



THE WINE & LAW PROGRAM
A JEAN MONNET CHAIR
www.wine-law.org

WINE & LAW SCHOOL

8th EDITION
CYBER WINE:
LEGAL ISSUES FOR THE WINE SECTOR IN THE DIGITAL ERA

October 15-19, 2018

Reims Law Faculty
BP 30 - 57 rue Pierre Taittinger
F- 51571 Reims Cedex
03 26 91 38 44

PROGRAM

MONDAY OCTOBER 15

8h00 *Welcome breakfast* & Presentation of the 5-day Program
("Bâtiment Recherche" (Building n°13), « salle polyvalente » (level -1))

09h00-13h00: Introduction to Digital Wine Marketing – Wine, Terroir & Society in the Cyber Space (Prof. Steve Charters, MW)
(Building n°18 Room 18-0011)

13h00-14h00 BREAK

14h00 Departure by bus (Meeting Point: Entrance of the Campus – In front of the "Shells")

15h00-17h00 : ***Visit and lecture at the CIVC***
(5 Rue Henri Martin, 51200 Épernay)

17h00 Departure

18h00-20h00 ***Visit of Mont d'Hor Winery (Saint-Thierry)***
(8 Rue du Mont d'Hor, 51220 Saint-Thierry)

20h00 Departure for Reims

TUESDAY OCTOBER 16

08h00-12h00: Protection of Wine Trademarks in the EU: Is there anything special about Internet? (Prof. Stefan Martin)

(Building n°18 Room 18-2001)

12h00-13h30 BREAK

13h30 Departure (Meeting Point: Entrance of the Campus – In front of the “Shells”)

14h30-15h15 **Visit of the Dom Perignon Site (Parc, Cloître & Cellier)**

15h15-15h45: **Wine tasting**

16h00 Departure for Reims

WEDNESDAY OCTOBER 17

08h00 – 10h00 Wine & the Internet: Copyright, Conflicts of Laws and Consumer Law (I) (Prof. Philippe Jougleux)

(Building n°18 Room 18-0011)

10h00-12h00: European and International Protection of Geographical Indications on the Internet (Prof. Theodore Georgopoulos)

(Building n°18 Room 18-2001)

12h00-13h00: BREAK

13h00-15:00: Australian Aspects of Regulation of E-commerce for Wines (I) (Prof. Steve Stern)

(Building n°18 Room 18-0011)

Departure for Krug Champagne House (by tram: From “Campus Croix-Rouge” towards “Neufchâtel” – get off at “Langlet”)

16h00-18h00: Visite and Wine tasting at Krug Champagne House

THURSDAY OCTOBER 18

09h00-11h00: Australian Aspects of Regulation of E-commerce for Wines (II) (Prof. Steve Stern)

(Building n°18 Room 18-2001)

11:00 -13:00: Wine & the Internet: Copyright, Conflicts of Laws and Consumer Law (II) (Prof. Philippe Jougoux)

(Building n°18 Room 18-2001)

13h00-14h00 : BREAK

14 :00 – 16:00: Anti-alcohol Policies in the Digital Era (Prof. Theodore Georgopoulos)

(Building n°18 Room 18-2001)

16:15: Departure (by public means of transportation) for the Special Event

17h15 -19h30: *Special Event hosted by Georges Chappaz Institute for Vine & Wine in Champagne: Discussing CyberWine Issues with Wine In Moderation (Guests: Stelios Filopoulos, Director of the Wine in Moderation and Noëlie Genevey, Responsible Public Affairs of Moët Hennessy)*

- Signature of the Partnership Agreement between the WiM and the Wine & Law Program - Cocktail

(Court 1920 - Tennis Club de Reims- 15, rue de la Grive 51100 Reims)

FRIDAY OCTOBER 19

09h00-11h00: Law Clinics – Examination (Prof. Theodore Georgopoulos)

(Building n°18 Room 18-2001)

FREE DAY

16:30-17h30: Visit of the Cellars of Veuve Clicquot Ponsardin

17h30-18h00: Annual Global Wine Law Lecture by Jean Marie Aurand, General Director of the OIV

18h00-18h30: Graduation Ceremony & Photos

18h30-19h45: Cocktail