-Sebastián Castillo-Valero, M^a Carmen García-Cortijo & Germán A. Cevallos: Territorial and Demographic Implications of the Viti-vinicultural Economy in Europe: The Case of Castilla-La Mancha (Spain)

