

General Overview 2008 Conference	
Thursday May 29th (Public sessions)	Collioure - Centre Culturel
13h00 : Coffee and Registration in Collioure 13h45 : Welcome Speech : Michel MOLY mayor of Collioure 14h00 : Opening Session I : Prices and Wine of the World 16h30 : Opening Session II : Appellations & New Products 19h00 : Reception in Collioure	
Friday May 30th	Collioure Castel
08h00 : Registration & Coffee 08h30: Wine Economics & Management 10h45: Special Topic & Keynote Speech 14h30: Consumer Behaviour 16h30: Value of Terroir & Appellation 18h00: Wine & Health 19h45: Official Diner	
Saturday May 31th	Collioure Castel
08h30: Wine History & Law 11h00: Sensory Characters and Taste 14h00: Terroir Management and Oenotourism 16h30: VDQS Awards & Ending Drink 17h15 : End of the conference 17h30 : Guided Tour in Collioure	

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13h00 : Registration & Coffee in Collioure (Centre Culturel)

13h45 : Welcome Speech the Mayor of Collioure Michel MOLY

14h00 - 16h00 : Opening Session I : Prices and Wine of the World

Chaired by : Maurizio Ciaschini, EuAWE President

Co Chaired and Introduced by : Patrick AIGRAIN (Viniflor & OIV)

Population Ecology of the Wine's Buyers within Hospices de Beaune Auctions

Aziza LAGUECIR, Florine LIVAT, - BEM Chair Wine Management U. de Reims Champagne Ardenne

A Market-Based Pricing Model for Wines: Test over the Period 1988-2007

J. François OUTREVILLE - UNCTAD Genf

16h30 - 18h30 : Opening Session II : Appellations & New Products

Chaired by : Maurizio Ciaschini, VDQS President

Co Chaired and Introduced by : Marc PARCÉ (Domaine de la Rectorie Banyuls)

Vines Portfolio Under Uncertainty and Irreversibility: Grapes Variety in a Real Options Approach

Luca Di CORATO, Matteo Maria GALIZZI - U. of Padua , U. of Brescia and CHE

Willingness to Pay for Appellation of Origin: Results of an Experiment in France and Germany

Pascale BAZOCHE, Pierre COMBRIS, Eric GIRAUD-HERAUD, Jean-Baptiste TRAVERSAC - INRA Paris

Measuring Consumers Acceptability of a New Product: The Case of a Low Alcohol Content Wine

Josselin MASSON, Philippe AURIER, Francois d'HAUTEVILLE - Montpellier Supagro & U. Montpellier 2

19h00 - 21h00 : Reception CIVR and Visit of the Cellar "Le Dominicain"

Poster Session

(during all breaks)

Sector of Alcoholic Beverages: Implications of WTO Membership.

Marie-Claude PICHERY LEG, Françoise BOURDON Cnrs, - Université de Bourgogne

Impact of Climate Change Across the Burgundy Wine-Growing Region

Christine MONAMY, Eve GUEYDON, BIV Bourgogne

Quality Attributes of Wine Products: an Explorative Study of Consumers'

Buying Motivation through a Means-End Chains Approach

Alessio CAVICCHI, Annamaria MAZZESCHI, Silvia GUERRI, U. of Macerata, U. of Florence, U. of London

08h00 - 08h30 : Registration & Coffee

08h30 - 10h15 : Wine Economics & Management, Chaired by: Sylvia Gatti

Estimating the Supply of California Wine Grapes Using Regional Systems of Equations

Richard VOLPE, Richard GREEN, Dale HEIEN - University of California, Davis

Brokers' Commissions and Wine Auctions: Capitalization, Supply Endogeneity, and Vintage Effects

Denton MARKS - University of Wisconsin

A Financial Approach to Export Performance and its Determinants in SMEs (French Wine Industry)

Carole MAUREL - Université de Montpellier 1, Sup de Co Montpellier

Comparison of Risk Perceptions by Wine Producers: An Empirical Study in Chile

Jean Laurent VIVIANI, German LOBOS - U. Montpellier 1

Les vignobles et les vins Malgaches. La filière vin dans l'économie Malgache

Harivola ANDRIAMANANJARA RAMBELOSON - U. D'Antananarivo

The Place of Wine Chain in Romanian Economy

Dan BOBOC, Victor MANOLE, Nicolae ISTUDOR- Academy of Economic Studies Bucharest

Analysing Competitiveness in Wine Industry, The South African Case

Johan van ROOYEN, Dirk ESTERHUIZEN - CEO, University of Pretoria

10h45 - 12h30 : Special Topic, Global Warming, Chaired by: Marie-Claude Pichery

Global Warming and its Consequences on the Beaune Vineyards (Burgundy)

Malika MADELIN, Jean-Pierre CHABIN, Cyril BONNEFOY - Université de Bourgogne

Impact du changement climatique sur le raisin et les vinifications en région méditerranéenne

Jacques ROUSSEAU, D. GRANES, L. DURET- ICV

Shifts in High Quality Wine Producing Regions in the Western US associated with Late 21st Century Climate Change

Michael A. WHITE, Gregory V. JONES, Noah S. DIFFENBAUGH - Utah State U. , Southern Oregon U. , Purdue U.

Keynote speech

Climate Change and Viticulture

Bernard SEGUIN - INRA Avignon

14h30 - 16h00 : Consumer Behaviour, Chaired by : Jan Bentzen

Accounting for a Social Taste : Application to the Wine's Demand

Daniel STEICHEN, Christophe TERRIEN - Université de Reims Champagne Ardenne

Les critères d'évaluation du vin par les consommateurs d'après les forums d'opinion sur Internet

Claire GAUZENTE, R. DUMOULIN - U. Angers

Communication sur le vin et degré d'implication du consommateur

Frédéric COURET - ENITA Bordeaux

Segments an Preferences of Consumers to Wine Reds of Maule Region, Chile, by Multivariate Analysis

Marcos MORA G., Olga REYES P., Nicolás MAGNER P.J., Angelina ESPINOZA O. - University of Chile

Quality Wine in the Modern Distribution

Maria Bonaria LAI, T. DEL GIUDICE, E. POMARICI - Università degli Studi di Cagliari

Analysis of Some Aspects of Wine Consumers' Behaviors in Sicily

Stefania CHIRONI, Leonardo CROCIATA, Cesare SCAFFIDI-SAGGIO- Università di Palermo

Twisting Tradition : Consumers' Behavior Toward Alternative Closures

Nelson BARBER - Texas Tech University

16h30 - 17h45 : Value of Terroir & Appellation, Chaired by : Jean-Louis Salies (CIVR)

The Value of Designations of Origin in Emilia-Romagna

Silvia GATTI - Università di Bologna

An Estimation of Reputations' Interactions in the Case of Washington State Wines

Florine LIVAT, Amy L. MUMMA - BEM & Central Washington University

Management Control and Intangibles in the Italian Wine Industry. The Villa Banfi Case Study.

Cristina GALGANI - Università degli Studi di Firenze

Portuguese Quality Wine and the Region of Origin Effect: Consumer's and Retailer's Perceptions

J. CADIMA-RIBEIRO, Jose FREITAS SANTOS - Universidade do Minho & Instituto Politécnico do Porto

Importance of Landscape for Wine Quality Perception: a Pilot Study

Rosa ARBORETTI, Alberto BRIGNOLI, Livio CORAIN, Masotto NICOLA, Luigi SALMASO, Tiziano TEMPESTA,

Diego TOMASI - Department of Management and Engineering, University of Padova

18h00 - 19h15 : Wine & Health, Chaired by : Robert Plasman

How Young Consumers Perceive Wine: a French-American Comparison

Krista DUNIACH, Michel DARMON - Université d'Angers

Alcohol and Digestive Cancers

Hassan BOUHDID - Université Libre de Bruxelles RHMS Baudour

Wine Consumption and Health: Heaven or Hell

Danièle MEULDERS - Département d'économie appliqué Université Libre de Bruxelles (DULBEA)

Breast Cancer and Alcohol.

Birgit CARLY, S. ROSENBERG, F. LIEBENS- Université Libre de Bruxelles

Does Alcohol Policy Affect Alcohol Related Diseases? A Comparative Analysis for 15 European Countries

Jan BENTZEN, Vaidemar SMITH - University of Aarhus

Health Information: Does it Make a Difference to Wine Choice?

Brenda DYACK, Ellen GODDARD - Bureau of Agricultural and Resource Economics & U. of Alberta

19h45 : Official Diner

S a t u r d a y M a y 3 1 ^{s t} 2 0 0 8

08h30 - 10h30 : Wine History & Law, Chaired by : John Wintrop Heager

The Impact of the EC Legal Framework on the Wine Market: The French Example

Caroline LE GOFFIC - Université Paris II Panthéon-Assas

An Analysis of State Direct Wine Shipment Laws

Nelson BARBER, Tim DODD - Texas Tech University

Impact of Change on Organizational Legitimacy : Application to the Bulgarian Wine Sector

Sylvaine CASTELLANO - EDHEC Business School

Influence of Common Organisation of Wine-Market on Management of Wine Production in the Czech Republic

Pavel TOMSIK - Université d'Agriculture et de Sylviculture Mendel de Brno

The Struggle Against Bootleg in Burgundy Between the Interwar Years: a Winegrower Strategy for the Label of Quality

Olivier JACQUET - Université de Bourgogne

The Wine Cooperatives of Gironde : What Future Prospects?

Nathalie CORADE - EGERIE ENITA de BORDEAUX

Explaining Vineyard Specialization in the Province of Barcelona (Spain) in the Mid-19th Century

Enric TELLO, Marc BADIA-MIRO, Xavier CUSSO, Ramon GARRABOU, Francesc VALLS – U. of Barcelona

Korean Wine History

Kim BOK-RAE - Andong National University

11h00 - 12h30 : Sensory Characters and Taste , Chaired by : Pierre Combris

Using Questionnaire to Study the New Culture of Wine in Vietnam ; Comparison Versus France

Vinh Bao DO, Bruno PATRIS, Dominique VALENTIN - Université de Bourgogne.

Traditional vs. International Wine Varieties: Do Objective and Sensory Characteristics Matter?

Pavese PIERMASSIMO, Roberto ZANOLA - University of Eastern Piedmont,

Experts, Conformity and Peer Pressure in Food and Wine Tasting: an Experimental Analysis

Paolo BUOANNO, Matteo Maria GALIZZI, Paolo VANIN - University of Brescia and CHE, York

An Identification Problem: Economists at a Wine-Tasting Experiment

David REILEY, Matteo Maria GALIZZI - University of Brescia and CHE, York

For a Few Glasses More: An Inquiry into the Determinants of Quality Awards to Italian Wines.

Giovanni CAGGIANO, Matteo Maria GALIZZI, Leone LEONIDA - U. of Padua, U. of Brescia and CHE, Queen Mary U.

Supply and Demand in the Champagne Region

Marie AHM - PARES BALTA

14h00 - 16h00 : Terroir Management and Oenotourism, Chaired by : Jean-Laurent Viviani

L'élaboration de la qualité environnementale dans le vin : Vers la nécessaire convergence des pratiques et de leur reconnaissance.

Véronique SAINT-GES, Marie-Claude BELIS-BERGOIGNAN, - INRA & Université Montesquieu Bordeaux 4

The Premium for Organic Wines

Alessandro CORSI, Steinar STROM - Dept. of Economics, University of Torino

An Integrated Approach to Viticulture Zoning Using Hydrological Modelling and GIS Procedures

Antonello BONFANTE, P. MANNA, F. TERRIBILE, A. BASILE - ISAFOM, CNR, Ercolano (NA)

The Economy of Tourism in Vale Dos Vinhedos, Bento Gonçalves, Rs, Brazil - 1990-2005

Cláudia BRAZIL MARQUES, Carlos Honorato SCHUCH SANTOS- Cent. Ens. Sup. Cenequista de Farroupilha, U. Caxias

Study by Factor Analysis of Motivations for Tourists to Travel Along Sicilian Wine Routes and Visiting Cellar Doors

Stefania CHIRONI, Maria INGRASSIA - Università di Palermo

The Impact of Tourism on the Willing to Pay Champagne

David MENIVAL - Chaire en management du Champagne-Reims Management School

Wine, Tourism, and a New Geography for the Côte-D'Or

Philip WHALEN - Coastal Carolina University

16h30 - 17h15 : VDQS Awards & Ending Drink

17h15 : End of the conference

17h30 : Guided Tour in Collioure

Virtual Session

(only on the web)

The Carotenoid Profile in Ripening Berries of Vitis Vinifera L. cv. Merlot: the Interactive Effect of Grapevine

Vigour and Water Status

Keren BINDON, Z. KAMFFER, A. OBERHOLSTER, A. STREVER - Stellenbosch University

Nicolas n'aime pas le sumo mais Jacques en raffole. De l'économie de la qualité à l'économie du goût

Chistian BARRERE -

Unravelling the Contribution of Soil Type, Soil Water Status and Plant Water Status in the Evaluation of Wine

Composition and Sensory Attributes

Keren BINDON, P. MYBURGH, V. LATEGAN, M. BRUWER, C. Du PLESSIS - Stellenbosch University

Profiling and Segmenting Visitors to Hungarian Wine Festivals

Adam NOVOTNY, Richard HAUSER, Orsolya KARACS - Institute of Economic Science, Eszterhazy Karoly College

The Sicilian Vitiviniculture in Connection with the International Context: Evolution and Perspectives

Simona BACARELLA, Giuseppe CORONA - Università degli Studi di Palermo

Terroir Rising in the New World? Varietal Distinctiveness of Australia's Wine Regions

Kym ANDERSON - University of Adelaide

European Association of Wine Economists Vineyard Data Quantification Society



**Collioure – France
29, 30 & 31, May
2008**