

13h30 – 15h00 : Intellectual Properties

Chaired by ? (AAWE)

Brand Image and Regional Reputation: Does it Pay Off to Outperform Your Regional Peers?

Gunter **Schamel**, Free University of Bozen-Bolzano

The Social Dimension of 'Goods of Taste', Application to Wines Labels

Christophe **Terrien**, IUT de l'Aisne

Vineyard Protection: Intellectual Property Rights and Sanitary Standards

Elci **Ceyhun**, London South Bank University

The Greatest French AOC: A Signal of Quality for the Best Wines.

David **Menival**, Université de Reims

The Value of Designations of Origin in Emilia-Romagna

Silvia **Gatti**, University of Bologna

Investissement immatériel et performance: cas des entreprises vitivinicoles françaises

Paul **Amadiou**, Jean-Laurent Viviani, Université de Montpellier I

15h30 – 16h30 : Others

Chaired by ? (AAWE)

University-Industry Networks in the Wine Industry: Comparing Chile, South Africa and Italy

Andrea Morrison, U. del Piemonte Oriental, Elisa Giulani, U. Sussex,

Carlo Pietrobelli, U. di Roma Tre, Roberta Rabbellotti, U. del Piemonte Oriental

Overview of the German Wine Market – Situation and Business Challenges

Jon H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern

Europe, Erik Schweickert, KIRBIS AG

A Live in Wine: Ernest Gallo (1909 – 2007)

Tony Lima, California State University, Norma Schroder, CEO

Réseaux d'entreprises et pouvoir de marché dans la filière vin en France

Jacques **Calvet**, Nathalie Guibert, U. Avignon; Jérôme Villaret, Inter-Rhone

17h00 – 19h30 : Consumption and Tasting

Chaired by Marie-Claude **Pichery**

Adapting to New Market Demands: Two Initiatives by the Bordeaux Wine Industry

Pierre **Mora**, Bordeaux Ecole de Management

Millesimée Pas Opère versus Gran Cuvée Satin Estimation of a Hedonic Price

Function for the Franciacorta Bollicine

Matteo **Galizzi**, U. of Brescia

Effects of Non Sensory Cues on Perceived Quality : the Case of Low Alcohol Wine

Josselin **Masson**, François D'Hauteville, Montpellier SupAgro; Philippe Aurrier, U.

Montpellier II

Positioning of Wine Regions: Old or New World Branding Models

Chris **Easingwood**, Manchester Business School

Assessing the Reliability of Wine Tasting: Differentiating Levels of Clinical and

Statistical Meaningfulness

Domenic **Cicchetti**, Yale University

The New Structure of the California Wine Industry

Tony Lima, California State University, Norma Schroder, CEO

Standards for Quality and the Coordinating Role of Critics

Greta Hsu, University of California, Peter W. Roberts, Emory University, Anand

Swaminathan, University of California

Identifying Different Influences of the Evaluation of Wine

Gergely **Szolnoki**, Research Institute of Geisenheim

Bowling Alone, Drinking Together

Paolo Buonanno, University of Bergamo,

Paolo Vanin, University of Padua & Pompeu Fabra University of Barcelona

The Cost of Ignorance: Reputational Rents in the Market for Tuscan Reds

Karl Gunnar **Persson**, Institute of Economics, University of Copenhagen

Joined Scientific Program

Vineyard Data Quantification Society European Association of Wine Economists American Association of Wine Economists

Wednesday, May 23rd 2007

17h00– 20h00 : Registration Desk and Welcome Drink

Thursday May 24th 2007

08h15 – 08h45 : Registration Desk

08h45 – 09h45 : Opening Session

Welcome Speech:

Dieter **Sadowski**

Director of the Institute of Labour Law and Industrial Relations

in the European Community, Trier University

Keynote Speech: Steffen **Schindler**, German Wine Institute

Introduction to German Wines

10h15 – 12h15 : Environment

12h15 – 12h30 : Steve **van Ausde**, Pdt of the Walla Walla Community College

About Walla Walla Reds Wines

Lunch

13h30 – 15h30 : Wines's World Trade

16h00 – 17h00 : Financial

17h30 – 19h30 : Wine Supply

20h00 Dinner in the Ruins of Roman's Bath (sponsored by German Wine Institute)

Friday May 25th 2007

Evening: Society of Quantitative Gastronomy

Lunch

13h30 – 15h00 : Intellectual Properties

15h30 – 16h30 : Others

17h00 – 19h30 : Consumption and Tasting

20h00 Visiting the older cellar of Germany : reception and dinner

(sponsored par Vereinigte Hopfrien)

Saturday May 26th 2007: Tasting and Tourism

09h30 : Departure for transfer by bus to BernKastel

12h00 : Arrival

15h00 : Boatship to Traben-Trarbach

Tasting wines on board

16h30 : Transfer by Bus to Pünderich

Brunch and Tasting with Clemens and Rita Busch

18h30 : Return to Trier by bus

Nota: - Names written in fat size are those of persons who come to Trier (or have submit the contribution and not yet confirm);
- The ~~crossed~~ contributions are those which will not be presented at Trier. At least, the abstract of the communication is on-line
- The ~~crossed~~ names are those of persons who will not present to Trier

Last Update 23/04/07

Thursday May 24th 2007

10h15– 12h15 : Environment

Chaired by Orley **Ashenfelder**

Pour une gestion environnementale de la protection du vignoble
Adeline Ugaglia, Bernard DelHomme, Aline Elitcher, ENITABordeaux
Are Voluntary Environmental Approaches (VEA) in the Vine Growing a Support for Product Differentiation Strategies?
Clarisse **Cazals**, Université de Bordeaux IV
First Approach of the Economic Implications of a Climate Change within the Wine Sector
Françoise **Bourdon**, Marie-Claude **Pichery**, Université de Bourgogne
Elaboration d'un modèle technico-économique pour évaluer le coût des pratiques techniques respectueuses de l'environnement sur une exploitation viticole
Adeline **Alonso Ugaglia**, Bernard DelHomme, Jérôme Steffe, ENITABordeaux
Climate Change Adaptation Strategies in Viticulture
Manfred Stock, Thomas Kartschall, Martin Wodinski, Potsdam Institute for Climate Impact Research
Wine and Global Warming in Alsace Evidence from the Little Ice Age
Karl **Storchmann**, Whitman College
Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate Change: The Case of Mosel Valley Vineyards
Orley **Ashenfelder**, Princeton University; Karl Storchmann, Whitman College

13h30 – 15h30 : Wines' World Trade

Chaired by Robert **Plasman**

Popularizing Wine Consumption in Korean Market
Kim **Bok-rae**, Andong National University
Do Expert Ratings or Economic Models Explain Champagne Prices in Scandinavia?
Jan **Bentzen**, Valdemar **Smith**, Aarhus School of Business, University of Aarhus
Déterminants de la performance export des PME : application aux entreprises vitivinicoles françaises
Carole **Maurel**, University of Avignon
New Wine in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States?
Omer Gokcekus, Andrew Fagnoli, Seton Hall University
Critical Exposure and P-Q Relationships for New World Wines in the U.S. Market
Peter W. Roberts, Emory University, Ray Reagans, Carnegie Mellon University
An Econometric Analysis of a Wine Import Function for Brazil
Susan **Schommer**, Instituto de Matemática Pura e Aplicada (IMPA)
Tracing International Wine Marketing Research - a Three Ways Assessment
René C. G. **Arnold**, Dipl. Betriebswirt (FH)

16h00 – 17h00 : Financial

Chaired by ? AAWE

Collective Bargaining Strategy for Quality Investment in the AOC Vineyards
Jean-Baptiste **Traversac**, INRA, Daniel Steinchen, Université de Picardie
Capital Structure Determinants: an Empirical Study of French Companies in the Wine Industry
Jean-Laurent **Viviani**, Université de Montpellier
Recent Trends on Mergers, Acquisitions and Financial Investments in the Wine Sector
Alfredo **Coelho**, Jean-Pierre Couderc, Jean-Louis Rastoin, SupAgro Montpellier
Torage-Based Financial Engineering in German Wine Business
Erik Schweickert, KIRBIS AG, Jon H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern Europe

17h30 – 19h30 : Wine Supply

Chaired by Maurizio **Ciaschini**

Do Taxes Produce Better Wine?
Martin **Ljunge**, University of Copenhagen
A Bioeconomic Model to Train Interdisciplinary Research on Reducing Phytosanitary Operations in the Vineyards
Christophe **Deola**, Bertrand Léger, INRA; Olivier Naud, Cemagref, Adeline Ugaglia, ENITABordeaux
Forecasting Wine Crops: An Application to the Hérault's Department
Leslie **Aymard**, Michel Terraza, Université de Montpellier
Balancing Between Tradition and Innovation – French Wines from the Bordeaux and the Languedoc-Roussillon Regions
Sylvaine Castellano, Olga Ivanova, EDHEC
Identification of Stochastic Processes for an Estimated Icewine Temperature Hedging Variable
Don Cyr, Martin Kusy, Brock University
Corporate Strategies under Economic Regulations in the German Wine Growing Industry
Rainer Kuehl, University of Giessen, Erik Schweickert, KIRBIS AG
An Assessment of State Sponsored Agriculture Commodity Programs: The Case of the Texas Wine Marketing Assistance Program
Roger D. Hanagriff, Michael H. Lau, Sara Rogers, Sam Houston State University
Reputation and Firm Survival in a Competitive Environment: Empirical Evidence from the German Wine Industry
Bernd **Frick**, Witten/Herdecke University
New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU
Evens Salies, OFCE, Bodo Steiner, University of Alberta

Friday May 25th 2007

The assistance and the participation in conferences SQG are free for the participants of VDQS-AAWE conferences

Society of Quantitative Gastronomy

09h30 – 10h00 : Keynote Speech

Is Breakfast Really Free? Evidence from French and Italian Hotels

George E. **Johnson**

Department of Economics – University of Michigan

10h30 – 12h00 : Session SQG

Chaired by

Reading a Plate

Nir **Dudek**

Portuguese Menus in 19th Century

Isabel M. R. Mendes **Drumond Braga**, Universidade de Lisboa

What are bollicine Good for?

Experimental Evidence on Individual Preferences on Food-Wine Matching

Matteo Maria **Galizzi**, University of Brescia and University of York

Explaining the Determinants of Price in Top European Restaurants

Frédéric **Warzynski**, Universidad Carlos III de Madrid and Center for Corporate Performance, Aarhus School of Business

Quality Evaluation by Experts and Consumers: Evidence from a Sample of New-York City Restaurants

Olivier **Gergaud**, Université de Reims et Université de Paris 1

Karl Storchmann, Whitman College

Vincenzo Verardi, Université Libre de Bruxelles et Université de Namur