KEDGE Business School (France) and University of Adelaïde (Australia) sign an ambitious partnership for Wine Industry and Wine Higher Education

Affirming its leading position in Wine Higher Education, KEDGE further expands its international network in Australia, with University of Adelaïde, promoting innovation, teaching and research. After British-Columbia in Canada (University of British Columbia) signed in 2014, with this new flagship alliance in Australia, KEDGE BS confirms its positioning as a world leader in wine education and a key actor for accompanying wine regions across boarders.

Signature of an Academic Partnership connecting two wine regions across the world:

A new partnership has been formally announced between the University of Adelaide and KEDGE Business School in Bordeaux, France. Dean of the Adelaide Business School Professor Mark Gabbott says the Agreement – signed March 28th at the National Wine Centre with Professor Jacques-Olivier Pesme, Director of the Wine & Spirits Academy of KEDGE – signals a new era for wine industries in South Australia and the nation.

"Through this partnership, the Adelaide Business School has opened the door to Bordeaux, one the world’s most renowned wine regions, says Professor Gabbott. The link with KEDGE will provide our local industries with opportunities to learn from, and network with, the world’s leading wine business experts ».

The University of Adelaide is pleased to play its part in reinforcing Adelaide’s place among the Great Wine Capitals of the world, alongside with Bordeaux.

Professor Pesme, Wine & Spirits Academy Director, says KEDGE is thrilled to connect and collaborate with the University of Adelaide. "While Adelaide and South Australia are highly respected for the quality of their wines, Adelaide is also recognised as an Australian leader in the business of wine. For students looking to receive a truly global education, the partnership between our business schools represents a unique opportunity."

A multi-dimension cooperation:

The international partnership will benefit not only the wine sector, both in France and in Australia, but extend to students, teachers and researchers, with opportunities to participate in joint projects as well as study tours and overseas exchange programs with the internationally acclaimed Bordeaux wine region. The content of the agreement signals the intention for the two business schools to create and deliver innovative education and collaboration opportunities to support wine business, wine tourism and export growth.

The collaboration between the University of Adelaide and KEDGE also leverages the State Government’s French Engagement Strategy, deepening ties with Bordeaux and promoting opportunities for greater collaboration and knowledge transfer in wine as well as tourism, food and research.

The Australian Minister for Agriculture, Food and Fisheries, Leon Bignell, was attending the signature ceremony. He says: "I’m delighted to see the partnership that’s been announced today between the University of Adelaide and KEDGE Business School, Bordeaux."

The KEDGE-University of Adelaide partnership builds connections between international counterparts to foster the growth of wine industry in Adelaïde Region, helps to benchmark both partners against international standards and promotes cross-cultural understanding and knowledge sharing.

Photo attached: signature of the partnership at the University of Adelaide

About The University of Adelaide:
The University of Adelaide, AUSTRALIA, is a world-class institution centred on discovering new knowledge, pursuing innovation and preparing the educated leaders of tomorrow who are independent, creative thinkers with an international perspective.
The University has three primary areas of focus: achieving excellence in education, research and engagement with the community. The University constitutes a vibrant and diverse community with over 25,000 students and
over 3,500 members of staff across our 4 main campuses in Australia: North Terrace, Waite, Roseworthy and Thebarton + 1 Education Center in Singapore.
The University of Adelaide is consistently ranked in the top 1% of the world’s universities. It is recognised globally as a leading research university.
World Rankings: 79 in Times Higher Education world’s most international universities, 125 in QS World Universities Ranking, 5th most livable city in the world.

About KEDGE Business School:
KEDGE Business School is a French management school with 4 campuses in France (Paris, Bordeaux, Marseille, and Toulon), 2 in China (Shanghai, Suzhou) and 4 associated campuses (Avignon, Bastia, Bayonne, Dakar). The KEDGE BS community counts 12,600 students (including 25% foreign students), 183 full-time faculty members (44% of which are international), 275 international academic partners and 54,000 alumni across the world. With a portfolio of 32 programmes in management for students and executives, KEDGE Business School also develops customised educational programmes for specific corporate needs worldwide. #33 European Business Schools and #22 EMBA worldwide in Financial Times rankings, KEDGE Business School is AACSB, EQUIS and AMBA accredited and a member of the French Conférence des Grandes Écoles.
kedge.edu - @kedgebs - Facebook/kedgebs

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