

Workshop

The role of innovation and science in the wine industry

**Sala del Consiglio di Facoltà
Department of Economics and Quantitative Methods
Università del Piemonte Orientale
Via Perrone 18
Novara, Italy**

15th and 16th January 2009

The aim of this workshop is to collect high quality contributions that address the issue of scientific research and innovation in the wine industry. A number of open questions call for an answer. Among them: how does scientific research contribute to catching up in the wine industry? What actors carry out scientific and technological research and how? Are universities and industry collaborating to strengthen the scientific base in the wine industry and what are the forms, drivers and outcomes of such collaboration? To what extent do firms invest in R&D and innovation-related activities, and how does this impact on their performances? What are the characteristics of national, regional or sectoral systems of innovation that permit a more successful integration between science and technology in the wine industry? How do these differences explain the different performance of countries and regions? What policies should be undertaken to facilitate such integration and in turn to enhance the overall performance of the system?

Issues that could be addressed include: sectoral systems of innovation, the University-Industry relationships, the sources of competitiveness and the comparative experiences of different countries-regions-clusters, the role of specialised human capital and R&D.

Program

Organizing Committee

Roberta Rabellotti – University of Piemonte Orientale, Novara (Italy)

Andrea Morrison - URU, Utrecht University, Utrecht (NL)

Elisa Giuliani - University of Pisa (Italy)

15th January

14.00 -14.30 Welcome from Prof. Giovanni Frattini (Dean of the Faculty) and Prof. Gianluca Fusai (Head of the Department of Economics and Quantitative Methods)

Chair: E. Giuliani

14.30 - 15.30 “Catching up and Sectoral Systems: A Comparative Study on the Wine Sector in Chile, Italy and South Africa” - L. Cusmano (Università dell’Insubria), A. Morrison, R. Rabellotti

Discussant: A. Marin (SPRU, University of Sussex)

15.30 - 16.30 “Tradition or control? New production practices in the Italian wine industry” – R. Corrado, V. Odorici (Università di Bologna)

Discussant: L. Zirulia (CESPRI, Bocconi University)

16.30 – 17.00 Coffee break

Chair: A. Morrison

17.00 - 18.00 “Estimating the Supply of California Wine Grapes using Regional Systems of Equations” - R. Volpe (University of California, Davis), (co-authors R. Green, D. Heien and R. Howitt P.)

Discussant: P. D’Este (INGENIO, CSIC-UPV, Valencia)

18.00 – 19.00 “Individual and Collective Reputation: Lessons from the Wine Market” - S. Castriota, M. Delmastro (Università di Trento)

Discussant: L. Zirulia (CESPRI, Bocconi University)

20.00 Social dinner

16th January

Chair: L. Cusmano

9.00– 10.00 “Network alignment in the Western Cape wine industry” - J. Lorentzen (Human Sciences Research Council, Cape Town)

Discussant: A. Marin (SPRU, University of Sussex)

10.00– 11.00 “Bridging researchers and the openness of innovation systems in Chile and South Africa”- E. Giuliani, R. Rabellotti

Discussant: A. Geuna (University of Turin)

11.00 - 11.30 Coffee break

Chair: R. Rabellotti

11.30 – 12.30 “Catching up countries and the geography of science in the wine industry” – L. Cassi, A. Morrison, R. Rabellotti

Discussant: A. Geuna (University of Turin)

12.30 - 13.30 “Public-Private Institutions as Instigators of Recombination and Upgrading in Emerging Market Societies” - G. McDermott (University of South Carolina) (co-authors R. Corredoira, G. Kruse)

Discussant: P. D’Este (INGENIO, CSIC-UPV, Valencia)

13.30- 14.30 Lunch

Chair: R. Rabellotti

14.30 – 15.30 Research and innovation in French wine industry :Towards new factor of competition between regional vineyards ?” - Jean-Marc Touzard (INRA, Montpellier)

Discussant: A. Marin (SPRU, University of Sussex)

15.30 -16.30 Wrap up and final discussion (Elisa Giuliani, Andrea Morrison and Roberta Rabellotti)

Info for participants

Registration:

Scholars wishing to attend the Workshop need to register by sending an email to: elisagiuliani@gmail.com by the 7th of January. There is no attendance fee.

The venue:

Sala del Consiglio di Facoltà
Department of Economics and Quantitative Methods, Università del Piemonte Orientale
Via Perrone 18, Novara, Italy

How to reach Novara:

By plane: the closest airport is Malpensa, from where you can catch a bus to Novara.
This is the timetable:

6.30 - 9.10 - 11.10 - 13.10 - 15.10 - 16.10 - 17.10 - 18.10

By train: Novara is on the line from Milan to Turin. For the timetable you can visit <http://trenitalia.com/>

Hotel:

We suggest you to book at **Hotel Cavour**, mentioning that you are taking part in the Workshop organised by the Department of Economics at the Università del Piemonte Orientale. The Hotel Cavour is located just in front of the main exit of Novara Central Station, you only have to cross the square.

Hotel Cavour

Via Francesco d'Assisi, 6
28100 Novara (NO)
Tel 0321 659889
Fax 0321 659230
E-mail cavour@panciolihotels.it
Url <http://www.panciolihotels.it>

How to reach the workshop from the hotel:

The workshop takes place at the Faculty of Economics which is reachable on foot (10'/15') from Hotel Cavour.

			Carry on the Via San Francesco d'Assisi
330m			
Via San Francesco d'Assisi			
2	0H05	330 m	Turn right on the Via San Bernardo da Mentone
3	0H06	390 m	Turn left on the Baluardo Partigiani
4		450 m	Turn right on the Via Paolo Gallarati
5	0H08	580 m	Carry on the Via Pietro Azario
6	0H13	870 m	Turn left on the Via Generale Ettore Perrone

When you have reached the Faculty, ask for the Sala del Consiglio di Facoltà, located at the third floor. Anyway, we will put some signals to direct you.

Our phone number in case you get lost!

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