



VINTNERS EXPORT SYMPOSIUM AGENDA

Friday, 8/8/14

9:00AM – 12:00PM

SANTA YNEZ VALLEY MARRIOTT

555 McMURRAY ROAD

BUELLTON, CA 93427

8:30 – 9:15

REGISTRATION, NETWORKING AND WELCOME CONTINENTAL BREAKFAST

9:15 – 9:20

WELCOME & INTRODUCTION TO PROGRAM

9:20 – 9:50

KEYNOTE SPEAKERS: EXPORT OPPORTUNITIES IN JAPAN & HONG KONG

JAPAN

HONG KONG

9:50 – 10:00

SPEAKER: LOGISTICS & EDUCATION

10:00 – 10:10

SPEAKER: GOLD KEY PROGRAM

10:10 – 10:30

PANEL #1 – ISSUES IN LOGISTICS, FINANCE & LEGAL

10:30 – 10:50

PANEL #2 – BEST PRACTICES IN WINE EXPORT

10:50 – 11:00

REFRESHMENT BREAK

11:00 – 11:30

PANEL #3 – AVAILABLE RESOURCES

11:30 – 12:00

OPEN DISCUSSION ON CENTRAL COAST EXPORT INITIATIVE

12:00

SYMPOSIUM CONCLUDES

Networking, wine tasting and light lunch at Fess Parker Winery follows.