

OIV MSc in Wine Management

University Post graduate Degree established in 1986

INTERNATIONAL DIPLOMA OF THE OIV
IN MANAGEMENT OF THE VINE AND WINE SECTOR
DES BAC+5 EN MANAGEMENT DE LA VIGNE ET DU VIN DE MONTPELLIER SUPAGRO
(Centre international d'études supérieures en sciences agronomiques de Montpellier)



March 2012

THE INTERNATIONAL ORGANISATION OF VINE AND WINE (OIV)

The OIV, an intergovernmental organisation created in 1924, and re-established according to the Agreement of 3 April 2001 includes 48 member countries and is the international scientific authority in the domain of vines and wine.

The OIV establishes technical and economic standards on an international scale, to promote fair trading. The member countries of the OIV vote resolutions which are addressed to governments in the form of recommendations.

Through its economic and statistical analyses, the OIV informs decision makers of market trends.

OIV's expertise extends to all the scientific, technical, economic and human resource problems associated with vines and their products (wine, table grapes, raisins, eaux-de-vie). The OIV collaborates with all intergovernmental and international organisations which are directly or indirectly concerned with vines and wine (WTO, FAO, Codex Alimentarius, WIPO, FIVS, AUIV, etc.).

In the field of training, the OIV establishes and co-ordinates the development of international research and training programmes in the sector. In broader terms, it fosters contacts and scientific exchanges and training, in countries throughout the world.

In 2010, the member countries of the OIV represented roughly:

*82% of vineyards worldwide,
95% of worldwide wine production,
94% of the worldwide wine consumption.*

Oct 2012

MEMBER COUNTRIES OF THE OIV

ALGERIA
ARGENTINA
AUSTRALIA
AUSTRIA
BELGIUM
BOLIVIA
BRAZIL
BULGARIA
CHILE
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
FINLAND
FRANCE
GEORGIA
GERMANY
GREECE
HUNGARY
INDIA
IRELAND
ISRAEL
ITALY
LEBANON
LUXEMBOURG
FYR OF MACEDONIA
MALTA
MAROCCO
MEXICO
MOLDAVIA
MONTENEGRO
NETHERLANDS
NEW ZEALAND
NORWAY
PERU
PORTUGAL
ROMANIA
RUSSIA
SERBIA
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
URUGUAY

OBSERVERS

BOLIVIA
TUNISIA
UKRAINE

« ASSOCIATION UNIVERSITAIRE INTERNATIONALE DE LA VIGNE et DU VIN » (AUIV)

Active AUIV member establishments

ARGENTINA

Universidad Nacional de Cuyo
Universidad d'Aconcagua
Universidad Juan Agustín Maza
Universidad Católica de Cuyo

AUSTRALIA

University of South Australia - Adelaide

AUSTRIA

Höhere Bundeslehranstalt und Institut,
Klosterneuburg

BOLIVIA

Universidad Autónoma Juan Misael Saracho, Tarija

BRAZIL

ESPM Porto Alegre

BULGARIA

University of Plovdiv

CHINA

Shanghai Institute of Foreign Trade
Northwest Sci-tech University of Agriculture and
Forestry, Yangling

FRANCE

Université Paris Ouest, Nanterre-La Défense
Montpellier SupAgro / IHEV
Université du Vin de Suze la Rousse
Centre International des Eaux-de-vie de Segonzac
Université de Bourgogne – Institut Jules Guyot
Université Bordeaux II

GEORGIA

Georgia University of Agriculture, Tbilisi

GREECE

Technology Education Institute (TEI), Athens

HUNGARY

University of Budapest (Kecskemét Institute)

ITALY

Università degli Studi di Bologna
Università degli Studi di Milano
Università degli Studi di Basilicata

PORTUGAL

Universidade Trás O'Montes
ISA - Universidade Técnica de Lisboa

SOUTH AFRICA

University of Stellenbosch

SPAIN

Universidad Politécnica de Valencia
Universidad Pública de Navarra
Universitat Autònoma de Barcelona / INCAVI
Universidad de Cádiz
Universidad de la Rioja

SWEDEN

UNIVERSITY OF UPPSALA

SWITZERLAND

Ecole Hôtelière de Lausanne
Ecole d'Ingénieurs de Changins

UKRAINE

Simferopol Advanced Institute of Agronomy

UNITED STATES

University of California, Davis (University Extension)

The AUIV is a non-profit making society. It was created in 1987 through the combined efforts of experts, researchers and university lecturers, business executives and heads of organisations in the wine-producing sector worldwide.

Since its creation, the AUIV organised and then set up a training network (*Réseau Universitaire Spécialisé en sciences de gestion*), remaining in direct collaboration with the International Office of Vine and Wine.

This network constitutes an operational framework for multi-site sector-based itinerant training in several countries involved in the production, marketing and consumption of wine: the International OIV MSc in Wine Management, established as an advanced degree of the University of Paris Ouest.

The university network specialised in management science for the AUIV today groups together 35 universities and advanced training and research centres.

A COURSE BASED ON RESEARCH AND NETWORKING FOR TRANSDISCIPLINARY AND TRANSNATIONAL TRAINING

In-depth sectorial training

Facilitating integration to a unique professional community

Experts and professionals generally agree that in order to appreciate the specificities and complexity of the wine trade, it is necessary to comprehend the technical and economic as well as the cultural and regulatory aspects, according to their sectorial specificities. AUIV training has thus set up the human and material conditions to provide an in-depth view. The strong sentiment of sectorial identity in the wine producing community also calls for active integration on the part of future managers.

The AUIV has set up a pedagogy which provides the human and material conditions for an in-depth vision of a particular sector.

As opposed to the usual management specialisations which tend to be multi-sectorial and mono-disciplinary, the International OIV MSc adopts an original stance: in-depth ongoing multi-dimensional training of a single activity sector. Training is thus aimed exclusively towards future executives and decision makers in the vine and wine product sector.

Transdisciplinary training

Mastering all aspects of management in the vine and wine sector

In the face of the splitting up and hyper-specialisation in management sciences, the manager needs to build capacities to interpret and relay information, to be able to take appropriate action and navigate skilfully through an archipelago of information.

The economics, science and techniques of wine production, general business policy, wine production and law, strategic and operational marketing, sectorial finance and management are the six teaching units of the International Diploma of the OIV.

This transdisciplinary approach takes account of the outcome of different specialities and brings out the links between them.

The aim is to comprehend the world in the here and now, partly by looking at the origins of phenomena (why), but mainly by focusing on systemic and constructivist processes (how) to better define sectorial dynamics and anticipate how these might evolve.

In the course of their transnational training, students develop the ability to analyse a set of strategic data, in complex situations. As such, rather than accumulating compartmentalised managerial skills, they develop skills right across the board, through specific personal research and benchmarking, backed by an international, scientifically co-ordinated network.

Transnational training

Gaining insight through encounters with the wine industry worldwide, with all its geographical diversity

As wine is a “cultural” product, the globalisation of its markets multiplies the occasions for intercultural encounters for which managers need to be prepared. The training approach adopted by the OIV International MSc reflects a form of management which extends beyond the culture of a single organisation, site or discipline. The student is not going to follow standardised, interchangeable seminars abroad; rather he/she shall develop a comprehensive understanding, within small working groups, of the scientific knowledge and managerial practices specific to each of the host centres.

Each class year is composed of students of different nationalities and cultures who make an itinerant study of international realities in situ, through contact with experts from all the regions of the world.

The world of wine is increasingly marked by the interaction not only between diverse wine cultures (relationship to the product, consumer habits...), but even more so between individuals from different cultural backgrounds (in terms of nationality, language, environment, education, training...).

Clients, consumers, partners and collaborators are increasingly well-informed and more and more demanding.

To be competitive, firms in the wine industry have to respond to the expectations and particular needs of whoever they are dealing with. They need access to networks with the right information, and the communication skills to interact with a diversified and shifting environment.

The international network of academics, entrepreneurs and professional organisations which organise the OIV International MSc acts neither as a supermarket of knowledge, nor as an agent for cultural tourism. It constitutes a multi-focal network which students get to know and in which they become known.

Individual convictions give way to a global view based on the plurality of forms and approaches. The student becomes both the actor and author of his own apprenticeship and that of the group.

The intercultural perspective is thus an ongoing feature of management training. It is this which allows the student to develop the essential elements of competitiveness:

- wide flexibility and tolerance toward the different, the unknown and the new,
- the ability to work in a group,
- Taking advantage *in situ* of opportunities to further his/her knowledge and adapting these new ideas to a changing world,
- the capacity to find creative solutions to common problems,
- the ability to produce clear internal communications, accessible to everyone,
- the ability to produce external communications tailored to different clients.

SIXTEEN MONTHS WITH EXPERTS AND OPERATORS REPRESENTATIVE OF THE WORLDWIDE WINE INDUSTRY

The modules are grouped geographically to minimise travel constraints. The timetable is rescheduled in March each year after approval by the OIV training experts.

CODE	TOPIC	COUNTRY	DURATION
A	International sectorial awareness	OIV	3 weeks
B	Management specificities in the wine sector	FRANCE - SWITZERLAND	7.5 weeks
C	Eaux-de-vie and the rapport between wines and spirits	FRANCE	2 weeks
D	Wine producing South West Europe	FRANCE - SPAIN - PORTUGAL	4 weeks
E	Wine producing southern hemisphere <i>Alternating every two years</i>	<i>either</i> SOUTH AFRICA – AUSTRALIA - NEW-ZEALAND - JAPAN <i>or</i> ARGENTINA – CHILE – URUGUAY - BRAZIL	4 weeks
F	Wine producing South East Europe	GREECE - ITALY	3 weeks
G	Northern producer and consumer Europe	FRANCE – GERMANY – BELGIUM – UNITED-KINGDOM – DENMARK – NORWAY - SWEDEN	4.5 weeks
H	Central Europe vitiviniculture	AUSTRIA – SLOVAKIA - HUNGARY	2 weeks
I	Vinexpo Bordeaux	BORDEAUX	0.5 week
J	Wine in China	CHINA	2 weeks
K	Japan and Korea	TOKYO, SEOUL	1,5 week
L	Wine production and markets in North America	USA - CANADA	5 weeks
M	Research-action in a company or organisation in the sector	PERSONAL CHOICE	16 to 20 weeks
N	Final Seminar	OIV	3 weeks

CONDITIONS FOR REGISTRATION

Students must have a special interest in the wine sector and a feeling for its products and its economic dimension to benefit fully from this training programme. The course is designed for people who are motivated and who have successfully completed four years of university studies and granted a degree equivalent to a Masters, IUP, Laurea, BA-BSc 4, Licenciatura, Hauptstudium 3... in the field of management studies, social sciences, or science and technology. Their motivation must be linked to a commitment to a professional project specifically orientated toward the vine wine industry.

A good working knowledge of French and English is essential.

In application of the principle of validating professional experience, graduates from all academic backgrounds may nevertheless be considered for admission, depending on the candidate's professional experience and personal project. A modular course may exceptionally be envisaged; the course could be scheduled over two or three years in this case, according to a timetable approved by the Director of studies.

International equivalent qualifications and particular applications are examined by the AUIV Scientific and Training Committee, currently presided over by Montpellier SupAgro and Paris University Ovest who grant the degree. As a matter of convention, the administrative and financial procedure is handled by Montpellier SupAgro.

VALIDATION METHOD OF KNOWLEDGE FOR BEING GRANTED A DIPLOMA

The programme has 14 Education units (EU) made up of components (C). The basic education units, numbered from 1 to 5, are validated by a grade of a written exam, equal or above 10/20:

- Strategic marketing and operational,
- International Vitivinicultural Economy and public policy,
- Vine and Wine Law,
- Finance, accounting and sectorial auditing management,
- Strategy and vitiviniculture enterprise general policies.

An evaluation of knowledge acquired in vitiviniculture science and techniques is carried out mid December.

Education units and its components which are not evaluated are neutralised in the determination of results by attributing a weighed coefficient of 0. The corresponding credit units are however maintained (attendance is required in the course).

An education unit is obtained and capitalised once the participant has been admitted to the course. Education units do not compensate each other. They are obligatory. The overall average obtained must be above or equal to 10/20.

A grading is given according to the result obtained:

- Fair, result equal of above 10, below 12,
- Fairly good, result equal to or above 12, below 14,
- Good, result equal to or above 14, below 16,
- Very good, result equal to or above 16.

STRUCTURE OF DESU ADVANCED UNIVERSITY WINE SECTOR MANAGEMENT, MARKETING, ECONOMY DEGREE

Education units (EU) and its components (C)	Coefficient	Credits
<u>EU 1 Strategic and operational marketing</u> C1 Strategic marketing C2 Operational marketing C3 International marketing	2	6
<u>EU 2 International vitiviniculture economy and public policy</u> C1 General sectoral economy C2 International economy C3 Economic sectoral policy C4 Economic prospective	2	6
<u>EU 3 Vine and Wine Law</u> C1 Vine and Wine Law and Regulation C2 International comparative sectoral law	2	6
<u>EU 4 Finance, accounting and internal auditing</u> C1 Accounting and financial analysis C2 Sectoral financial management	1	3
<u>EU 5 Strategy an general policy of vitiviniculture enterprises</u> C1 Analysis and strategic diagnosis in vitiviniculture enterprises C2 Decision and setting up strategic options	1	3
<u>EU Science and vitiviniculture techniques</u> C1 Viticulture and oenology elements C2 Sensory analysis and perception of quality	1	3
<u>EU 6 Eaux-de-vie and relation between wine - spirituous beverages</u> C1 Wine and spirituous beverage making techniques C2 Markets and management specificities	0	3
<u>EU 7 Integrative sector management: specificity of economic situations and management in South West Europe</u> C1 The case of Spain C2 The case of Portugal	0	3
<u>EU 8 Integrative sector management: specificity of economic situations and management in the Southern hemisphere</u> C1 The case of Argentina (or of South Africa) C2 The case of Chile (or Australia) C3 The case of Uruguay and Brazil (or New Zealand)	0	6
<u>EU 9 Integrative sector management: specificity of economic situations and management in the South East Europe</u> C1 The case of Italy: Vinitaly C2 The case of Greece	0	6
<u>EU 10 Integrative sector management: specificity of economic situations and management in the Northern Europe</u> C1 Northern producer Europe (Champagne, Alsace, Germany) C2 Northern consumer Europe (Belg., Sweden, Denmark, Norway, Finland) C3 European institutions C4 Promotion of wine on export markets (U.K., London Wine Fair)	0	6
<u>EU 11 Integrative sector management: specificity of economic situations and management in Central Europe</u> C1 The case of Austria and Slovakia C2 The case of Hungary	0	3
<u>EU 12 Integrative sector management: specificity of economic situations and management in North America</u> C1 The United States C2 Canada	0	6
<u>EU 13 Integrative sector management: Specificity of economic situations and management in Asia</u> C1 China as a producer and as a consumer C2 Japan	0	3
<u>EU 14 Integrative sector management: mission and research project – action</u> C1 Mission C2 Research project	19	57
TOTAL CREDITS		120

MODULES

The course extends over 16 months, comprising 28 modules, each devoted to a specific topic and to a host region which is studied and visited. Assessment sessions and individual student evaluations are regularly given during the course.

For each of these modules, a university or professional centre will act as the organisational hub. This body will be in charge of organising the stay and the students' personal work, setting up university and professional seminars, and introducing students to the sites, the structures, the wines and the people who characterise the region.

Since the OIV International MSc was first created, these hubs and their function within the course have continued to be redefined in keeping with the development of the AUIV on one hand, and the wine market, on the other.

1. OIV headquarters in Paris ***International sectorial awareness***

This first module provides insight into sectorial specificities, trends and the international stakes, as well as the particular role played by the OIV in the organisation of wine markets worldwide.

Regional monographs, seminars designed to consider the realities of the world market, a comprehensive view of the legal principles related to vines and wine, applying the techniques for controlling management and accountancy to the financial analysis of firms in the wine industry are used to illustrate the methodologies which students will apply throughout the curriculum.

Wine growing practices will be discussed and developed during a *Scientific approach to the attributes of the terroir* workshop in liaison with representatives from the OIV "Viticulture zoning" experts group applied to Val de Loire.

Personal study and research themes shall initially be decided on at the end of this first module.

2. France - Université du vin de Suze la Rousse and University of Bourgogne ***Specificities of wine growing techniques***

Students will test their knowledge of viticulture science and techniques of wine tasting at the Château de Suze la Rousse, in the Rhône valley.

Seminars to provide in-depth knowledge of the production process, chemical analysis and sensory analysis of the products, will be supplemented by Oenological practices workshops in the Côte Rôtie, Beaujolais and then Burgundy terroirs in liaison with the "Institut Jules Guyot" (Dijon University).

3. Switzerland - Ecole d'Ingénieurs de Changins / École Hôtelière de Lausanne

With the opening up of the domestic market, Swiss wines are exposed to fierce competition from imported products. The positioning of domestic and foreign wines on the Swiss market will be viewed in terms of mountain viticulture, ampelographic specialities, traditions and distribution circuits.

4. France - Montpellier SupAgro - IHEV

Management specificities and sectorial strategies

In the heart of the Languedoc-Roussillon, the world's largest wine producer region, a region with a marked wine culture, the SupAgro Montpellier networks provides the necessary human and material resources to integrate thoughts on product diversity and modes of organisation.

In a constant atmosphere of exchange and participation, the seminars on wine economy and sectorial strategy (global strategy/activity strategy) will be accompanied by several in situ case studies.

5. France - Segonzac - International Centre for eaux-de-vie and spirituous beverages

Eaux-de-vie and the relation between wines and spirits

Linked to the wine sector by their history, composition and distribution, the eaux-de-vies are studied in the context of this relationship. This highlights not only common problems, such as Appellations d'Origine, but also the qualitative, economic, fiscal and strategic specificities for distilled products and their marketing. Students are thus able to become more familiar with spirits and the challenges faced by the firms which produce them and by the wine trade.

6. France- The Bordeaux region – Interprofessional Committee for Bordeaux Wines

Bordeaux is generally considered to be the world capital of wine, with a reputation built up over the centuries for its prestigious Grands Crus. They represent a dream for many, and are highly coveted. Thus the Bordeaux wine industry has its own structure, warranting a detailed study.

But the Bordeaux wine region is also the world's main producer of Appellation d'Origine Contrôlée. Today it has to confirm its position as leader in terms of the quality of its products, within a globalised wine market context. To maintain its position, the Bordeaux wine industry is undergoing a major upheaval based on new techniques from the vine to quality monitoring.

Every two years the students return to Bordeaux in the month of June for the *Vinexpo* trade fair - a showcase for wines and spirits worldwide.

7. Northern Spain - Institut Català de la Vinya i el Vi - Universidad Publica de Navarra - Consejo Regulador de la DOC Rioja - Universidad de la Rioja

Spain has by far the largest area under vines in the world. Third biggest wine producer in the world, its wine economy has reached maturity but remains highly variable, especially when comparing the small family vineyards with big international firms.

The solid production and marketing strategies of its operators make Spain a lively exporter with a balanced range, which is both original and adapted to numerous market segments in the world.

Sizeable investments in production have already produced results on a level with the risks taken. Analysing and monitoring these risks is particularly instructive.

8. Portugal - Instituto da vinha e do vinho – Viniportugal

A dense network of highly committed partners like Professor Fernando Bianchi de Aguiar, Secretary of State, President of the AUIV and Honorary President of the OIV, highlight all the sectorial particularities of this southern country facing the Atlantic: regional diversity, relationship between Porto, Madera and Portuguese wines, the British influence, exceptional terroirs, Appellations d'Origine strategies, the African market, along with the emergence of large scale projects...

9-11. South Africa - Australia – New-Zealand *or* 9-12. Chile - Argentina - Uruguay – Brazil - Bolivia

Referred to as zones of recent and moderate production, South Africa, Australia, New-Zealand and Latin America hold considerable potential, with the highest production and export growth rates. With a qualitative strategic approach and internationally targeted positioning, they symbolize the “new world” of winegrowing, even if each country retains its own marketing-mix.

Sectorial marketing research is particularly intensive, within this context.

For logistic reasons the module alternates every two years between the Africa-Oceania phase and the Latin America phase.

13. Italy - Università di Bologna - Università di Milano

The dates of the module usually coincide with the **Vinitaly** trade fair.

As the world's second largest producer and consumer, the Italian wine sector is rich in the diversity of its terroirs and climates, often demonstrating its mastering of agronomy and technology. Regions with strong potential for development are joining traditional regions of high notoriety to give added strength to the Italian wine industry. A comprehensive tour from Pouilles to Piedmont, via Abbruze, Tuscany, Franciacorta and Emilie-Romagne will bring out the diversity of the dynamics of production in co-operatives or among private actors, their penetration strategies for external market, their state-of-the-art design, as well as their efforts to deal with the difficulties generated by parcelled territoriality.

14. Greece - TEI in Athens

While wine distribution is evolving in Greece, consumption remains traditional and thus particularly attached to local often times typical production. Essentially an exporter of table wine for Germany, the wine sector has several assets on the world market, the first of these being large, internationally orientated companies and appellation zones of increasing notoriety. Some operators are engaged in boosting the image of Greek wines throughout the world, in association with the country's historical and natural attractions.

15. The wines of northern France - Institut des vins de Champagne / Interprofessional Committee for Alsace wines

Champagne is a unique region in the wine sector. Winemaking tradition and a luxury industry combine to form a unique field study. The international strategy of top quality producers, collective promotion engaged by wine merchants, marketing prestige vintages, the fierce protection of Appellation d'Origine Contrôlée Champagne, cooperation and brand strategy are the main themes to be developed in depth, between Reims and Epernay.

The Alsace study is based on the specificities of wine making (varieties and vintages) and wine tourism, to provide insight into the commercial and communication strategy used by the various regional actors (co-operation, large firms, the wine trade) and interprofessional associations.

16. Germany - Institut für Betriebswirtschaft und Marktforschung Geisenheim

Top of the world import market in volume, Germany is the site of high competition affecting all the distribution circuits: hard-discount, large-scale retailing and the traditional circuit. It is also a traditional wine producer whose wine sector is undergoing a transformation, with new export strategies and restructuring production.

17. Belgium and the European Commission - Brussels

The Belgian market has been expanding for the past thirty years and ranks among the biggest non-wine producing consumer countries. Traditionally strongly orientated toward French wines, the Belgian consumers are very well-informed and increasingly turning to competitors both within the community (notably Italy) and outside. Belgian operators are also witnessing a transformation with importers, agents and wine-brokers increasingly yielding to direct purchasing and large-scale retailers.

Representatives from the European Community Commission preside in Brussels and of the COPA-COGECA Wine Group, present community vine and wine-growing policy, its developments and perspectives.

18-19. Northern Europe

Often engaged in a process of regulatory and commercial transformation, the Scandinavian countries (Sweden, Norway, Finland,) and Denmark are the import markets of the future.

An annual seminar in Northern Europe under the patronage of the OIV, brings together researchers, importers and local heads of administration to deal with questions relating to food consumer habits, the changes in distribution, market management, as well as the role of opinion leaders (writers and journalists).

20. United Kingdom – LWSF

The dates of the seminar enable the participation in the *London Wine and Spirits* Trade Fair.

The British market, particularly the London market, is considered by exporters throughout the world as the reference market for “setting trends”.

This market - competitive to the highest degree – is studied with the participation of Master of Wine, as well as heads of purchasing, consultants and institutional promoters (Wines of South Africa, Sopexa...). Large-scale retailing and specialised chains will be the subject of special studies (merchandising, store checks...)

21. Austria – Federal Institute of Viticulture and Pommology - Klosternenburg

Essentially a producer of single variety white wine, with a wide range of distinctive local identities, Austria essentially relies on its domestic market, but has amplified its exports to neighbouring countries and to Scandinavia. Austria imports twice this volume while diversifying its supplies.

22. Hungary – Kecskemet Food Industry Research Institute

The diversity of Hungarian wines is partly accounted for by the triple influence of the Atlantic, Continental and Mediterranean climates, and also by the wide exploitation of its native varieties.

While international investment has focused on luxury products (Tokaj) and sparkling wines, the industry is pursuing structural evolution which is highly enterprising in terms of wine marketing and the development of Appellation d'Origine.

23. Slovakia

In a country where vine and wine heritage goes back more than three thousand years, the present situation is rather contradictory: on one hand wines are constantly enhancing quality their originality, and, on the other hand, grape production is critical. This is being solved together with the international integration of the whole economy and the increase in purchasing power.

Vinexpo Bordeaux (every two years)

24. China

China, a consumer and a producer country, integrated the programme in 2002. With the support of the Oenology College of Yangling and the important North Western University of Agriculture along with the participation of national authorities and the leading Chinese producers has given rise to authentic information and real and enlightened reflection on developments underway. Importers and distributors in the sector complete the overall analysis of this sector in Peking and in Shanghai.

25. Japan and Korea

With the participation of sector operators in Tokyo and Seoul and visits to vineyards in Yamanishi, wine in Japan and Korea is analysed from a cultural and managerial perspective while benefiting from networks already established by former graduates.

26. North America - United States and Canada

The USA plays a major role in the wine world. California in particular has been producing wine for several decades, and occupies a unique place among the New World wine producers. After the boom witnessed in the 1970s, it is experiencing differential changes in terms of technique and strategy. Moving beyond the logic of maximal integration and branding policies adapted to the wine sector, original initiatives are arising to valorise Californian terroirs.

In 1992 the AUIV set up the UC Davis University Extension, the module which became the "OIV Wine Marketing Short Course" and which has become a reference for understanding the domestic market and the strategic and operational marketing of American wine producers. The course is highly considered by professionals in the American wine sector as well as by students in wine producing and oenology at UC Davis. Moreover the course attracts increasing numbers of South American, European and Asian professionals.

Each week of the seminar at Davis is organised around a topic with accompanying visits: *Demand, production and regulation – Marketing and sales – Profitability and economics*.

After two intensive weeks on the Davis campus, an interface programme with sector operators brings participants to California, Oregon, the State of Washington, British Columbia, to Montreal and to New York.

27. Research - action

Students will undertake a form of research-action for a period of 4 or 5 months, in liaison with the AUIV and in the service of a firm, a professional organisation or research centre in the sector, working on a real project of a consultancy nature.

This research-action is a specific assignment reconciling a particular set of expectations or a demand from professionals in the sector, with the student's own area of interest. Work of a professional as well as an academic nature, it provides an opportunity to widen the scope of the problem and provide prospective elements.

The research-action will be written up as a report, to be defended before a panel of university staff and professionals. The marks for the written report and oral presentation will carry important weight in the final assessment.

27. OIV Headquarters in Paris - Final seminar

This final seminar of analysis and group reflection spans the five science management teaching units of the OIV International Diploma. It is made up of exercises designed to synthesise and stimulate the exchange of experiences, and to incorporate these within a global sectorial view, overseen by university lecturers and recognised professionals in the sector. It thus provides an opportunity to put the final touches to the research-action reports and to organise the preliminaries to defending the report before the panel.

The last days are reserved for a written exam in the following subjects: Legal aspects of wine production – Economic and public policies – Strategic marketing – Overall policy and firms' strategies – Finance and internal auditing.

STRONG, DIVERSIFIED PROFESSIONAL INTEGRATION

The unique structure of the OIV International Diploma, is such that it goes beyond the scope of training for a single profession, and has a distinctive effect on all future professionals placed in positions of responsibility and decision making (managers, zone directors, researchers, lecturers...).

The professional situations of our graduates (roughly 425 from the first 24 years) evolve regularly. Since 2010, these were globally distributed within the vine and wine sector, as follows:

- Production & wine trade: 55%
 - i.e. *Commercialisation: 48% (export 30%, trade & export 18%)*
 - General management: 21%*
 - Marketing & communication: 18%*
 - Production: 7%*
 - Purchasing & logistics: 5%*
 - Other: 1%*
- Supervision in the sector (organisations): 15%
- Supply, distribution, web, press: 15%
- Services (banks, consultancy, training): 15%

THE COMMITTEE "ENTREPRISE & PROSPECTIVE" (CEP)

The CEP is a group of co-opted members from among the heads of the major firms in the sector. Their participation in the AUIV, indicates their awareness of the extent to which the sector's future depends on future managers who are able to reflect and to act in line with the options chosen by the OIV. It was moreover an CEP and OIV initiative that led to setting up the AMEV (Association Mondiale des Entreprises du Vin).

Founder President: Yves Bénard

President : Xavier Ybarguengoitia (Estates and Wines / LVMH)

Vice president: Miguel Torres (Torres SA)

The members of the CEP recently called for graduates in an executive capacity to join them.

STUDENTS AND GRADUATES ASSOCIATION (AED)

The students and graduates association plays a particularly active and decisive role in assisting with student projects and in the professional integration of new graduates. It circulates information internally, matching the needs of firms with the aspirations of young graduates; it enables students to integrate the professional networks suited to their objectives (specialties, geographic location, etc.).

Keen to participate in promoting the OIV ethos in the sector, particularly in terms of personnel training, it acts by circulating the image to firms throughout the world, with a diploma which is unique in design, but recognised and backed by top professionals. With members of 36 different nationalities, it constitutes a solid worldwide network of information and managerial cooperation.

It adds an element of vitality and good humour to the year in training, regularly arranging meetings and fruitful exchanges between young managers and future graduates, combining professionalism with conviviality – a characteristic dimension of the wine sector.

**39 nationalities are already represented
among OIV students and graduates.**

Countries of origin of students and graduates

ARGENTINA
AUSTRALIA
BELGIUM
BOLIVIA
BRAZIL
BULGARIA
CANADA
CZECHIA
CHILE
CHINA
DENMARK
FRANCE
GERMANY
GEORGIA
GREAT BRITAIN
GREECE
HUNGARY
INDIA
ISRAEL
ITALY
JAPAN
LEBANON
MEXICO
NEW ZEALAND
NETHERLANDS
PANAMA
PORTUGAL
RUSSIA
SPAIN
SWEDEN
SWITZERLAND
TAIWAN
TOGO
TURKEY
UNITED-STATES

GRADUATES IN ACTIVITY - PERSONAL ACCOUNTS -

- **Joël Martinez** (France, year II)
Area sales manager
Marques de Caceres - Rioja – Spain

With no family roots in the wine domain, the Diploma quite simply initiated me to this fascinating milieu enabling me to acquire the specific culture so essential to succeed in this domain. Through the two posts I have held so far (exporting from France and now from Spain), the Diploma has also enabled me to associate my interest and sectorial culture with my desire to work at the international level.

- **Jennifer Polack** (Australia, year V)
Consultant & teacher – Wine which
Victoria - Australia

After training in wine marketing in Australia, I was able to grasp the real dimensions of the world of wine, with the group in year 5. Since then I have participated regularly in seminars in the following years ... and I still plan to set up in Europe one day!

- **Enikő Király** (Hungary, year VII)
Head of sales and marketing
Disnökő SA – Tokay - Hungary

Even though I was already highly qualified and on international grants, my chance really materialised with my admission to the OIV International Diploma. My job in a big joint-venture involving French and Hungarian interests, benefits every day from the attitudes and knowledge conveyed by the OIV spirit.

- **Philippe Guigal** (France, year X)
Managing Director
E. Guigal SA - France

As a young œnology graduate, I sought training in management, economics and marketing before joining the family Domain. The post graduate training offered by the OIV provided the notions I expected from the Diploma, without losing sight of the technical considerations which are important to me and which are particularly varied as a result of the trips to the many different countries.

- **Sophie Jump** (United Kingdom, year X)
Jump Start LTD
Consultant

I was mainly interested in learning about wine-tasting, markets and technique (œnology, viticulture, etc.) As I was starting from scratch, I learnt a lot, especially through contacts with my wine producer colleagues. Professionally speaking, what is most useful to me today is the direct practical knowledge of world markets and operators.

- **Tomoko Inoue** (Japan, year XI)
Journalist
Trade press

With an academic background in literature and linguistics, my work as a radio and press journalist expressed my lively interest in wine. The integration approach – such a regular feature – enabled me to demystify the sector... and to appreciate it even more. My professional experience in exporting French wines and then in international journalism have allowed me today to invest in importing wines to Japan “intelligently”.

- **Jose-Luis Perrone** (Uruguay, year XII)
Technical advisor INAVI (Instituto
Nacional de Vitivinicultura) -
Uruguay

Spreading the course over three years works in perfect synergy with the INAVI: my professional functions and responsibilities are evolving with the skills I develop as the modules progress.

- **Adriano Miolo** (Brazil, year XIV)
Miolo Wine Group - Brazil

Following training in œnology in Mendoza, I joined a family run firm which was going through a decisive development stage. The international position of viticulture in Brazil is a major stake in our decision-making process. The perception of world markets and their actors inherent in the OIV International Diploma, provides the students with ambition and the possibility of defining a qualitative personal identity approach. The results are there. I am very grateful of this type of training which still offers me the possibility of updating and perfecting knowledge with the graduates network and OIV experts. I regularly participate in the works of the Brazilian delegation of the OIV.

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"OIV MSc in Wine Management"

**INTERNATIONAL DIPLOMA OF THE OIV
IN MANAGEMENT
OF THE VINE AND WINE SECTOR**