

## SIMEI KNOWLEDGE & INNOVATION PROGRAMME

SIMEI@drinktec 2017 – 11/15 September

SIMEI is the leading international trade fair for wine technology and is also an event for updating, information and training where **the discussion about technological innovation is essential**.

The Unione Italiana Vini believes it is extremely important to achieve an international dialogue among companies, suppliers and research institutions regarding sustainable production in the beverage & liquid food sector, with an important focus on wine.

In view of its role as the Italian Association of reference for the wine industry, organiser of the most important trade fair in the world for wine technology and a recognised and established international player, the Unione Italiana Vini aims **to look more in depth at the decisive role of technological innovation to support production guarantees and environmental, economic and social sustainability**, with the aim of safeguarding the quality of the end product.

The Unione Italiana Vini aims to develop an **innovative and repeatable format** in the Wine Hall **to further the discussion on technological innovation/sustainability**, involving the competent national and international players.

The sessions on the programme focus on three macro-themes.

1. "how to measure sustainability brought by technological innovation in primary packaging", where the theme of sustainability focuses on the design processes of the entire life cycle of packaging and closures.

2. "Innovation and Sustainability in labelling for the protection of Producers and Consumers" to analyse the topic of labels, the main marketing tool that producers have to interact with consumers and the only valid communication support for authorities to supply all the information that consumers need to make a conscious choice.

3. "System sustainability, experience of territorial clusters and the European Union" that will address the impact of social and economic environmental sustainability on territories, with examples of projects promoted by national and international bodies that have made sustainability their driving force.

Discussions and technical workshops are planned around each theme, featuring important national and international bodies.



# *SIMEI Knowledge & Innovation Programme*

Update: 31.08.2017

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## **11<sup>th</sup> SEPTEMBER 2017**

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PRESENTATION OF THE NEW “BOTTLE POLISHER” MACHINE

***Prima Industries***

Speaker: Flavio Atti (Prima Industries)

DATE: 11/09/2017

TIME: 14:00 – 15:00

HALL: C3

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## **12<sup>th</sup> SEPTEMBER 2017**

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THE MEASUREMENT AND COMMUNICATION OF THE ENVIRONMENTAL  
SUSTAINABILITY OF WINES

***CEEV***

DATE: 12/09/2017

TIME: 10:00 – 12:00

HALL: C3

Speakers: Pau Roca Blasco (FEV), An De Schryver (EU Commission – DG Environment), Monika Christmann (OIV), Stefano Stefanucci (Equalitas), Moderator: Ignacio Sanchez Recarte (CEEV)

The Product Environmental Footprint (PEF) is a European Commission initiative, which aims to develop methods and standards for voluntary footprint measurement.

To this end, and under the coordination of CEEV, a pilot project is underway to define the rules to measure the impact. The progress made with the pilot project and the latest results obtained will be presented and discussed at the seminar. The seminar will also be an opportunity to assess the general benefits and the possible impacts this initiative will have on the wine supply chain.

The results of the project will become the specific PEF regulations to be applied by all interested parties of the EU and international wine sector that voluntarily decide to measure the environmental performance of their wines.



## THE PROFESSION OF THE ENOLOGIST

### *Union Internationale des Oenologues*

DATE: 12/09/2017

TIME: 11:30 – 13:00

HALL: C2

Speaker: Serge Dubois (Union Internationale des Oenologues)

After a brief presentation of the Union Internationale des Oenologues and its activities, the seminar will present the evolution of the wine industry over the last 70 years. This evolution led to a redefinition of the enologist's profession as enshrined in the OIV resolution.

In 60 years the enologist has taken an increasingly important role in the processes of winemaking and aging, increasingly meeting the needs of the consumer. The oenologist has also played an active role in protecting the environment and consumer health.

## TREATMENT AND MAINTENANCE OF STAINLESS STEEL WITH NON-DANGEROUS PRODUCTS

### **RICERCA CHIMICA**

DATE: 12/09/17

TIME: 12:00 - 12.30

HALL: C3

Speaker: Ermanno Delia (Ricerca Chimica)

The name “stainless steel” came into being when the chemical characteristics of this metal were not fully known. This material is in fact subject to corrosion and surface contamination. It is therefore important to use the right solution to obtain the “stainless” properties. The solution put forward is a new generation system that uses products that are NON-DANGEROUS for human health.

## WINE LABELLING: OPPORTUNITIES AND CHALLENGES AHEAD

### **CEEV**

DATE: 12/09/2017

TIME: 14:00 – 16:00

HALL: C2

Speakers: Joao Onofre (EU Commission – DG Agriculture and Rural Development), Felice Assenza (MIPAAF), Monika Christmann (OIV), Jean-Marie Barillere (CEEV), Paolo De Castro (MEP)

Moderator: Pau Roca Blasco (FEV)

Wine labels are in general the main marketing tool to interact with consumers for wine producers, and for authorities, the only valid communication support to provide all the information consumers need to make informed choices. This Seminar will discuss the Commission report on the communication of nutritional information and ingredients of alcoholic beverages and the opportunity offered to the wine sector to explore innovative developments in food product information, including on-line, to propose the most effective way to provide useful information to wine consumers.



UNIONE ITALIANA VINI

## THE EVOLUTION OF THE OLIVE OIL SECTOR IN TERMS OF PACKAGING AND MARKETING. FROM THE CHOICE OF MATERIALS TO VISUAL DESIGN

### **OLIO OFFICINA**

DATE 12/09/17

TIME: 14:00 – 15:00

HALL: C3

Speaker: Speaker: Luigi Caricato (Olio Officina)

A noble raw material—a dietary fat that is recognised universally as a functional food, as well as a "nutraceutical food" - must be well managed, so that the intrinsic nutritional and sensory quality of the extra virgin olive oil product is well protected, in the long term too, and in the management of its transport and placement in stores. The choice of materials to make a suitable and effective packaging has created much attention, and the industry is very different from the past, with more motivation and attention to marketing and visual design too. What might the future strategies be, starting with the new course taken by the oil companies?

## LABELLING AS A TOOL TO GUARANTEE HEALTH (LIWH)

### **ROTAS ITALIA**

DATE 12/09/17

TIME: 16:00 – 16:30

HALL: C2

Speaker: Francesco Celante (Rotas Italia)

Through the message on the label, the producer guarantees to the consumer the respect of the rules of wine production, transparency on the working process in the vineyard and cellar, the correspondence between what is inside the bottle and the information on the label.

It is clear, therefore, that those who produce alcoholic beverages must ensure that the product is not harmful to health but must also ensure that the consumer is getting what has been declared on the label.

All actors in the chain must be aware of the related ethical and substantial responsibility.

Francesco Celante, founder of Rotas Italia and one of the world's leading anti-counterfeit experts, Counselor Technical Counsel in anti-counterfeiting will present the topic and reply to the participants' questions.

## ANTI-COUNTERFEIT, BRAND PROTECTION, PRODUCT AUTHENTICATION. SOLUTIONS BY ENOPLASTIC

### **ENOPLASTIC**

DATE 12/09/17

TIME: 16:30 – 17:00

HALL: C2

Speaker: Michele Moglia (Enoplastic)

Counterfeiting is everywhere and we come into contact with no genuine products every day.

Besides fashion and technology, the world of beverage, including wines and spirits, is suffering a continuous increase of dangerous counterfeited products in the market. Enoplastic's guarantee closures are a concrete tool against the problem.

\*\*\*\*\* INNOVATION CHALLENGE AWARD CERIMONY \*\*\*\*\*

DATE 12/09/17, TIME: 17:00, HALL: C2

Aperitif will follow

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**13th SEPTEMBER 2017**

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“VACUUM SYSTEM”: A NEW SOLUTION FOR FERMENTATION GAS RECOVERY

**SIPREM INTERNATIONAL**

DATE: 13/09/2017

TIME: 09:30 – 10:00

HALL: C2

Speakers: Roberto Berto, Samuele Spadoni (Siprem International)

The seminar will present a solution for the gas recovery during the pressing process and for the use of fermentation gas.

COMPREHENSIVE CERTIFICATION SUSTAINABILITY: “MAREMMA – TERRA DI VINI”  
PROJECT

***Cantina Sociale di Pitigliano, Cantina Sociale Vini di Maremma, Podere San Cristoforo, Rocca di Montemassi and Castello d’Albola***

DATE: 13/09/2017

TIME: 10:00 – 12:00

HALL: C3

Speakers: Stefano Stefanucci (Equalitas), Stefano Ferrante (Casa Vinicola Zonin)

*Maremma Terra di Vini* is a territorial project aimed at achieving sustainability certification (for products and companies) that involves five wine producers in the Maremma area in Tuscany: Cantina Sociale di Pitigliano, Cantina Sociale Vini Maremma, Podere San Cristoforo, and Rocca di Montemassi, Castello d’Albola. The project will enable companies to measure the impact of measurable and objective parameters (biodiversity, water footprint, Carbon Footprint) and to assess the degree of sustainability of good the practices in the vineyard and in the and winery.

Wines and production sites will be certified according to the Equalitas sustainability standard.

## FILTRO UNICO (ONE FILTER): THE ALL-IN-ONE SOLUTION FOR SMALL AND MEDIUM-SIZED PRODUCERS

### **VLS TECHNOLOGIES**

DATE: 13/09/17

TIME: 10:30 – 11:00

HALL: C2

Speakers: Stefano Giacobini, Francesco Chinni (VLS Technologies)

The seminar will present all the benefits of tangential filtration in a single solution that will simplify the entire filtration process.

## LEES STOP FOR THE TANGENTIAL FILTRATION OF PRODUCTS WITH HIGH LEVEL OF SOLIDS

### **VLS TECHNOLOGIES**

DATE: 13/09/17

TIME: 11:00 – 11:30

HALL: C2

Speakers: Stefano Giacobini, Francesco Chinni (VLS Technologies)

Tangential filtration and its benefits, presentation of a new technology for filtering liquids with many suspended solids.

## VERIFYING THE COMPLIANCE TO FOOD CONTACT LEGISLATION: AN OVERVIEW

### **Stazione Sperimentale del Vetro and Unione Italiana Vini**

DATE: 13/09/2017

TIME: 14:00 – 15:00

HALL: C2

Speakers: Nicola Favaro e Martina Scarpa (Stazione Sperimentale del Vetro)

The ever-increasing attention to the migration of chemical substances from packaging materials in contact with beverages and foodstuffs is driving developments in worldwide legislation to this regard.

Compliance to the specific legislation in place in the country where the products are distributed is compulsory and needs to be verified before distribution takes place.

The control of compliance to national legislation is often one of the main bureaucratic burdens that glass producers must face when exporting their glassware products. In fact, legislation often differs considerably from one country to the next, and the retrieval and assessment of complete and correct information regarding limits, testing procedures, standards, etc is generally an arduous task. Moreover, retailers operating in the individual countries usually require compliance to additional internal standards too, thereby increasing the confusion and the complexity of the checking procedure.

The aim of this presentation is to provide an introductory overview of the main legislation in place in European and extra-European countries. Moreover, the main testing protocols applied by the SSV to check the compliance will be explained.

## THE PERCEPTION OF THE VALUE OF WINE

### **ROTAS ITALIA**

DATE: 13/09/17

TIME: 15:00 – 16:00

HALL: C3

Speaker: Francesco Celante (Rotas Italia)

The label aesthetic function gives an added value to wine, affects the buying decision, protects and increases the brand value.

## COUNTRY PRESENTATION – OVERVIEW OF RIO GRANDE DO SUL

DATE: 13/09/17

TIME: 16:00 – 17:00

HALL: C2

### **Panorama of the Brazilian Vitiviniculture**

Speaker: Dirceu Scottá (Brazilian Wine Institute – Ibravin)

### **Rio Grande do Sul: Why invest in Rio Grande do Sul and Opportunities**

Speaker: Evandro Fontana (Deputy State Secretary of Economic Development, Science and Technology)

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# 14th SEPTEMBER 2017

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## MECHANICAL RESISTANCE OF GLASS: OPTIMIZATION OF FILLING LINES

### **Stazione Sperimentale del Vetro and Unione Italiana Vini**

DATE: 14/09/2017

TIME: 10:00 – 12:00

HALL: C3

Speakers: Nicola Favaro and Duccio Gallicchi Nottiani (Stazione Sperimentale del Vetro)

Company speeches: Luca Turletti (GAI Macchine Imbottigliatrici),

Roberto Azzolini and Giuseppe Stefani (Gruppo Bertolaso)

Glass is recognised as the best packaging material for numerous products due to its very high chemical durability, transparency, gas permeability barrier, etc. However, there is still room for improvements, especially to find new solutions to reduce the risk of breakage.

One of the main causes of breakages of glass containers is linked to the scratches on the glass container surface by glass-to-glass or glass-to-metal contact on the bottling line.

To reduce the risk of breakage of the glass containers along their whole life cycle, an improvement in the performance of the filling lines is necessary.

The aim of the workshop is to provide an updated overview of the main technologies that may be implemented on the filling and bottling lines to reduce the risk of breakage as much as possible between glass containers or between glass containers and metal parts.

## TECHNOLOGIES FOR THE PRODUCTION OF SPIRITS

### *Spirits Valley*

DATE: 14/09/2017

TIME: 10:30 – 12:30

HALL: C2

Speakers: Julien Badr (Cognac Embouteillage), Anne-Hélène (Bouchage Delage)  
Company speeches: Roberto Azzolini and Giuseppe Stefani (Gruppo Bertolaso), Fabrizio Panza (Robino & Galandrino), Federica Maltauro and Paolo Sartori (Labrenta), Michele Moglia (Enoplastic)  
Moderator: Julien Courtney-Fevrier (Spirits Valley)

The main objective of the seminar is to give a general presentation of some of the crucial phases – labelling and bottling – in the production of spirits, highlighting the specific characteristics and the differences from the production of wine.

## DBS SERIES. THE NEW BRUSHLESS SERVOMOTORS WITH INTEGRATED DRIVE

### *Mini Motor*

DATE: 14/09/2017

TIME: 14:00 – 14:30

HALL: C3

Speakers: Andrea Franceschini and Claudio Aru (Mini Motor)

Motors with Integrated drive and fieldbus into the Industry 4.0. - Beverage market Benefits and Opportunities.

## THE SOCIAL, ECONOMIC AND ENVIRONMENTAL ROLE OF "HEROIC" VITICULTURE FOR THE DEVELOPMENT OF TERRITORIES

### *CERVIM*

DATE: 14/09/2017

TIME: 14:30 – 16:30

HALL: C3

Speaker: Roberto Gaudio (CERVIM), Matthias Scheidweiler (Geisenheim University)

CERVIM (Centre for Research, Study, Safeguarding, Coordination and Development of Mountain Viticulture) is a research centre, with international scope, that safeguards viticulture with permanent structural difficulties such as altitudes higher than 500 m with the exclusion of the highlands, slopes of more than 30%, viticulture systems on steps or terraces and viticulture systems of small islands.

The objective of the workshop is to highlight, on a technical-scientific level, not only the problems but also the important social, economic and environmental role of "heroic" viticulture for the territories.





## SYSTECODE: A GLOBAL APPROACH TO QUALITY CORK CLOSURES

### ***C.E. Liège – European Cork Federation***

DATE: 14/09/2017

TIME: 15:00 – 16:00

HALL: C2

Speaker: João Ferreira (C.E. Liège European Cork Federation)

SYSTECODE is a certification system that ensures compliance with the ICCSMP (International Code of Practices for Manufacturing Stopper Cork). It is an official accreditation initiated and implemented by CELiege and supported by annual audits carried out by the international certification body Bureau Veritas. This control ensures that companies producing cork closures comply with the most effective industrial practices. Celiege is now launching the seventh edition of ICCSMP which, as in previous editions, includes the latest discoveries and latest technological advances.

For industry, it is one of the most important factors of modernisation and distinctiveness (given the adherence of several companies in Europe and other regions), as well as a guarantee that affiliated companies operate in full compliance with environmental, safety and food contact legislation.