

# SUMMER SCHOOL:

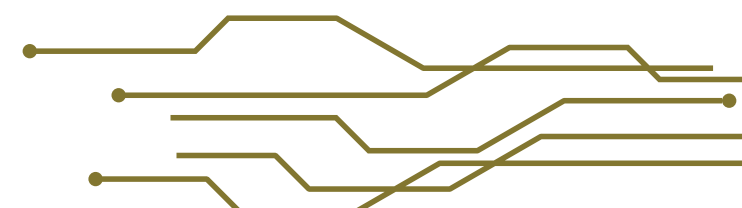
the digital transformation of the wine industry and wine tourism.

## 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](mailto:geral@ptais.apsi.pt)



### Organization



Universidade do Minho



### Partners



### Sponsorship



July 1

Digital Strategies in the Vinhos Verdes Sector

**09:00** Welcome of Participants  
**10:30** Definition and implementation of digital business strategies

**12:30** Lunch

**14:00** Transformative analytics in business management (IoT+Digital Twin)  
**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** The digital transformation of the wine industry  
**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 challenges and activities  
**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

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July 5

The Innovation Challenges of the Vinho Verde Industry

**09:00** Project completion - Part1  
  
**11:00** Coffee-break  
**11:30** Project completion - Part2

**13:00** Lunch

**14:00** Presentation of solutions  
**16:00** Coffee-break  
**16:30** Joint discussion of solutions  
**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