



AMERICA GEORGIA BUSINESS COUNCIL
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

FOURTH  VINO* FORUM OF AMERICA

**Geography, History, Economy, and Politics of Wines in Georgia
and Beyond**

NOVEMBER 9

Penn Museum, University of Pennsylvania



Activities Include:

NOVEMBER 4

**THE AMBER WINES OF
GEORGIA:**

*SEMINAR FOR WINE
PROFESSIONALS AND MEDIA*

HOSTED BY [ERIKA FREY](#) AND
[LASHA TSATAVA](#)

City Winery, Boston, MA

NOVEMBER 8

**THE TEROIR WINES OF
GEORGIA:**

*SEMINAR FOR WINE
PROFESSIONALS AND MEDIA*

HOSTED BY [JILL WEBER](#)
City Winery, Philadelphia, PA

**Ghvino or ღვინო, a Georgian word for wine, is widely thought to be the origin of the term*



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CONFERENCE AGENDA

Geography, History, Economy, and Politics of Wines in Georgia and Beyond

9:30 AM - 10:00 AM – Registration

Session 1

10:00 AM - 10:10 AM Welcome by:

Mamuka Tsereteli, President, America-Georgia Business Council

David Bakradze, Ambassador of Georgia to the United States of America

10:10 AM - 11:40 AM

Wine Industry of Georgia

Presentation by Levan Davitashvili

Minister, Environmental Protection and Agriculture of Georgia

10:40 AM - 11:10 AM

The Origins of Viniculture: Past, Present, and Future

Presentation by **Patrick McGovern**

University of Pennsylvania/Penn Museum

11:10 – 11:40

New Understandings of the Use of Wines in Ancient Georgia

Presentation by **Stephen Batiuk**

Archeologist/Professor, University of Toronto

Noon- 1:00 PM **Lunch** (*Documentary Film Screening*)

Session 2

1:00 PM- 1:30 PM

Georgian Wine in the Context of Georgian Culture

Interview with **David Lordkipanidze**, Director, National Museum of Georgia

Interviewed by **David Green**, Journalist

1:30 PM- 2:00 PM

Georgian Wine & Spirits Sector

Otar Sharikadze, Managing Director, Galt & Taggart



Session 3

2:00 PM – 2:30 PM

Wines of Georgia

Presentation by **Lisa Granik**, Master of Wine

Author, *Wines of Georgia*

2:30 PM – 3:15 PM

Internationalization of Georgian Grape Varietals: Case of Finger Lake Region, NY

Presentation by **Erika Frey**, Diploma WSET, and **Lasha Tsatava**, Diploma WSET

3:15 PM – 3:45 PM

How Georgian Wineries Can Better Serve Innovative Importers

Presentation by Rodolfo Neirotti, MW Student

Co-Founder, 2N Trade LLC

Partner/Board Member, VinoDiVino, LLC

3:45 PM – 4:00 PM Break

Session 4

4:00 PM – 5:30 PM

Roundtable Discussion: *Market Entry Strategy for Georgian Wines in the US*

Discussants:

Julie Peterson, Partner, Marq Wine Group

Jason M. Malumed, Partner, MFW Wine Co.

Jill Weber, Archeologist and Wine Enthusiast, Jet Wine Bar

Noel Brockett, President, Georgian Wine House

Rose Previte, Founder, Maydan/Compass Rose Restaurants

Tamara Chubinidze, Founder, Chama Mama Restaurants

Moderated by **Dave McIntyre**, Writer, Washington Post

5:30 PM – 5:35 PM Closing Remarks by:

Mamuka Tsereteli, President, America-Georgia Business Council

5:30 PM – 7:30 PM

Reception/Bufferet Dinner



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GHVINO FORUM 2021

The Ghvino Forum was initiated in 2018 by the America Georgia Business Council to advance the understanding of the origin of vine and wine culture, and to explore the intersection of wine, society, and geopolitics in Georgia and beyond.

Another objective was to demonstrate that Georgia not only has the oldest wine history, but it also has a very dynamic wine industry with a great diversity of native grape varieties and different wine-making techniques, including the traditional qvevri method of natural wine-making.

AMERICA–GEORGIA BUSINESS COUNCIL (AGBC)

Established in 1998, the America–Georgia Business Council (AGBC) is a private, non-profit corporation governed by a Board of Directors. The AGBC promotes trade and investment between North America and Georgia by helping companies focus and accelerate decision-making to forge successful, bilateral business partnerships.

The AGBC relies on a deep understanding of the Georgian political and business landscape, direct access to high-level government officials and agencies, and diverse business contacts to deliver value and maximize opportunities for our members.

SUPPORTED BY:

