

SUMMER SCHOOL:

the digital transformation of the wine industry and wine tourism.

FOR MASTER AND PHD STUDENTS,

a hands-on learning environment to develop your skills in the area of digital transformation, with a practical application to the wine sector.

JULY 1 - 6, 2024

More info: geral@ptais.apsi.pt



**CLICK HERE TO REGISTER
OR ACCESS THE QR CODE.**

Organization



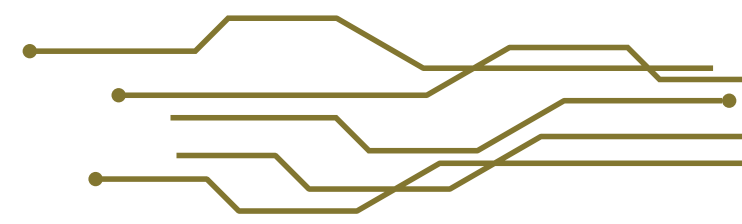
Universidade do Minho



Partners



Sponsorship



July 1

Digital Strategies in the Vinhos Verdes Sector

09:00 Reception of participants
10:30 Definition and implementation of digital business strategies

12:30 Lunch

14:00 The digital transformation of the wine industry
16:00 Coffee-Break
16:30 Wine tourism and digital customer experiences
18:00 Closing of activities

20:00 Dinner

Universidade do Minho
Guimarães, Portugal.

July 2

Smart Wine Industry

09:00 IoT and Digital Twin technology to support decisions
10:30 Coffee-Break
11:00 Transformative analytics in business management

12:30 Lunch

14:00 AutoML solutions for decision support
16:00 Coffee-Break
16:30 Co-creation and open innovation
18:00 Closing of activities

20:00 Dinner

July 3

9:00 – 18:00
Visit to Producers from the Vinho Verde Demarcated Region

Quinta da Raza Veade - Peneireiros Celorico de Basto

Quinta Sem Igual Estrada da Ferradura, 1150, Meinedo - Lousada Portugal

July 4

The Innovation Challenges of the Vinho Verde Industry

09:00 Presentation of the challenges
10:30 Coffee-break
11:00 Hackathon kickoff

13:00 Lunch

14:00 Co-creation session - Part A
16:00 Coffee-break
16:30 Co-creation session - Part B
18:00 Closing of activities

20:00 Dinner

Green Wine Farm
Guimarães, Portugal.

July 5

The Innovation Challenges of the Vinho Verde Industry

09:00 Project completion
11:00 Interval
11:30 Presentation of solutions

13:00 Lunch

14:00 Presentation of solutions
15:00 Session for the joint discussion of solutions
16:30 Coffee-break
17:00 Evaluation of solutions
19:00 Awards ceremony
19:30 Closing of activities

20:00 Dinner

July 6

10:00 Social Activities

15:00 Summer School Closing