



# INTERNATIONAL WINE BUSINESS MANAGEMENT

GLOBAL OVERVIEW, PRINCIPAL TOOLS  
AND KEY TO SUCCESS

From March 26<sup>th</sup> to 29<sup>th</sup> 2018

*This course is delivered in English*

March 26<sup>th</sup> to 29<sup>th</sup> 2018

# INTERNATIONAL WINE BUSINESS MANAGEMENT

Introduction to the principles of international wine business management including : global overview, principal tools and key to success.

## CONTENTS

### Day 1 - Introduction

- General presentation
- Introduction to Wine Business Strategy
- Domestic vs Exports? A matter of balance.
- Optimizing Business Profits and Minimizing Investments
- Building a realistic business Exports plan

### Day 2

#### Morning - getting exports ready : first steps

- International Wine business Logistics & Shipping
- Payment options
- Risk management

#### Afternoon : cultural management and communication

- Exports = Doing business with different people, different countries, different cultures, different communication skills
- Cultural analysis : Introduction to Hofstede Tools
- Stereotypes, mistakes, conflict management

### Day 3

#### Morning: exports team management

- Hiring the right people
- Motivating and managing the exports team
- Salary and incentive strategy
- Managing external agents and abroad based employees

#### Afternoon: international wine distribution overview

- Interesting figures about Global Wine Business
- The USA Wine Market: The most competitive market in the world!
- The Bordeaux Wine Business Model: is it good for everyone?
- The Mutation of the Chinese Wine Market
- The New "Emerging" Markets: Eastern Europe, Central and South America and Africa

### Day 4 - All Day : practical cases and training by groups

- Preparing, handling and shipping a purchase order for different countries: air shipping, sea shipping, dealing with insurance companies and payments issues.
- Proposing a comprehensive exports strategy to a wine company (grower, wine merchant, cooperative...)
- Creating and managing an exports team : choosing the right candidates, building an effective organizational structure and incentive plan.
- Prospecting and managing an international distribution network: step by step process.
- Managing intercultural relationships and conflicts

4 days, total length, 25 hours, day 1 from 2pm to 6 pm, days 2, 3 and 4 from 9 am to 5 pm

## SPEAKERS

Daniel MENACHO, Wine Business Educator

## CONTACT

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Wine Business Educator  
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## REGISTRATION

Continuing Education  
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## WHO IS IT FOR ?

Students, winemakers, vineyard managers, wine technicians, sellers in the wine sector.

## MORE INFORMATION

Please get in touch with us in case you need further details.

**Or see our website.**

## ACCOMMODATION

You will need to reserve and pay for your own accommodation. We will provide you with a list of variously priced hotels.



# BORDEAUX SCIENCES AGRO



**Using its Education,  
Research and  
Technology transfer  
know-how to solve  
tomorrow's  
agronomic, food and  
environmental needs.**

As a public institution under the authority of the French Ministry of Agriculture, Bordeaux Sciences Agro collaborates with various institutions in France and abroad through a network of higher agronomic institutes, and has developed close partnerships with the university and scientific campuses in Bordeaux (the University of Bordeaux, IPB, INRA, CNRS, INSERM, IRSTEA, etc.).

For 50 years, Bordeaux Sciences Agro has been able to forge privileged relationships with wine companies. These ties supplement the courses taught by the school by helping increase the professionalism of the curriculum and by fostering the future professional careers of the graduates by ensuring that the courses are suited to the real world.

## **MORE INFORMATION**

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# INTERNATIONAL WINE BUSINESS - **REGISTRATION FORM 2018**

For online registration please visit [the following link](#)

<b>YOUR PERSONAL AND CONTACT DETAILS</b>	
First name (s)	
Last name	
Official name (as it appears on your passport/national identity card)	
Title (eg Mr, Ms, Dr, Prof, etc)	Gender:    Male <input type="checkbox"/> Female <input type="checkbox"/>
Position / Job Title	Company name
Nationality	Country of residence
Permanent home address (street address, town/city, county/state, postcode)	
Email	Phone number (include full country and area code)

<b>CURRENT EDUCATION AND TRAINING</b>
<i>please list any courses you have completed or in which you are currently enrolled in the table below</i>
<i>Course name – Institution - State/Country - Year finished</i>

<b>DO YOU REQUIRE ASSISTANCE BECAUSE OF A DISABILITY, IMPAIRMENT OR LONG TERM CONDITION FROM A TEACHER/CONSULTANT FOR STUDENTS WITH DISABILITIES? IF YES, PLEASE SPECIFY.</b>

<b>COST OF COURSE - <i>Will course costs be covered by your employer? If so, please complete the table below.</i></b>		
Company name		
Address		
Phone number	website	Email

<b>TERMS AND CONDITIONS</b>
1. The number of participants is limited; enrollment will be processed on a first-come-first-served basis.
2. Registration will be validated after confirmation of your payment.
3. Information collected via this application form will be used for the purposes of general student administration. All information will be held securely and disposed of securely when no longer needed.