



# OIV MSc in Wine Management

DIPLÔME INTERNATIONAL DE L'OIV  
EN MANAGEMENT DU SECTEUR DE LA VIGNE ET DU VIN

Troisième Cycle Universitaire fondé en 1986

Diplôme d'Etudes Spécialisées en Management du Secteur de la Vigne et du Vin de Montpellier SupAgro  
(Institut National d'Etudes Supérieures Agronomiques de Montpellier)

February 2017

## OIV MSc in Wine Management

*University Post graduate Degree established in 1986*

### International diploma of the OIV in Management of the Vine and Wine sector

Diplôme d'Etudes Spécialisées en Management du Secteur de la Vigne et du Vin de Montpellier SupAgro  
(*Institut National d'Etudes Supérieures Agronomiques de Montpellier*)

#### Diplôme administré par l'AUIV

ASSOCIATION UNIVERSITAIRE INTERNATIONALE DU VIN

c/o Organisation Internationale de la Vigne et du Vin

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#### Diplôme conféré par l'OIV

OIV  
Organisation Internationale  
de la Vigne et du Vin



## THE INTERNATIONAL ORGANISATION OF VINE AND WINE (OIV)

The OIV, an intergovernmental organization created in 1924, and re-established according to the Agreement of 3 April 2001 includes 46 member countries, two territories with an observer status and eight International Non-governmental Organizations. The OIV is the intergovernmental, scientific and technical reference organization in the domain of vines and wine.

The OIV establishes technical and economic standards on an international scale, to promote fair trading. The member countries of the OIV vote resolutions which are addressed to governments in the form of recommendations.

Through its economic and statistical analyses, the OIV informs decision makers of market trends.

OIV's expertise extends to all the scientific, technical, economic and human resource problems associated with vines and their products (wine, table grapes, raisins, wine spirits). The OIV collaborates with all intergovernmental and international organizations which are directly or indirectly concerned with vines and wine (WTO, FAO, Codex Alimentarius, WIPO, FIVS, AUIV, etc.).

In the field of training, the OIV establishes and co-ordinates the development of international research and training programs in the sector. In broader terms, it fosters contacts and scientific exchanges and training, in countries throughout the world.

*In 2016, the member countries of the OIV represented roughly:*

*85% of worldwide wine production,  
80% of the worldwide wine consumption.*

*February 2017*

### **MEMBER COUNTRIES OF THE OIV**

ALGERIA  
ARGENTINA  
AUSTRALIA  
AUSTRIA  
AZERBAIJAN  
BELGIUM  
BOSNIA-  
HERZEGOVINA  
BRAZIL  
BULGARIA  
CHILE  
CROATIA  
CYPRUS  
CZECH REPUBLIC  
FINLAND  
FRANCE  
GEORGIA  
GERMANY  
GREECE  
HUNGARY  
INDIA  
ISRAEL  
ITALY  
LEBANON  
LUXEMBOURG  
FYR OF MACEDONIA  
MALTA  
MOLDAVIA  
MONTENEGRO  
MOROCCO  
NETHERLANDS  
NEW ZEALAND  
NORWAY  
PERU  
PORTUGAL  
ROMANIA  
RUSSIA  
SERBIA  
SLOVAKIA  
SLOVENIA  
SOUTH AFRICA  
SPAIN  
SWEDEN  
SWITZERLAND  
TURKEY  
URUGUAY

### **OBSERVERS**

YANTAI MUNICIPALITY,  
CHINA  
NINGXIA HUI REGION,  
CHINA

# « ASSOCIATION UNIVERSITAIRE INTERNATIONALE DE LA VIGNE et DU VIN » (AUIV)

## Active AUIV member establishments

### ARGENTINA

Universidad Nacional de Cuyo  
Universidad d'Aconcagua  
Universidad Juan Agustin Maza  
Universidad Catolica de Cuyo

### AUSTRALIA

University of South Australia - Adelaïde

### AUSTRIA

Höhere Bundeslehranstalt und Institut, Klosterneuburg

### BOLIVIA

Universidad Autonoma Juan Misael Saracho, Tarija

### BRAZIL

ESPM Porto Alegre

### BULGARIA

University of Plovdiv

### CHINA

Shangai Institute of Foreign Trade  
Northwest Sci-tech University of Agriculture and Forestry,  
Yangling

### FRANCE

Université Paris Ouest, Nanterre-La Défense  
Montpellier SupAgro / IHEV  
Université du Vin de Suze la Rousse  
Centre International des Eaux-de-vie de Segonzac  
Institut International des Vins de Champagne, Villa Bissinger  
Université de Bourgogne – Institut Jules Guyot  
Université Bordeaux II

### GEORGIA

Georgia University of Agriculture, Tbilissi

### GREECE

Technology Education Institute (TEI), Athens

### HUNGARY

University of Budapest (Kecskemet Institute)

### ITALY

Università degli Studi di Bologna  
Università degli Studi di Milano  
Università degli Studi di Basilicata

### PORTUGAL

Universidade Trás O'Montes  
ISA - Universidade Técnica de Lisboa

### SOUTH AFRICA

University of Stellenbosch

### SPAIN

Universidad Politecnica de Valencia  
Universidad Publica de Navarra  
Universitat Autonoma de Barcelona / INCAVI  
Universidad de Cadix  
Universidad de la Rioja

### SWEDEN

UNIVERSITY OF UPSSALA

### SWITZERLAND

Ecole Hôtelière de Lausanne  
Ecole d'Ingénieurs de Changins

### UKRAINE

Simferopol Advanced Institute of Agronomy

### UNITED STATES

University of California, Davis (University Extension)

The AUIV is a non-profit making society. It was created in 1987 through the combined efforts of experts, researchers and university lecturers, business executives and heads of organizations in the wine-producing sector worldwide.

Since its creation, the AUIV organized and then set up a training network (*Réseau Universitaire Spécialisé en sciences de gestion*), remaining in direct collaboration with the International Organization of Vine and Wine.

This network constitutes an operational framework for multi-site sector-based itinerant training in several countries involved in the production, marketing and consumption of wine: the International OIV MSc in Wine Management, established at first as an advanced degree of the University of Paris Ouest and since 2011 as an advanced degree of Montpellier SupAgro.

The university network specialized in management science for the AUIV today groups together 36 universities and advanced training and research centers.

## **A COURSE BASED ON RESEARCH AND NETWORKING FOR TRANSDISCIPLINARY AND TRANSNATIONAL TRAINING**

### **In-depth sectorial training**

#### ***Facilitating integration to a unique professional community***

Experts and professionals generally agree that in order to appreciate the specificities and complexity of the wine trade, it is necessary to comprehend the technical and economic as well as the cultural and regulatory aspects, according to their sectorial specificities. AUIV training has thus set up the human and material conditions to provide an in-depth view. The strong sentiment of sectorial identity in the wine producing community also calls for active integration on the part of future managers.

The AUIV has set up a pedagogy which provides the human and material conditions for an in-depth vision of a particular sector.

As opposed to the usual management specializations which tend to be multi-sectorial and mono-disciplinary, the International OIV MSc adopts an original stance: in-depth ongoing multi-dimensional training of a single activity sector. Training is thus aimed exclusively towards future executives and decision makers in the vine and wine product sector.

### **Transdisciplinary training**

#### ***Mastering all aspects of management in the vine and wine sector***

In the face of the splitting up and hyper-specialization in management sciences, the manager needs to build capacities to interpret and relay information, to be able to take appropriate action and navigate skillfully through an archipelago of information.

The economics, science and techniques of wine production, general business policy, wine production and law, strategic and operational marketing, sectorial finance and management are the six teaching units of the International Diploma of the OIV.

This transdisciplinary approach takes account of the outcome of different specialties and brings out the links between them.

The aim is to comprehend the world in the here and now, partly by looking at the origins of phenomena (why), but mainly by focusing on systemic and constructivist processes (how) to better define sectorial dynamics and anticipate how these might evolve.

In the course of their transnational training, students develop the ability to analyze a set of strategic data, in complex situations. As such, rather than accumulating compartmentalized managerial skills, they develop skills right across the board, through specific personal research and benchmarking, backed by an international, scientifically coordinated network.

## Transnational training

***Gaining insight through encounters with the wine industry worldwide, with all its geographical diversity.***

As wine is a “cultural” product, the globalization of its markets multiplies the occasions for intercultural encounters for which managers need to be prepared. The training approach adopted by the OIV International MSc reflects a form of management which extends beyond the culture of a single organization, site or discipline. The student is not going to follow standardized, interchangeable seminars abroad; rather he/she shall develop a comprehensive understanding, within small working groups, of the scientific knowledge and managerial practices specific to each of the host centers.

Each class year is composed of students of different nationalities and cultures who make an itinerant study of international realities in situ, through contact with experts from all the regions of the world.

The world of wine is increasingly marked by the interaction not only between diverse wine cultures (relationship to the product, consumer habits...), but even more so between individuals from different cultural backgrounds (in terms of nationality, language, environment, education, training...).

Clients, consumers, partners and collaborators are increasingly well-informed and more and more demanding.

To be competitive, firms in the wine industry have to respond to the expectations and particular needs of whoever they are dealing with. They need access to networks with the right information, and the communication skills to interact with a diversified and shifting environment.

The international network of academics, entrepreneurs and professional organizations which organize the OIV International MSc acts neither as a supermarket of knowledge, nor as an agent for cultural tourism. It constitutes a multi-focal network which students get to know and in which they become known.

Individual convictions give way to a global view based on the plurality of forms and approaches. The student becomes both the actor and author of his own apprenticeship and that of the group.

The intercultural perspective is thus an ongoing feature of management training. It is this which allows the student to develop the essential elements of competitiveness:

- *wide flexibility and tolerance toward the different, the unknown and the new,*
- *the ability to work in a group,*
- *Taking advantage in situ of opportunities to further his/her knowledge and adapting these new ideas to a changing world,*
- *the capacity to find creative solutions to common problems,*
- *the ability to produce clear internal communications, accessible to everyone,*
- *the ability to produce external communications tailored to different clients.*

## **EIGHTEEN MONTHS WITH EXPERTS AND OPERATORS REPRESENTATIVE OF THE WORLDWIDE WINE INDUSTRY**

The modules are grouped geographically to minimize travel constraints. The timetable is rescheduled in March each year after approval by the OIV training experts.

CODE	TOPIC	COUNTRY	DURATION
A	International sectorial awareness	OIV	3 weeks
B	Management specificities in the wine sector	FRANCE - SWITZERLAND	7.5 weeks
C	Eaux-de-vie and the rapport between wines and spirits	FRANCE	2 weeks
D	Wine producing South West Europe	FRANCE - SPAIN - PORTUGAL	4 weeks
E	Wine producing southern hemisphere <i>Alternating every two years</i>	<i>either</i> SOUTH AFRICA – AUSTRALIA – NEW-ZEALAND <i>or</i> ARGENTINA – CHILE – URUGUAY - BRAZIL	4 weeks
F	Wine producing South East Europe	GREECE - BULGARIA - ITALY	3 weeks
G	Northern producer and consumer Europe	FRANCE – GERMANY – BELGIUM – UNITED- KINGDOM – DENMARK – NORWAY - SWEDEN	4.5 weeks
H	Central Europe vitiviniculture	AUSTRIA – HUNGARY	2 weeks
I	Vinexpo	BORDEAUX OR HONG KONG	0.5 week
J	Wine in China	CHINA	2 weeks
K	Japan and Korea	TOKYO, SEOUL	1,5 week
L	Wine production and markets in North America	USA - CANADA	5 weeks
M	Research-action in a company or organization in the sector	PERSONAL CHOICE	16 to 20 weeks
N	Final Seminar	OIV	2 weeks

### **CONDITIONS FOR REGISTRATION**

Students must have a special interest in the wine sector and a feeling for its products and its economic dimension to benefit fully from this training program. The course is designed for people who are motivated and who have successfully completed four years of university studies and granted a degree equivalent to a Masters, IUP, Laurea, BA-BSc 4, Licenciatura, Hauptstudium 3... in the field of management studies, social sciences, or science and technology. Their motivation must be linked to a commitment to a professional project specifically orientated toward the vine wine industry.

A good working knowledge of French and English is essential.

In application of the principle of validating professional experience, graduates from all academic backgrounds may nevertheless be considered for admission, depending on the candidate's professional experience and personal project.

It is also possible to take the course as a modular; the course could be scheduled over two or three years in this case, according to a timetable approved by the Director of studies.

International equivalent qualifications and particular applications are examined by the AUIV Scientific and Training Committee, currently presided over by Montpellier SupAgro who grants the degree. As a matter of convention, the administrative and financial procedure is handled by Montpellier SupAgro.

## VALIDATION METHOD OF KNOWLEDGE FOR BEING GRANTED A DIPLOMA

The program has 14 Education units (EU) made up of components (C). The basic education units, numbered from 1 to 5, are validated by a grade of a written exam, equal or above 10/20:

- Strategic marketing and operational,
- International Vitivinicultural Economy and public policy,
- Vine and Wine Law,
- Finance, accounting and sectorial auditing management,
- Strategy and vitiviniculture enterprise general policies.

Education units and its components which are not evaluated are neutralized in the determination of results by attributing a weighed coefficient of 0. The corresponding credit units are however maintained (attendance is required in the course).

An education unit is obtained and capitalized once the participant has been admitted to the course. Education units do not compensate each other. They are obligatory. The overall average obtained must be above or equal to 10/20.

A grading is given according to the result obtained:

- Fair, result equal of above 10, below 12,
- Fairly good, result equal to or above 12, below 14,
- Good, result equal to or above 14, below 16,
- Very good, result equal to or above 16.

STRUCTURE OF DES ADVANCED UNIVERSITY WINE SECTOR MANAGEMENT, MARKETING, ECONOMY DEGREE

Education units (EU) and its components (C)	Coefficient	Credits
<b><u>EU 1 Strategic and operational marketing</u></b> C1 Strategic marketing C2 Operational marketing C3 International marketing	2	6
<b><u>EU 2 International vitiviniculture economy and public policy</u></b> C1 General sectorial economy C2 International economy C3 Economic sectorial policy C4 Economic prospective	2	6
<b><u>EU 3 Vine and Wine Law</u></b> C1 Vine and Wine Law and Regulation C2 International comparative sectorial law	2	6
<b><u>EU 4 Finance, accounting and internal auditing</u></b> C1 Accounting and financial analysis C2 Sectorial financial management	1	3
<b><u>EU 5 Strategy an general policy of vitiviniculture enterprises</u></b> C1 Analysis and strategic diagnosis in vitiviniculture enterprises C2 Decision and setting up strategic options	1	3
<b><u>EU Science and vitiviniculture techniques</u></b> C1 Viticulture and oenology elements C2 Sensory analysis and perception of quality	0	3
<b><u>EU 6 Eaux-de-vie and relation between wine - spirituous beverages</u></b> C1 Wine and spirituous beverage making techniques C2 Markets and management specificities	0	3
<b><u>EU 7 Integrative sector management: specificity of economic situations and management in South West Europe</u></b> C1 The case of Spain C2 The case of Portugal	0	3
<b><u>EU 8 Integrative sector management: specificity of economic situations and management in the Southern hemisphere</u></b> C1 The case of Argentina (or South Africa) C2 The case of Chile (or Australia) C3 The case of Uruguay and Brazil (or New Zealand)	0	6
<b><u>EU 9 Integrative sector management: specificity of economic situations and management in the South East Europe</u></b> C1 The case of Italy C2 The case of Greece and Bulgaria	0	6
<b><u>EU 10 Integrative sector management: specificity of economic situations and management in the Northern Europe</u></b> C1 Northern producer Europe (Champagne, Alsace, Germany) C2 Northern consumer Europe (Belg., Sweden, Denmark, Norway, Finland) C3 European institutions C4 Promotion of wine on export markets (U.K., London Wine Fair)	0	6
<b><u>EU 11 Integrative sector management: specificity of economic situations and management in Central Europe</u></b> C1 The case of Austria C2 The case of Hungary	0	3
<b><u>EU 12 Integrative sector management: specificity of economic situations and management in North America</u></b> C1 The United States C2 Canada	0	6
<b><u>EU 13 Integrative sector management: Specificity of economic situations and management in Asia</u></b> C1 China as a producer and as a consumer C2 Japan and South Korea	0	3
<b><u>EU 14 Integrative sector management: mission and research project –action</u></b> C1 Mission C2 Research project	19	57
<b>TOTAL CRÉDITS</b>		<b>120</b>



## MODULES

The course extends over 18 months, comprising 28 modules, each devoted to a specific topic and to a host region which is studied and visited.

For each of these modules, a university or professional center will act as the organizational hub. This body will be in charge of organizing the stay and the students' personal work, setting up university and professional seminars, and introducing students to the sites, the structures, the wines and the people who characterize the region.

Since the OIV International MSc was first created, these hubs and their function within the course have continued to be redefined in keeping with the development of the AUIV on one hand, and the wine market, on the other.

### **1. OIV headquarters in Paris**

#### ***International sectorial awareness***

This first module provides insight into sectorial specificities, trends and the international stakes, as well as the particular role played by the OIV in the organization of wine markets worldwide.

Regional monographs, seminars designed to consider the realities of the world market, a comprehensive view of the legal principles related to vines and wine, applying the techniques for controlling management and accountancy to the financial analysis of firms in the wine industry are used to illustrate the methodologies which students will apply throughout the curriculum.

Wine growing practices will be discussed and developed during a *Scientific approach to the attributes of the terroir* workshop in liaison with representatives from the OIV "Viticulture zoning" experts group applied to Val de Loire.

Personal study and research themes shall initially be decided on at the end of this first module.

### **2. France - Université du vin de Suze la Rousse and University of Bourgogne**

#### ***Specificities of wine growing techniques***

Students will test their knowledge of viticulture science and techniques of wine tasting at the Château de Suze la Rousse, in the Rhône valley.

Seminars to provide in-depth knowledge of the production process, chemical analysis and sensory analysis of the products, will be supplemented by Oenological practices workshops in the Côte Rôtie, Beaujolais and then Burgundy terroirs in liaison with the "Institut Jules Guyot" (Dijon University).

### **3. Switzerland - Ecole d'Ingénieurs de Changins**

With the opening up of the domestic market, Swiss wines are exposed to fierce competition from imported products. The positioning of domestic and foreign wines on the Swiss market will be viewed in terms of mountain viticulture, ampelographic specialties, traditions and distribution circuits.

#### **4. France - Montpellier SupAgro – IHEV**

##### ***Management specificities and sectorial strategies***

In the heart of the Languedoc-Roussillon, the world's largest wine producer region, a region with a marked wine culture, the SupAgro Montpellier networks provides the necessary human and material resources to integrate thoughts on product diversity and modes of organization.

In a constant atmosphere of exchange and participation, the seminars on wine economy and sectorial strategy (global strategy/activity strategy) will be accompanied by several in situ case studies.

#### **5. France - Segonzac - International Centre for eaux-de-vie and spirituous beverages** ***Eaux-de-vie and the relation between wines and spirits***

Linked to the wine sector by their history, composition and distribution, the eaux-de-vies are studied in the context of this relationship. This highlights not only common problems, such as Appellations d'Origine, but also the qualitative, economic, fiscal and strategic specificities for distilled products and their marketing. Students are thus able to become more familiar with spirits and the challenges faced by the firms which produce them and by the wine trade.

#### **6. France- The Bordeaux region – Interprofessional Committee for Bordeaux Wines**

Bordeaux is generally considered to be the world capital of wine, with a reputation built up over the centuries for its prestigious Grands Crus. They represent a dream for many, and are highly coveted. Thus the Bordeaux wine industry has its own structure, warranting a detailed study.

But the Bordeaux wine region is also the world's main producer of Appellation d'Origine Contrôlée. Today it has to confirm its position as leader in terms of the quality of its products, within a globalized wine market context. To maintain its position, the Bordeaux wine industry is undergoing a major upheaval based on new techniques from the vine to quality monitoring.

Every two years the students return to Bordeaux in the month of June for the *Vinexpo* trade fair - a showcase for wines and spirits worldwide.

#### **7. Northern Spain - Institut Català de la Vinya i el Vi - Universidad Publica de Navarra - Consejo Regulador de la DOC Rioja - Universidad de la Rioja**

Third biggest wine producer in the world, the wine economy of Spain has reached maturity but remains highly variable, especially when comparing the small family vineyards with big international firms.

The solid production and marketing strategies of its operators make Spain a lively exporter with a balanced range, which is both original and adapted to numerous market segments in the world.

Sizeable investments in production have already produced results on a level with the risks taken. Analyzing and monitoring these risks is particularly instructive.

## **8. Portugal - Instituto da vinha e do vinho – Viniportugal**

A dense network of highly committed partners highlight all the sectorial particularities of this southern country facing the Atlantic: regional diversity, relationship between Porto, Madera and Portuguese wines, the British influence, exceptional terroirs, Appellations d'Origine strategies, the African market, along with the emergence of large scale projects...

## **9-11. South Africa - Australia – New-Zealand** OR

## **9-12. Chile - Argentina - Uruguay – Brazil - Bolivia**

Referred to as zones of recent and moderate production, South Africa, Australia, New Zealand and South America hold considerable potential, with the highest production and export growth rates. With a qualitative strategic approach and internationally targeted positioning, they symbolize the “new world” of winegrowing, even if each country retains its own marketing-mix.

Sectorial marketing research is particularly intensive, within this context.

*For logistic reasons the module alternates every two years between the Africa-Oceania phase and the South America phase.*

## **13. Italy - Università di Bologna - Università di Milano**

The dates of the module sometimes coincide with the **Vinitaly** trade fair.

As the world's second largest producer and consumer, the Italian wine sector is rich in the diversity of its terroirs and climates, often demonstrating its mastering of agronomy and technology. Regions with strong potential for development are joining traditional regions of high notoriety to give added strength to the Italian wine industry.

A tour from Tuscany to Piedmont, via Veneto will bring out the diversity of the dynamics of production in co-operatives or among private actors, their penetration strategies for external market, their state-of-the-art design, as well as their efforts to deal with the difficulties generated by parceled territoriality.

## **14. Greece - TEI in Athens**

While wine distribution is evolving in Greece, consumption remains traditional and thus particularly attached to local often times typical production. Essentially an exporter of table wine for Germany, the wine sector has several assets on the world market, the first of these being large, internationally orientated companies and appellation zones of increasing notoriety. Some operators are engaged in boosting the image of Greek wines throughout the world, in association with the country's historical and natural attractions.

## **15. Bulgaria**

Grape growing and wine production have a long history in Bulgaria, dating back to the times of the Thracians. Wine is among the most popular alcoholic beverages in the country.

Bulgaria was the world's second largest wine producer in 1980s, but the industry declined after the collapse of communism. Wine production is growing again, reaching 1.538.000 hectoliters in 2015.

## **16. The wines of northern France - Institut des vins de Champagne / Interprofessional Committee for Alsace wines**

Champagne is a unique region in the wine sector. Winemaking tradition and a luxury industry combine to form a unique field study. The international strategy of top quality producers, collective promotion engaged by wine merchants, marketing prestige vintages, the fierce protection of Appellation d'Origine Contrôlée Champagne, cooperation and brand strategy are the main themes to be developed in depth, between Reims and Epernay.

The Alsace study is based on the specificities of wine making (varieties and vintages) and wine tourism, to provide insight into the commercial and communication strategy used by the various regional actors (co-operation, large firms, the wine trade) and interprofessional associations.

## **17. Germany - Institut für Betriebswirtschaft und Marktforschung Geisenheim**

Top of the world import market in volume, Germany is the site of high competition affecting all the distribution circuits: hard-discount, large-scale retailing and the traditional circuit. It is also a traditional wine producer whose wine sector is undergoing a transformation, with new export strategies and restructuring production.

## **18. Belgium and the European Commission - Brussels**

The Belgian market has been expanding for the past thirty years and ranks among the biggest non-wine producing consumer countries. Traditionally strongly orientated toward French wines, the Belgian consumers are very well-informed and increasingly turning to competitors both within the community (notably Italy) and outside. Belgian operators are also witnessing a transformation with importers, agents and wine-brokers increasingly yielding to direct purchasing and large-scale retailers.

Representatives from the European Community Commission preside in Brussels and of the COPA-COGECA Wine Group, present community vine and wine-growing policy, its developments and perspectives.

## **19. Northern Europe**

Often engaged in a process of regulatory and commercial transformation, the Scandinavian countries (Sweden, Norway, Finland,) and Denmark are key import markets.

In Sweden and Norway the distribution of wine and alcohol is organized by state monopoly (System Bolaget and Vin Monopoly) whereas Denmark is a free market.

Meetings with industry leaders will allow the participants to understand these key import markets.

## **20. Vinexpo Bordeaux or Hong Kong (alternatively)**

## **21. China**

China, a consumer and a producer country, integrated the program in 2002. With the support of the Oenology College of Yangling and the important North Western University of Agriculture along with the participation of national authorities and the leading Chinese producers has given rise to authentic information and real and enlightened reflection on developments underway. Importers and distributors in the sector complete the overall analysis of this sector in Beijing and in Shanghai.

## **22. Japan and Korea**

With the participation of sector operators in Tokyo and Seoul and visits to vineyards in Yamanashi, wine in Japan and Korea is analyzed from a cultural and managerial perspective while benefiting from networks already established by former graduates.

## **23. United Kingdom**

The British market, particularly the London market, is considered by exporters throughout the world as the reference market for “setting trends”.

This market - competitive to the highest degree – is studied with the participation of Master of Wine, as well as heads of purchasing, consultants and institutional promoters (Wines of South Africa, Sopexa...). Large-scale retailing and specialized chains will be the subject of special studies (merchandising, store checks...)

Meetings with English wineries are also organized to get to know the level of quality of the booming British still and sparkling wines.

## **24. Austria – Federal Institute of Viticulture and Pommology - Klosterneuburg**

Essentially a producer of single variety white wine, with a wide range of distinctive local identities, Austria essentially relies on its domestic market, but has amplified its exports to neighboring countries and to Scandinavia. Austria imports twice this volume while diversifying its supplies.

## **25. Hungary – Kecskemet Food Industry Research Institute**

The diversity of Hungarian wines is partly accounted for by the triple influence of the Atlantic, Continental and Mediterranean climates, and also by the wide exploitation of its native varieties.

While international investment has focused on luxury products (Tokaj) and sparkling wines, the industry is pursuing structural evolution which is highly enterprising in terms of wine marketing and the development of Appellation d'Origine.

## 26. North America - United States and Canada

The USA plays a major role in the wine world. California in particular has been producing wine for several decades, and occupies a unique place among the New World wine producers. After the boom witnessed in the 1970s, it is experiencing differential changes in terms of technique and strategy. Moving beyond the logic of maximal integration and branding policies adapted to the wine sector, original initiatives are arising to valorize Californian terroirs.

In 1992 the AUIV set up the UC Davis University Extension, the module which became the "OIV Wine Marketing Short Course" and which has become a reference for understanding the domestic market and the strategic and operational marketing of American wine producers. The course is highly considered by professionals in the American wine sector as well as by students in wine producing and oenology at UC Davis. Moreover the course attracts increasing numbers of South American, European and Asian professionals.

Each week of the seminar at Davis is organized around a topic with accompanying visits: *Demand, production and regulation – Marketing and sales – Profitability and economics.*

After two intensive weeks on the Davis campus, an interface program with sector operators brings participants to California, Oregon, the State of Washington, to Montreal and to New York.

## 27. Research - action

Students will undertake a form of research-action for a period of 4 or 5 months, in liaison with the AUIV and in the service of a firm, a professional organization or research center in the sector, working on a real project of a consultancy nature.

This research-action is a specific assignment reconciling a particular set of expectations or a demand from professionals in the sector, with the student's own area of interest. Work of a professional as well as an academic nature, it provides an opportunity to widen the scope of the problem and provide prospective elements.

The research-action will be written up as a report, to be defended before a panel of university staff and professionals. The marks for the written report and oral presentation will carry important weight in the final assessment.

## 28. OIV Headquarters in Paris - Final seminar

This final seminar of analysis and group reflection spans the five science management teaching units of the OIV International Diploma. It is made up of exercises designed to synthesize and stimulate the exchange of experiences, and to incorporate these within a global sectorial view, overseen by university lecturers and recognized professionals in the sector.

The last days are reserved for a written exam in the following subjects: Legal aspects of wine production – Economic and public policies – Strategic marketing – Overall policy and firms' strategies – Finance and internal auditing, as well as the oral defense of the research-action report.

## **STRONG, DIVERSIFIED PROFESSIONAL INTEGRATION**

The unique structure of the OIV MSc in Wine Management, is such that it goes beyond the scope of training for a single profession, and has a distinctive effect on all future professionals placed in positions of responsibility and decision making (managers, zone directors, researchers, lecturers...).

The professional situations of our graduates (roughly 450 from the first 25 years) evolve regularly. Since 2010, these were globally distributed within the vine and wine sector, as follows:

- *Production & wine trade: 55%*
  - i.e. Commercialisation: 48% (export 30%, trade & export 18%)*
  - General management: 21%*
  - Marketing & communication: 18%*
  - Production: 7%*
  - Purchasing & logistics: 5%*
  - Other: 1%*
- *Supervision in the sector (organisations): 15%*
- *Supply, distribution, web, press: 15%*
- *Services (banks, consultancy, training): 15%*

## **THE COMMITTEE “ENTREPRISE & PROSPECTIVE” (CEP)**

The CEP is a group of co-opted members from among the heads of the major firms in the sector. Their participation in the AUIV, indicates their awareness of the extent to which the sector’s future depends on future managers who are able to reflect and to act in line with the options chosen by the OIV. It was moreover an CEP and OIV initiative that led to setting up the AMEV (Association Mondiale des Entreprises du Vin).

The members of the CEP recently called for graduates in an executive capacity to join them.

## **STUDENTS AND GRADUATES ASSOCIATION** **(OIV MSc Alumni Association)**

The students and graduates association plays a particularly active and decisive role in assisting with student projects and in the professional integration of new graduates. It circulates information internally, matching the needs of firms with the aspirations of young graduates; it enables students to integrate the professional networks suited to their objectives (specialties, geographic location, etc.).

Keen to participate in promoting the OIV ethos in the sector, particularly in terms of personnel training, it acts by circulating the image to firms throughout the world, with a diploma which is unique in design, but recognized and backed by top professionals. With members of 40 different nationalities, it constitutes a solid worldwide network of information and managerial cooperation.

It adds an element of vitality and good humor to the year in training, regularly arranging meetings and fruitful exchanges between young managers and future graduates, combining professionalism with conviviality – a characteristic dimension of the wine sector.

**40 nationalities are already represented  
among OIV MSc students and graduates.**

### *Countries of origin of students and graduates*

**ARGENTINA**  
**AUSTRALIA**  
**BELGIUM**  
**BOLIVIA**  
**BRAZIL**  
**BULGARIA**  
**CANADA**  
**CHECHNYA**  
**CHILE**  
**CHINA**  
**DENMARK**  
**FRANCE**  
**GERMANY**  
**GEORGIA**  
**GREAT BRITAIN**  
**GREECE**  
**HUNGARY**  
**INDIA**  
**ISRAEL**  
**ITALY**  
**JAPAN**  
**LEBANON**  
**MEXICO**  
**NEW ZEALAND**  
**NETHERLANDS**  
**PANAMA**  
**PORTUGAL**  
**RUSSIA**  
**SOUTH KOREA**  
**SPAIN**  
**SWEDEN**  
**SWITZERLAND**  
**TAIWAN**  
**TOGO**  
**TURKEY**  
**UNITED-STATES**  
**UKRAINE**  
**URUGUAY**



## GRADUATES IN ACTIVITY - PERSONAL ACCOUNTS -

- **Joël Martinez** (France, OIV MSc Promotion 2)

**Area sales manager**

**Marques de Caceres - Rioja – Spain**

With no family roots in the wine domain, the Diploma quite simply initiated me to this fascinating milieu enabling me to acquire the specific culture so essential to succeed in this domain. Through the two posts I have held so far (exporting from France and now from Spain), the Diploma has also enabled me to associate my interest and sectorial culture with my desire to work at the international level.

- **Jennifer Polack** (Australia, OIV MSc Promotion 5)

**Consultant & teacher – Wine which**

**Victoria - Australia**

After training in wine marketing in Australia, I was able to grasp the real dimensions of the world of wine, with the group in year 5. Since then I have participated regularly in seminars in the following years ... and I still plan to set up in Europe one day!

- **Enikő Király** (Hungary, OIV MSc Promotion 7)

**Head of sales and marketing**

**Disnökő SA – Tokay - Hungary**

Even though I was already highly qualified and on international grants, my chance really materialized with my admission to the OIV International Diploma. My job in a big joint venture involving French and Hungarian interests, benefits every day from the attitudes and knowledge conveyed by the OIV spirit.

- **Philippe Guigal** (France, OIV MSc Promotion 10)

**Managing Director**

**E. Guigal SA - France**

As a young oenology graduate, I sought training in management, economics and marketing before joining the family Domain. The post graduate training offered by the OIV provided the notions I expected from the Diploma, without losing sight of the technical considerations which are important to me and which are particularly varied as a result of the trips to the many different countries.

- **Sophie Jump** (United Kingdom, OIV MSc Promotion 10)

**Jump Start LTD**

**Consultant**

I was mainly interested in learning about wine-tasting, markets and technique (oenology, viticulture, etc.) As I was starting from scratch, I learnt a lot, especially through contacts with my wine producer colleagues.

Professionally speaking, what is most useful to me today is the direct practical knowledge of world markets and operators.

- **Tomoko Inoue** (Japan, OIV MSc Promotion 11)

**Journalist**

**Trade press**

With an academic background in literature and linguistics, my work as a radio and press journalist expressed my lively interest in wine. The integration approach – such a regular feature – enabled me to demystify the sector... and to appreciate it even more.

My professional experience in exporting French wines and then in international journalism have allowed me today to invest in importing wines to Japan “intelligently”.

- **Jose-Luis Perrone** (Uruguay, OIV MSc Promotion 12)

**Technical advisor INAVI (Instituto Nacional de**

**Vitivinicultura) - Uruguay**

Spreading the course over three years works in perfect synergy with the INAVI: my professional functions and responsibilities are evolving with the skills I develop as the modules progress.

- **Adriano Miolo** (Brazil, OIV MSc Promotion 14)

**Miolo Wine Group - Brazil**

Following training in oenology in Mendoza, I joined a family run firm which was going through a decisive development stage.

The international position of viticulture in Brazil is a major stake in our decision-making process. The perception of world markets and their actors inherent in the OIV International Diploma, provides the students with ambition and the possibility of defining a qualitative personal identity approach. The results are there. I am very grateful of this type of training which still offers me the possibility of updating and perfecting knowledge with the graduates network and OIV experts. I regularly participate in the works of the Brazilian delegation of the OIV.

## **CONTACTS**

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# **“OIV MSc in Wine Management”**

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IN MANAGEMENT OF THE VINE AND WINE SECTOR**