Workshop Theme

Wine producers ranging from small wineries, cooperatives to large companies are facing new organizational challenges to ensure economic success and growth. These challenges relate to globalization, consolidation, maturing markets, climate change, innovation and the reorganization of geographical indications. In order to respond, wine sector organizations need to be innovative and adapt viticultural and enological practices, production systems, management systems, strategic views, marketing, and distribution channels.

Our workshop will highlight the specific conditions for and characteristics of cooperatives as well as the effects of vertical and horizontal integration and concentration for the wine industry in general. It will feature presentations including a discussant and a subsequent in depth Q & A. We envision publication of most papers in either the Journal of Wine Economics or the Journal of Wine Economics: Selected Proceedings.

The conference venue will be the newly opened F6-University Club Facility on Campus, overlooking the City of Bozen-Bolzano and with a stunning view of the Dolomites. We have developed a very attractive social program in and around Bolzano, the capital of South Tyrol located at the heart of the Dolomites. South Tyrol has a thriving wine sector including some highly successful cooperatives. Those participants that plan to attend the AAWE conference will be able to take a 3-hour train-ride to Padua on June 28.

Please contact Alessandra Volpato (alessandra.volpato@unibz.it) for any enquiries and for organizational issues. If you have any questions regarding the scientific program, please feel free to contact the local organizer: Prof. Günter Schamel (guenter.schamel@unibz.it).
PROGRAMME

**Sunday, June 25th**
Arrival of workshop participants

**Monday, June 26th**
09:00 – 09:15
Registration at F6-University Club

09:15 – 10:45
Welcome and Session #1

**Günter Schamel** (unibz), Welcome and Introduction to the Workshop Theme: *Economics of Organization and Integration in the Wine Sector*

**Karl Storchmann** (New York University, AAWE), Vertical Risk Sharing in a Changing Climate: Evidence From Germany

**Philippe Bontems** (Toulouse School of Economics), **Angelo Zago** (University of Verona): The Market Organization in the Wine Industry

10:45 – 11:15
Morning tea & coffee

11:15 – 12:45
Session #2

**Susanna Lopez Bayon**, **Manuel Gonzalez Diaz**, **Vanesa Solís-Rodríguez**, **Marta Fernández-Barcala** (University of Oviedo): Influence of Governance Structure on the Effectiveness of Quality Standards: The Case of Geographical Indications

**Jon H. Hanf**, **Maximilian Iselborn** (Geisenheim University): Wine Cooperatives and the Challenge to Produce High Quality Wines

12:45 – 14:00
First day lunch at F6-University Club

14:00 – 16:00
Session #3

**Patrizia Fanasch**, **Bernd Frick** (University of Paderborn): Moral Hazard and Adverse Selection in Cooperatives: Evidence from the Austrian, German and Italian Wine Industry

**Jon H. Hanf**, **Maximilian Iselborn** (Geisenheim University): Wine Cooperatives and the Challenge to Produce High Quality Wines

16:00 – 16:30
Afternoon tea & coffee

16:30 – 17:15
Session #4

**Andreas Huber**, **Dieter Pennerstorfer** (WIFO, Vienna), **Christoph Weiss**, **Daniel Békési** (Vienna University of Economics and Business): Experts, Reputation and the Price of Wine

**Discussant:** Karl Storchmann (New York University)

19:00 – 22:30
Aperitivo & workshop dinner

**Tuesday, June 27th**
08:30 – 10:00
Transfer to Lana and cable car ride to Vigiljoch-Monte S. Vigilio

Welcome at Vigilius Mountain Resort

10:00 – 12:15
Session #5

**Adeline Alonso Ugaglia** (Bordeaux Sciences Agro), **Julien Cadot** (ISG Paris): The Key Role of Banks in the Lifecycle of Bordeaux Wine Cooperatives

**Discussant:** Günter Schamel (unibz)

**L. Martin Cloutier**, **Laurent Renard** (University of Quebec at Montreal), **Sébastien Arcand** (HEC Montreal), **E. Michael Laviolette** (Toulouse Business School): Unveiling Coopetitive Tensions in Horizontally Coordinated Craft Cider Makers in Quebec: An Analysis of Convergent and Divergent Drivers through Spatial Correspondence

**Discussant:** Joachim Ewert (University of Stellenbosch)

12:15 – 14:30
Schiava themed lunch at Vigilius Mountain Resort

14:30 – 15:30
Transfer from Vigiljoch-Monte S. Vigilio to Terlan-Terlano

15:30 – 18:00
Visit of Kellerei Terlan / Cantina Terlano

20:00
Optional dinner TBD

**Joachim Ewert** (University of Stellenbosch), **Jon H. Hanf** (Geisenheim University):

**Discussant:** Martin Cloutier (University of Quebec at Montreal)

19:00 – 22:30
Aperitivo & workshop dinner

**Günter Schamel** and **Francisco-Javier Santos Arteaga** (unibz):
Organizational Form and Payoff Imbalances in an Aggrievement Model: Cooperatives vs. Privately Owned Wineries

**Discussant:** Angelo Zago (University of Verona)

**Günter Schamel** (unibz): Round-up discussion: current and emerging research topics, potential for future collaborations, project ideas. Closing remarks.

12:15 – 14:30
Schiava themed lunch at Vigilius Mountain Resort

14:30 – 15:30
Transfer from Vigiljoch-Monte S. Vigilio to Terlan-Terlano

15:30 – 18:00
Visit of Kellerei Terlan / Cantina Terlano

20:00
Optional dinner TBD