



Salon international des techniques champenoises et effervescentes  
International exhibition of sparkling wine and Champagne making techniques



10<sup>e</sup> édition

un engagement durable pour l'effervescence

a sustainable commitment for sparkling wine techniques

## VITeff : 14 – 17 October 2009, Epernay - FRANCE

### Programme :

#### Wednesday 14 October :

##### - The Gourmets' Rendezvous

The **Gourmets' meetings** which will be organised by **Geoffrey Orban** from the company *Educavin* will take place from 11 am to 1pm in the entry room of the Champagne Hall.

Rate: 10€

##### - Prize for innovation 2009 by the CCEPC :

The delivery of the **prize for Innovation** will take place at 12pm in the lecture room of the Champagne hall.

##### - The 8th "Espace Champagne" meetings

The "*Espace Champagne*" meetings will take place at 2:30 pm in the lecture room of the Champagne Hall around the topic: "Luxury: Are consumers having a crisis?"

##### - The Concours des Champagnes de la Propriété by the *Syndicat Général des Vignerons*.

The delivery of the **Concours des Champagnes de la Propriété 2009 prize** will take place at 5pm in the Jéroboam hall and will be conducted by Geoffrey Orban from *EDUCAVIN*.

##### - The René Renou Prize 2009:

The *Association Nationale des Elus du Vin (ANEV)* and the *Fédération Internationale des Journalistes et Ecrivains du Vin et des Spiritueux (FIJEV)* launched in 2008 the **René Renou Prize**. It will be delivered this year during the VITeff in Epernay. This event will take place at 8:30pm.



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## Thursday 15 October:

- **The Oenologists' technical day by the Champagne region Oenologists' Union.**  
The **Oenologists' technical day** which will deal about wine tartaric stabilisation will take place from 8:30am to 12:30pm in the lecture room of the Champagne hall.

- **Individual meetings organised by "la Champagne Viticole" and the Crédit Agricole Nord Est.**

The individual meetings "**How to boost your sales in Belgium?**", "**Setting a price for foreign markets**", "**Communication tools**" and "**Customs and taxation**" presented by *la Champagne Viticole* and the *Crédit Agricole Nord Est* will take place from 2pm to 6pm in the Mathusalem 2 hall.

- **"Foreign markets" Individual meetings**

You will have the opportunity to ask all your questions to experts of many countries such as:

- Africa and Middle East
- Germany
- South America
- Northern Europe
- Etc

These meetings will take place from 9am to 1pm and from 3:30pm to 6pm in the Mathusalem 2 Hall

- **Health, communication and wine symposium**

The symposium on the topic "**Can we still communicate about wine in France and in Europe?**" will take place from 10am to 12pm in the reception room of the Champagne hall. This symposium will be lead by Jean-Michel Peyronnet, Chief redactor of the RVI with the participation of **Jose Ramon Fernandez**- General Secretary of the CEEV, **Rudolf Nickenig**, General Secretary of the *Deutscher Weinbauverband*, **André Deyrieux** from the magazine *winetourisminfrance* and Vice General Secretary of the APV, and **Sophie Signolles**, president of the association "*l'Univers du gout en Champagne*".

- **SITMAFGR Conference**

The Security conference by *SITMAFGR* about the "**obligatory controls in terms of spraying**" will take place from 10am to 12pm in the Mathusalem 3 hall.

- **Pôle IAR conference**

The conference about "**the grapes' co-products in the Champagne area**" organised by the *Pôle IAR* and the *CCEPC* will take place from 10am to 12pm in the Mathusalem 1 hall.

- **The Gourmets' Rendezvous**

The **Gourmets' meetings** which will be organised by **Geoffrey Orban** from the company *Educavin* will take place from 11 am to 1pm in the entry room of the Champagne Hall.

Rate: 10€

- **“Champagne: The opportunities on the market” conference**

A focus on Champagne consumption in **5 countries** (Russia, Great Britain, Hong Kong, the USA and the Middle East) will give you an idea about the markets' evolution around the world. This conference will take place from 2pm to 3:30pm in the Mathusalem1 hall and will be organised by Crédit Agricole Nord Est and Ubifrance

- **IFV Workshop**

The *IFV (Institut français du vin)* workshop called **“Cellars and vineyards' eco-conception”** will take place from 2:30 pm to 5:30 pm in the lecture room of the *lecture room of the Champagne Hall*

- **Prospective Round Table “The markets' evolution”**

It will take place between 5 and 6 pm on the TV studio and will deal with the evolution of the main sparkling wine markets.

- **Prospective Round Table “Innovation”**

It will give a voice to the winners of the Prize for Innovation 2009 and to the pôle IAR and will take place between 2:30pm and 3:15pm on the TV studio.

- **Descriptive tasting of Cap Classique by the Champagne area Oenologists' Union.**

**The Cap Classique descriptive tasting** will take place from 7pm to 9pm in the Jeroboam hall.

## **Friday 16 October**

- **The Adepta will lead a conference called “During the VITeff, the Adepta makes you meet the sparkling wines' markets of the world”** between 8am and 1pm in the entry room of the Champagne Hall

- **The conference: “Energy efficiency and sustainable development: leverages to take a new turn”** organised by the *ADEME* and the *CIVC* will take place from 10am to 12pm in the Mathusalem1 hall.

- **Conference « Crisis: The Syndicat des Vignerons by your side » by the Syndicat Général des Vignerons**

This Conference organised by the *SGV* will take place from 10am to 12am in the lecture room of the Champagne hall.

- **The Gastronomic meetings**

**The Gastronomic Meetings presented** by the *Chefs étoilés de la Champagne* will take place from 10am to 6pm in the Jeroboam hall. These meetings will be an opportunity for you to participate to the elaboration by a Chef of an exclusive recipe. This Recipe will have been created from a Nicolas Feuillatte Champagne or from a Champagne which won the *Concours des Champagne de la propriété Prize*.

Rate: 30€

**- The Gourmets' rendezvous**

**The Gourmets' meetings** which will be organised by **Geoffrey Orban** from the company *Educavin* will take place from 11am to 1pm in the entry room of the Champagne Hall.

Rate: 10€

**- The winery's management during the crisis**

This conference, organised by the *AG2C* will take place from 2pm to 4pm in the reception room of the Champagne hall.

**- Prospective Round Table: "The Evolution of the Law"**

It will take place between 2:30pm and 3:15 pm on the TV studio and will deal with the following topics: European law, Protection of the appellation, The Champagne appellation area, The new oenological practices...

**- The hundredth anniversary of la Champagne Viticole**

*La Champagne Viticole* will organise a conference called "la Champagne Viticole: from the tabloid of 1909 to the Internet of 2009" which will take place from 3pm to 5:30pm in the Mathusalem 1 hall.

**- Prospective Round Table: "Environment and Organic production"**

It will take place between 3:30pm and 4:15 pm on the TV studio and will aim at answering the question: "Do Organic production still meets the expectances of Sustainable development?"

**- Prospective Round Table: "The Vine and Wine sciences"**

It will take place between 4:15pm and 5 pm on the TV studio and will deal with the following topics: Vine diseases, precision winegrowing, berries' bursting and laser tomography.

## **Saturday 17 October**

This day will mainly be dedicated to gastronomy with the **gastronomic meetings** organised by the **Etoilés de Champagne** and the **Gourmets Rendezvous** lead by **Geoffrey Orban** from the company **Educavin**

## **All along the VITeff**

During the four days of the VITeff, a few punctual events will be offered, such as:

- Interviews on the TV studio organised by the credit Agricole Nord Est.

- The Pôle employ formation "le Champagne une effervescence de métiers" will present a stand dedicated to employment and training in the winegrowing and winemaking industry.

- The exhibitors' conferences:

\* The company Electro-Reims will lead conferences and workshops on the topic "The industrial Ethernet network applied to the Champagne process" all day long on Wednesday 14 October in the entry room of the Champagne Hall.

\* The company Tecnomatix will offer a conference about the evolution of the range of its high-clearance tractors and about the launching of a new PRECIJET diffuser on Wednesday 14 from 2pm to 7pm in the hall Mathusalem 3.

\* The company Cognex will organise a conference about "the Vision applications in the bottling and the bottle / labels control" on Thursday 15 from 2pm to 7 pm in the Mathusalem 3 Hall.

\* The company Ecovigne will give a conference on Friday 16 October in the Catering space.

\* The company Sparflex will present its new products on Friday 16 October from 4pm to 7pm in the Mathusalem Halls 2 and 3.