“The global market for wine: China leads the emergence of a new world order”, an article Op-Ed by Jacques-Olivier PESME, Director of the KEDGE Wine & Spirits Academy, on Theconversation.com

According to Jacques-Olivier PESME, Director of the KEDGE Wine & Spirits Academy, the latest figures on the world wine market confirm that the industry is undergoing considerable change, with European countries finding their positions and strategies challenged by the US and China.

The main characteristics of this evolution:

- Wine is finding new customers in countries with large populations, such as the US market
- China is leading the industry shake-up, by virtue both of its size and determination
- France continues to challenge Spain and Italy for the title of the world’s number-one producer by volume, and it continues to lead the world in terms of value, as it long has.

Find his analysis in his chronical published in the website of The Conversation Global at http://theconversation.com/the-global-market-for-wine-china-leads-the-emergence-of-a-new-world-order-76720

Jacques-Olivier PESME is at your disposal for any requests for reports or interviews concerning this news item.

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Further information about Jacques-Olivier PESME:
Jacques-Olivier Pesme is the Director of the KEDGE Business School group’s Wine & Spirits Academy. Holder of a double doctorate (University of Bordeaux and University of Florida), and a specialist in stakeholder, territorial and international market strategies, he is regularly called in to work with private companies and various national and international public institutions (UNCTAD, WTO, EU, United Nations, etc.). He is the founder and manager of a collection published in cooperation with the World Trade Organisation in Geneva. Administrator of the Institut des Sciences de la Vigne et du Vin [Institute of Vine and Wine Science] (Faculty of winemaking of Bordeaux), and winner of the first prize of the Oenovation Prize in 2004 for the best technological innovation in wine, he is a radio commentator on the InVino BFM programme and collaborates with organisations in the wine sector in France and abroad. Rated as being one of the most influential figures in the wine world (Revue du Vin de France 2015 - French Wine Review) for his work to support the sector, he is currently working with the Canadian federal government on the prospects for developing and structuring the Canadian wine-producing sector. Jacques-Olivier Pesme is the Vice-President and founder of the Wine & Business Club of Bordeaux

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 Ecoles.
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