PRESS INVITATION – 13.03.2018

The Bureau National Interprofessionnel de l’Armagnac (BNIA) and KEDGE Business School’s Wine & Spirits Academy invite you to attend the signature of their partnership agreement and the launch of their programme

THURSDAY 15 MARCH 2018 AT 6.30 PM

KEDGE Bordeaux Campus
680 cours de La Libération - Talence

With the presence of

Marc Darroze,
President of the Bureau National Interprofessionnel de l’Armagnac

and

Jacques-Olivier Pesme,
Director of the Wine & Spirits Academy at KEDGE

Following the signature of the agreement, you can enjoy a cocktail while watching a special “ArmagnacStyle” feature

For the deployment of its 2016/2019 strategic plan, the B.N.I.A drew upon KEDGE’s expertise in wines and spirits
management when putting together the “Armagnac Impulsion” training programme, designed to promote the development of this sector and its stakeholders.

The Programme is composed of 4 days devoted to studying 4 management themes which will be proposed to the producers and merchants who are members of the B.N.I.A from July 2018. The modules will focus on the development of this sector, its financial performance, marketing and creativity.

About the Bureau National Interprofessionnel de l’Armagnac:
The Bureau National Interprofessionnel de l’Armagnac (B.N.I.A.) groups together the various professionals involved in this sector (producers, cooperatives, merchants and distillers). Given the task of handling the collective promotion of Armagnac, its missions include verifying the quality of this brandy and also monitoring stocks, production and marketing under the terms of a delegation issued by the Customs authority. The Armagnac sector includes 728 producers with 19 categorised as “major producers” and 154 merchants including 8 cooperative merchants and 7 cooperative groups. In 2016, export sales for the Armagnac sector reached 19.4 million euros for 1.5 million bottles (with 1.5 million bottles for France too). The Armagnac sector is a particularly diverse one in France, with 80% of the volume being produced by the 17 largest producers (the top 5 producers account for 65% of all bottles); and also for exports, with 80% of the volume being produced by the 14 largest producers (the top 5 producers account for 48% of all bottles). www.armagnac.fr - Facebook/Armagnac BNIA

The KEDGE Wine & Spirits Academy is based in Bordeaux, worldwide capital of wine. With a presence at the heart of the various bodies of the wine-producing industry, relaying information and influence, the Wine & Spirits Academy not only has the aim of training managers in the wine and spirits sector but also of supporting changes in the industry by offering help in decision-making, by developing local & international projects to provide economic support to stakeholders and by channelling momentum. www.kedge.edu - @kedgebs - Facebook/kedgebs Wine&Spirits Academy

About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 55,000 alumni around the world. KEDGE offers 36 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conference des Grandes Ecoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking. kedge.edu - @kedgebs - Facebook/kedgebs

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