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1.5 million Canadian dollars have been granted by Canadian Government to the University of British Columbia, in cooperation with KEDGE Business School, to boost local Wine Industry’s international competitiveness

In this frame of work and funding, the two Partners have formed a special and common “task force” and they are getting ready to launch the 3rd Annual UBC/KEDGE Wine Leaders Forum in April 2016 in Okanagan Valley.

The wine industry has been identified by Canada as a key sector for economic development and strategic differentiation. Over the last decade, Canada has become a major actor on the global wine market, following in the footsteps of their American neighbor, the top wine consuming nation in the world.

In this view, the public authorities have put in the hands of the University of British Columbia and KEDGE Business School (Bordeaux, France) the task of developing a global plan to improve the position of British Columbia’s wine industry on the international stage.

This substantial public allocation aims to accelerate an ambitious and innovative programme which builds on a growing industry. The action plan over the forthcoming three years is declined with four approaches: labelling & presentation, organization of the sector, BC’s identity, and international development. “Both the industry and Government have recognized the unique role played by UBC and KEDGE in terms of offering a neutral and stimulating arena for open participation, free expression and collective learning” says Roger SUGDEN, UBCO Dean.

Since 2012, KEDGE Business School, introduced by UBC, has responded to the needs of local stakeholders within the Canadian wine sector by working on the strategic positioning for British Columbia’s vineyards.

According to Jacques-Oliver PESME, Director of KEDGE Wine & Spirits Academy, and Special Advisor to the project: “It is the first time a franco-canadian academic team has ever been chosen for a project of this scale. KEDGE BS has proven its academic excellence which, combined with Bordeaux’s historical economic expertise, allows us to successfully connect professionals and experts of both countries. The focal point of the year being our annual UBC/KEDGE Wine Leaders Forum. We are proud to announce the 3rd edition for this April 2016.”

During the three-day retreat, participants will be guided through innovative discussions to further develop relations within the region. The workshops will include best practices, achievements, and comparisons in the sector, as well as case analyses drawing from global regional wine experience.

“KEDGE Business School has identified “Wine & Spirits Management” as one of its differentiating areas of expertise at the international level; the confidence of the Canadian government and its financial investment reflect the success and recognition of this positioning,” says Thomas FROELICHER, Dean & Director General of KEDGE Business School.

About Wine & Spirits Academy of KEDGE Business School:
KEDGE Business School has been developing its wine & spirits management expertise for more than 15 years. This cumulated expertise is brought together within the Wine & Spirits Academy which is responsible for:

- Developing new academic programmes in the field of Wine & Spirits at KEDGE and abroad;
- Setting up international collaborations for the benefit of wine producing countries across the globe;
- Accelerating business relations among companies, institutions, vineyards, and KEDGE alumni involved in the sector;
- Publishing information and decision making tools for professionals;
- Organizing events with stakeholders within the wine industry.
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 Business School community counts 12,000 students (including 25% foreign students), 196 full-time faculty members (including 41% international), 300 international academic partners and 50,000 alumni across the world. KEDGE Business School offers 31 French government certified programs and holds the triple international accreditation EQUIS, AACSB and AMBA. KEDGE Business School also delivers tailor-made training programs for companies in France and abroad. KEDGE Business School is ranked in the Top 5 of the best Business Schools in France by Challenges magazine, and in the Top 30 of the best Business Schools in Europe by The Financial Times.

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