

PRESENTATION CRISTINA MASCANZONI KAISER

Cristina Mascanzoni Kaiser, 20+ years of luxury hotellerie experience, focused on food&wine tourism that promote with her trademark WineHo. Lecturer in international conferences (i.e. Atlas) and professor at Coldiretti and CUOA School of Business at Wine Business MBA.

Cristina Mascanzoni Kaiser, was born in Germany daughter of Lake Garda hotel owners, is since ever linked with fil rouge to Lake Garda and its territory where started her hotellerie experience more than 20 years ago. Now, after deep international experience in Italy and Europe (e.g. Bayerischer Hof of Munich; San Clemente Palace of Venezia), is back on Garda Lake with her own Company Club Appeal to provide consultancy for luxury hotellerie, providing not only solutions, but real customized experience for upscale customers, having always in mind the rules of cultural marketing.

Law studies in Bologna and master in marketing at the Cornell University.

Central focus of her luxury consultancy is the wine experience and more properly the WINE Hospitality, that Cristina represent in the world with her exclusive trademark: WINEHO.

She truly believes in Italian wine excellence and that this could be a way to best propose Italy's appeal to the biggest world tourism trend: Food&Wine.

Cristina do all this not only with passion, but also with a robust education based on her Sommelier and WSET certification. Moreover, her culture of the subject made her lecturer in several international conferences (i.e. Atlas) and today she's also teacher in the Coldiretti courses and at the Wine Business Master provided by the CUOA Business School.

Finally she founded a social project in the Italian Colleges about Conscious Drinking in order to avoid that teenagers will be damaged by alcohol, but will have the instruments to approach the taste of wine and its territory.

PRESENTATION ALESSANDRA PRIANTE

Alessandra Priante: International Relations for Tourism and Associate Professor of Tourism Strategy – Luiss; Ministry of Agricultural, Food, Forestry and Tourism Policies, MiPAAFT.

Alessandra Priante is a first degree business graduate at the top Italian business University, Università Luigi Bocconi, holds an Executive MBA at Luiss Guido Carli University and an International Master in Audiovisual Management. She successfully merged her strong experience in corporate finance and M&A operations, developed within international investment banks in her initial job posts, with her cultural expertise, joining since 2002 the Italian Ministry of Culture - Direction for Cinema, with the task of restructuring public finances for the culture sector. As a major output, she created the first public RSU in the audiovisual sector, focused on the design, set-up and implementation of the most important sector reforms. As a firm believer in the importance of international networks and in the power of lobbying, she has created has been part and at times initiated various international think tanks and also represented Italy in all international and European Institutions devoted to culture. As an expert also of the Middle East area, she has been appointed in the years 2010-2015 Government Envoy to the Middle East (UAE, Oman, Qatar, Bahrein, Kuwait) in the role of Italian Diplomatic Cultural Representative for the Gulf Area, with the task of taking care of promoting Italian culture and education.

She is now in charge of multilateral international relations (UNWTO, OECD and EUROPE) and tourism policy issues for the Italian Ministry of Food, Agricultural and forestry policies and tourism which recently acquired tourism competences from the Ministry of Culture and Tourism. She has also actively participated in the research and analysis work behind the preparation of the National Strategic Plan for Tourism 2017-2022, approved at the beginning of 2017.

In line with her academic preparation and research attitude, Alessandra has published numerous sector publications and books and teaches culture management and international audiovisual analysis at some of the major Universities in Italy for post-graduate students. Alessandra is a cinéophile and a trained musician. Loves art and culture, her Country and her family.