



INTERNATIONAL WINE BUSINESS MANAGEMENT

GLOBAL MARKETS OVERVIEW, PRINCIPAL TOOLS
AND KEY TO SUCCESS

From March 25th to 28th 2019

This course is delivered in English

March 25th to 28th 2019

INTERNATIONAL WINE BUSINESS MANAGEMENT

Introduction to the principles of international wine business management including :
global markets overview, principal tools and key to success.

CONTENTS

Day 1 - Introduction

- General presentation
- Introduction to Wine Business Strategy
- Domestic vs Exports? A matter of balance.
- Optimizing Business Profits and Minimizing Investments
- Building a realistic business Exports plan

Day 2

Morning - getting exports ready : first steps

- International Wine business Logistics & Shipping
- Payment options
- Risk management

Afternoon : cultural management and communication

- Exports = Doing business with different people, different countries, different cultures, different communication skills
- Cultural analysis : Introduction to Hofstede Tools
- Stereotypes, mistakes, conflict management

Day 3

Morning: exports team management

- Hiring the right people
- Motivating and managing the exports team
- Salary and incentive strategy
- Managing external agents and abroad based employees

Afternoon: international wine distribution overview

- Interesting figures about Global Wine Business
- The USA Wine Market: The most competitive market in the world!
- The Bordeaux Wine Business Model: is it good for everyone?
- The Mutation of the Chinese Wine Market
- The New "Emerging" Markets: Eastern Europe, Central and South America and Africa

Day 4 - All Day : practical cases and training by groups

- Preparing, handling and shipping a purchase order for different countries: air shipping, sea shipping, dealing with insurance companies and payments issues.
- Proposing a comprehensive exports strategy to a wine company (grower, wine merchant, cooperative...)
- Creating and managing an exports team : choosing the right candidates, building an effective organizational structure and incentive plan.
- Prospecting and managing an international distribution network: step by step process.
- Managing intercultural relationships and conflicts

3,5 days, total duration: 25 hours, day 1 from 2pm to 6pm, days 2, 3 and 4 from 9am to 5pm

SPEAKERS

Daniel MENACHO, Wine Business Educator

CONTACT

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REGISTRATION

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WHO IS IT FOR ?

Students, winemakers, vineyard managers, wine technicians, sellers in the wine sector.

MORE INFORMATION

formco@agro-bordeaux.fr

ACCOMMODATION

Participants will have to book and pay for their own accommodation. We will provide a list of nearby hotels.

As a public institution under the authority of the French Ministry of Agriculture, Bordeaux Sciences Agro collaborates with various institutions in France and abroad through a network of higher agronomic institutes, and has developed close partnerships with the university and scientific campuses in Bordeaux (the University of Bordeaux, IPB, INRA, CNRS, INSERM, IRSTEA, etc.).

For 50 years, Bordeaux Sciences Agro has been able to forge privileged relationships with wine companies. These ties supplement the courses taught by the school by helping increase the professionalism of the curriculum and by fostering the future professional careers of the graduates by ensuring that the courses are suited to the real world.

MORE INFORMATION

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INTERNATIONAL WINE BUSINESS - **REGISTRATION FORM 2019**

For online registration please visit [this link](#)

YOUR PERSONAL AND CONTACT DETAILS

First name (s)

Last name

Official name (as it appears on your passport/national identity card)

Title (eg Mr, Ms, Dr, Prof, etc)

Gender: Male Female

Position / Job Title

Company name

Nationality

Country of residence

Permanent home address (street address, town/city, county/state, postcode)

Email

Phone number (include full country and area code)

CURRENT EDUCATION AND TRAINING

please list any courses you have completed or in which you are currently enrolled in the table below

Course name – Institution - State/Country – Year(s)

DO YOU REQUIRE ASSISTANCE BECAUSE OF A DISABILITY, IMPAIRMENT OR LONG TERM CONDITION FROM A TEACHER/CONSULTANT FOR STUDENTS WITH DISABILITIES? IF YES, PLEASE SPECIFY.

COST OF COURSE - Will course costs be covered by your employer? If so, please complete the table below.

Company name

Address

Phone number

website

Email

TERMS AND CONDITIONS

1. The number of participants is limited; enrollments will be processed on a first-come/first- served basis.
2. Registration will be validated after confirmation of your payment.
3. Information collected via this application form will be kept in a secure manner and used only in the framework of the current registration process.