



PROGRAM

Friday, 16th of October 2015

14:00 - 18:00 Conference Avgustiada 2015

Venue: Regional Historical Museum - Stara Zagora, Hall № 33

14:00 - 14:10 Official opening

14:10 - 14:30 Topic: *The splendor of the Roman villa in Chatalka, Stara Zagora district*

Speaker - representative of the Regional Historical Museum

14:30 - 14:45 Topic: *Enterprise Europe Network - the biggest European business support network, opportunities for business cooperation and participation in EU projects*

Speaker - Oleg Stoilov, President of the Chamber of Commerce and Industry - Stara Zagora

14:45 - 15:00 Topic: *Authentic Bulgaria - a quality brand in the tourism*

Speaker - Dimitar Marinov - Chairman of the Managing Board of the Association Authentic Bulgaria

15:00 - 15:15 Topic: *Wine and adventure tourism*

Speaker - Rumyana Grozeva, Managing Director of the Regional Economic Development Agency Stara Zagora

15:15 - 15:40 Coffee-breaks

15:40 - 16:00 Topic: *Wine tourism on the Balkans - opportunities and challenges*

Speaker - Hristo Valev, Vinozona OOD

16:00 - 16:20 Topic: *Presentation of the book The wine is for everyone*

Speaker - Vili Galabov, author, wine expert

16:20

ART GALLERY STARA ZAGORA

Opening of individual exhibition of Irem Çamlica, Turkey

Presentation and degustation of Turkish wines

Saturday, 17th of October 2015

11:30 - 12:00 Official opening of the exhibition of wine and culinary products Avgustiada 2015

Venue: Regional Historical Museum - Stara Zagora

12:00 - 18:00 Exhibition of wines and culinary products

Entrance fee for visitors - 7 BGN for one day and 10 BGN for the two days, which includes:

- Wine degustation and vote for the best wine in accordance with own assessment. The wines gaining the majority of the votes (*Vox pópuli, vox Déi - The voice of the people is the voice of God*), shall obtain the Avgustiada logo - Roman coin with the image of Emperor Caracalla.
- Degustation of the culinary products on the exhibition
- To experience the culinary art of leading Bulgarian chefs who shall prepare various delicious dishes in the special gourmet corner
- Buying of souvenir caps and other souvenirs branded with the logo of the Festival of the wine and culinary products Avgustiada 2015 - replicas provided by the Regional Historical Museum - Stara Zagora
- Guided visit of the Regional Historical Museum - Stara Zagora and its new exposition
- Awareness raising of the wines and culture of Turkey - partner of Avgustiada 2015

- 15:30 - 16:30 **Master Class 'The Unknown Wine Treasures of Turkey'**
Venue: Regional Historical Museum - Stara Zagora, Hall № 33
Moderator: Mustafa Camlica, owner of the winery Camlica, Thrace Region, Turkey. There shall be presented and tested wines from the cellars of Turkish Thrace region - the most successful Turkish wine region. The roots of success of the 12 cellar, united into the 'Thracian vineyards route' are the excellent wine cellars and the good business plan for development of the wine tourism and gastronomy. Discover it by yourself - it's so close to Bulgaria!
- 19:30 - 22:00 **Gala Dinner Avgustiada**
Venue: State Opera of Stara Zagora
- 19:30 - 20:30 **Concert of the State Opera of Stara Zagora**
Venue: The Big Opera Hall
- 20:30 - 22:00 **Cocktail with selected wines exhibited on Avgustiada**
Venue: The lobby of the State Opera of Stara Zagora

Sunday, 18th of October 2015

- 11:00 - 16:30 **Exhibition of wines and culinary products manufacturers**
Venue: Regional Historical Museum - Stara Zagora
- 13:00 - 14:00 **Master Class: The Coffee World**
Moderator: Jordan Dabov, the only one licensed coffee instructor in Bulgaria who is entrusted to issue Diplomas on behalf of the International Specialty Coffee Association of Europe (SCAE) which is focused on the enlargement of the Specialty Coffee culture.
- 16:00 **Announcing the results of the visitors' votes and awarding the wines gained major votes (first, second, and third place) and the wine acquiring the right to wear the logo of Avgustiada**
- 16:30 **Closing Avgustiada 2015**

During the Festival period there shall be many supporting events organized in other cultural institutions and entertainment places in Stara Zagora.

Organizers



Partners and Sponsors

