



The mission of the International Association for Northern Viticulture (IANV) is to promote the advancement of viticulture in northern environments that are characterized by cool or short summers and/or cold winters. The IANV successfully organized an international symposium in 2006 in Riga, Latvia where 17 countries were represented.

Agricultural diversification is a method to boost rural areas and stimulate local economy. The development of cold climate viticulture follows this belief closely and the Quebec wine industry greatly supports this event's initiative.

Event Objectives

- Share cold climate viti- and vini-culture knowledge, techniques and experiences and integrating new production practices
- Bring together researchers, grape breeders/hybridizers, grape growers, winemakers and consultants from cold climate regions to share viticultural knowledge across international boundaries
- Increase awareness and visibility for cold climate wines and provide education about their unique aspects

Description

The program design takes into account the overall situation of cold climate viticulture throughout the world. The variety of topics presented during this symposium is designed to promote exchanges and forge lasting ties among participants.

The topics to be discussed this year will focus on:

- Research and development, from the both viticulture and winemaking domains
- Positioning and commercialisation of wines
- Developing international ties
- Encouraging cooperation, assistance and technology transfer.

During the three day symposium participants can attend several activities including lectures, wine tastings, exhibitions, and network with partners from across the world.

Impact

Nearly 400 people are expected from numerous countries including Canada, United States of America, Estonia, Latvia, Russia, Ukraine, Poland, Sweden, Denmark and Norway.

This symposium aims to contribute to advancing cold climate viti-vinicultural knowledge as well as encouraging the development of the Quebec viti-vinicultural industry.

Target Market

VitiNord 2009 is targeted at people who are interested in cold climate viticultural and its products: students, grape growers/breeders, winegrowers, winemakers, professionals, governmental and private organizations.

Speakers

Throughout the three day symposium, you will hear speakers and panelists recognized for their professionalism and expertise in viticulture and winemaking.

Among the speakers include: Helen Fisher, Ph.D. University of Guelph in Ontario, Peter Hemstad, Ph.D. University of Minnesota, Odile Carisse, Ph.D. and Charles Vincent, Ph.D. Agriculture and Agri-Food Canada, as well as Harlene Hatterman-Valenti from North Dakota State University.

Partners

Several partners have joined the organizing committee to ensure that this symposium is a success, including the Ministry of Agriculture, Fisheries and Food of Quebec (MAPAQ), Transformation Alimentaire Québec (TRANSAQ), the Financière agricole du Québec, the Société des Alcohols du Québec (SAQ) and the two grape growing/winemaking associations in Quebec.

All partners, employees and exhibitors will be listed in the symposium booklet.

An extended committee, composed of several partners and other agencies have provided their expertise and invested great efforts to offer an international symposium that addresses the needs of the cold climate viti-viniculture industry.

Costs

The full 3-day package for 350\$ includes: all meals (coffee breaks, lunches and dinners), promotional items, notebook, two wine tastings and tasting glass. After October 1st it will cost 400\$ for the registration fees.

The **Recognition Dinner** will be held on November 9 and will feature 100% Quebec wines especially selected for the occasion. Additional dinner tickets for this event can be purchased at a price of \$85 each, please note that places are limited.

The **Winetasting Dinner** will be held of November 10 and will enable you to try wines from Quebec and abroad brought by our participants (participants interesting in bringing wines must fill out a form available at www.vitinord.com). Discover cold climate wines from around the world! Additional dinner tickets for this event can be purchased at a price of \$45 each, please note that places are limited.

Documentation and Interpretation/Translation

All materials and presentations will be made available in the symposium booklet. Additionally, simultaneous interpretation is planned in both English and French throughout the three days for programmed conferences and panel discussions.

Each participant will receive a booklet containing a list of useful information, list of participating Associations and VitiNord sponsor advertising.

Transportation

The symposium venue is located near Highway 20 at exit 130. A shuttle service will be offered between Montreal's Trudeau Airport and Saint-Hyacinthe (approximately 75 km) for groups of 4 to 8 people. If you are interested in using the shuttle service please confirm your travel schedule one month prior to the symposium by email to: viti-nord2009@hotmail.com

Tradeshow Exhibition

Nearly 25 exhibitors will be on hand to present new products, equipment and new trends in viticulture and winemaking.

For more information please contact:

Ms. Anouk DeConink, Tradeshow Exhibition Coordinator
via email at anouk.de-coninck@laposte.net

Themed Activities

Several thematic activities will take place during the symposium.

The **Recognition Dinner** held on Monday night will honour people who have greatly contributed to the advancement of cold climate viticulture. Their efforts will be highlighted by the presence of numerous guests.

The **Wine Tasting Dinner** with entertainment is aimed at promoting exchanges between participants and it an excellent networking opportunity for all.

A wine tasting of 100% Quebec wines for œnologists, specialized journalists, wine consultants, sommeliers and others.

The first meeting of a working committee comprising the winegrowers associations and partners in the wine industry.

The formation of a group of winegrower associations of both Canada and the United States of America

Dates to Remember

October 1st, 2009 is the last day to register at the reduced rate.

There is no registration deadline to join us at this symposium.

Housing

The symposium will be held at the Hotel des Seigneurs in Saint-Hyacinthe and this full-service hotel is offering discounted rates for participants.

Hotel des Seigneurs de Saint-Hyacinthe
1200 Johnson Street
Saint-Hyacinthe (Québec) Canada J2S 7K7

1-866-SEIGNEUR (734-4638)

Organizing Committee

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For more information please contact the Symposium Coordinator, Bernard Gravel, via email at viti-nord2009@hotmail.com or visit our web site at www.vitinord.com

International Association Northern Viticulture (IANV): www.northernviticulture.org