




AMERICA GEORGIA BUSINESS COUNCIL
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

SIXTH  VINO FORUM OF AMERICA
**Geography, History, Economics, and Politics of Wines in
Georgia and Beyond**



November 14, 2023

San Jacinto Hall
University of Texas at Austin
309 E 21st St. Austin, TX 78705, USA



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AGENDA

9:30 AM – 10:00 AM Registration

10:00 AM - 10:15 AM Welcome

Mamuka Tsereteli, President, America-Georgia Business Council

Mary Neuburger, Director, Center for Russia, East European and Eurasian Studies, University of Texas at Austin

10:15 AM - 10:30 AM Opening Remarks

David Zalkaliani, Ambassador of Georgia to the United States

10:30 AM - 12:30 PM Special Presentations

Wine Culture of Georgia

by **David Lordkipanidze**, Director, National Museum of Georgia

Georgia in the History and Archaeology of Earliest Wines

Stephen Batiuk, Archaeologist/Professor, University of Toronto

Wine Industry of Georgia

Tamta Kvelaidze, Head, Marketing Department, National Wine Agency of Georgia

Moderator: **Mamuka Tsereteli**, President, America-Georgia Business Council

12:30 PM – 13:30 PM Lunch

13:30 PM – 15:00 PM

Session 2: Georgian Wine in a Global Economic and Market Context

Ongoing Globalization of Wine Industry

Kym Anderson, Professor, University of Adelaide

The Georgian Wine Industry in the Context of Global Wine Industry

Karl Storchmann, Clinical Professor, New York University, and Editor, Journal of Wine Economics

Natural Wines and Marketing of Georgian wines in the US

Robin Goldstein, Professor, UC Davis

Moderator: **Julian Alston**, Director, Robert Mondavi Institute Center for Wine Economics, UC Davis



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15:00 PM – 15:30 PM Wine Break Sponsored by Teliani Valley



15:30 PM – 17:00 PM

Session 3: Market Entry Strategy for Georgian Wines in the US

Georgian Wines vs. Global Wines: Competition or Complementarity?

Melanie Mann, Global Wine Category Manager, Whole Foods Market (*confirmed*)

US Market for Georgian Wines: Vision from the producers

Gary L. Griggs, Vice President for Sales USA, Teliani Valley

Market Potential for Georgian Wines in the US

Paul Yanon, Partner, Colangelo and Partners

Key Elements of the Growth Strategy for Georgian Wineries in the US

Noel Brockett, President, Georgian Wine House

Moderator: **Emily Saladino**, Writer at Large, Wine Enthusiast

17:00 PM – 18:00 PM

The Many Colors of Georgian Wines: White, Amber, Red, Black

Wine Tasting Curated by **Lisa Granik**, MW

18:00 PM – 19:30 Georgia Wine Reception

Closing Remarks

Mamuka Tsereteli, President, America-Georgia Business Council

[Register Here](#)



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GHVINO FORUM 2023

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 and society 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.

CO-ORGANIZED WITH THE NATIONAL WINE AGENCY OF GEORGIA:



CORPORATE SPONSOR:



IN PARTNERSHIP WITH:



Center for Russian,
East European,
and Eurasian Studies
The University of Texas at Austin

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