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KEDGE Business School and VINEXPO are launching VINEXPO EDU, an innovative programme for decision-makers from the wine industry

WEDNESDAY 25th MAY - 12.00am
VINEXPO EDU Booth
at VINEXPO Hong-Kong

KEDGE Business School and VINEXPO have joined forces to propose a unique training programme tailored for decision-makers from the global wine industry.

VINEXPO EDU is aimed at professionals willing to understand and prepare for the challenges of a global and exceptionally competitive sector.

The launch of the « Wine & Spirits Marketing Certificate » is the first milestone of VINEXPO EDU. In this niche market, the synergy of KEDGE Business School and VINEXPO is a substantial asset that will not only offer industry actors a theoretical and practical perspective, but also a factual and dynamic viewpoint, based on real-life cases and situations.

Taught on the Parisian campus of KEDGE in January 2017, the first five-day session, entirely delivered in English, combines worldwide experts’ speeches with master classes led by specialized professors as well as networking events. Applied marketing, negotiation strategies and consumer behavior courses are at the heart of this process. The programme also supports the professional development of participants by providing individual coaching sessions.

« VINEXPO opens its portfolio by offering a programme with high added value and adapted to global challenges, explains Guillaume DEGLISE, CEO VINEXPO. In the industry, there is a strong need for an up-to-date knowledge base about the dynamics at stake in the wine and spirits market. Pairing with KEDGE Wine & Spirits Academy to gather, organize and disseminate this knowledge seemed natural and above all symbiotic to VINEXPO. ”

« VINEXPO EDU allows participants to touch base explore trends, analyze successes and anticipate forthcoming evolutions amongst consumers, comments Jacques-Olivier PESME, Director of KEDGE Wine & Spirits Academy. Today, in a fast-changing sector such as wine and spirits, to predict and anticipate is to be one step ahead.”

VINEXPO is a major partner of the global wine and spirits industry. The international trade fairs, which have been held for over thirty years, are eagerly awaited by the whole field. The shows brings together in one place all of the actors of the trade: wine-makers, wine-growers, merchants, importers, distributors, buyers, critics, hotels and restaurants professionals… The Wine & Spirits Academy within KEDGE Business School is the leader in « Wine Management » in higher education. The Wine & Spirits Academy is a lab for new ideas and a provider of training programmes. It relies on a strong support team for boosting the development of the industry locally and internationally.

« KEDGE Business School has identified “Wine & Spirits Management” as one of its differentiating areas of expertise at the international level; the confidence of VINEXPO reflects the success and recognition of this positioning, ” says Thomas FROELICHER, Dean & General Director of KEDGE Business School.
About Vinexpo:
Vinexpo is the leading international exhibition for the wine and spirits sector. Since its beginnings in 1981, Vinexpo has been dedicated to bringing industry players together to boost sales and stimulate the market. The Vinexpo team in Bordeaux organises trade shows that bring the entire industry together to find out about new products and to network. A unique experience offering a taste of the unexpected. Vinexpo Bordeaux is a biennial trade show held in June in odd years. At the centre of one of the world’s most prestigious winegrowing areas, Vinexpo is the must-attend event for the wine and spirits sector, where producers, traders, importers, wholesalers, retailers, influencers, sommeliers and journalists come together for five days of meetings, tastings and talks. Through its subsidiary Vinexpo Overseas, Vinexpo explore high-potential markets. In 1998 Vinexpo Asia-Pacific turned to China, then Japan and finally Hong Kong, where the exhibition is held in even years, alternating with 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 (Suzhou, Shanghai) and 4 associated campuses (Avignon, Bastia, Bayonne, and Dakar, Africa). The KEDGE BS community is composed of 12,000 students (including 25% overseas students), 196 permanent faculty members (including 44% overseas lecturers), 300 international academic partners and 50,000 alumni worldwide. KEDGE Business School offers a portfolio of 31 programmes in management for students and executives, and also develops customised educational programmes for specific corporate needs worldwide. #30 European Business Schools and #23 EMBA worldwide in 2015 Financial Times rankings, KEDGE Business School is AACSB, EQUIS and AMBA accredited and a member of the French Conférence des Grandes Écoles.

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