

3rd Pan-Caucasian summer school Wine Business

October 3–7, 2022

Livestream Program
Broadcast from Georgia



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German Academic Exchange Service

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SUMMER SCHOOL 'WINE BUSINESS' 2022 FOCUS: DIFFERENTIATION & WINE TOURISM CHAIR FOR INTERNATIONAL MARKETING MANAGEMENT

Whilst the full program will take place in person in Tbilisi and Kakheti, some program items will be broadcasted live and made accessible to pre-registered participants worldwide.

This is the program that will be streamed online.

Registration at

<https://veranstaltungen.hs-geisenheim.de/event/summer-school-wine-business-22>

If you are considering attending the full program in person in Georgia, please contact Isabel Kottmann at Isabel.Kottmann@hs-gm.de.

SUMMER SCHOOL 'WINE BUSINESS' 2022

LIVESTREAM PROGRAM

TIME (TBILISI) GMT/UTC +4	TOPIC	SPEAKER(S)
MONDAY, 3.10.22		
10.00-10.30	Welcome and Introduction	Jon Hanf, Sophie Ghvanidze, Isabel Kottmann
10.30-12.00	World Wine Markets and the need for differentiation	Jon Hanf
13.00-14.15	Wine Marketing – Unique Selling Propositions (in search of the holy grail)	Sophie Ghvanidze

TUESDAY, 4.10.22		
10.00-11.00	Differentiation in B2B Marketing	Manuela Ortner
11.15-12.30	Differentiation by Digitalization, Marketing 5.0	Michael Kramer
13.30-15.00	Challenges in Viticulture: climate change, adaptation strategies and aspects of steep slope viticulture	Manfred Stoll

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LIVESTREAM PROGRAM

TIME (TBILISI) GMT/UTC +4	TOPIC	SPEAKER(S)
WEDNESDAY, 5.10.22		
10.00-11.00	Differentiation by cooperation	Barbara Richter
THURSDAY, 6.10.22		
10.00-11.15	Georgian wine diversity (regions, grape varieties, statistics, styles)	Levan Mekhuzla
11.15-12.30	Georgia, the Cradle of Viticulture	Giorgi Samanishvili
FRIDAY, 7.10.22		
10.00-11.15	Wine tourism developments in Southern Caucasus	Tamar Kakhidze, Datuna Rakviashvili
13.30-14.30	Panel discussion: Women in Wine: No longer Unique, but still Different?	Host: Isabel Kottmann Panelists: Marina Avalishvili-de Boer, Marina Kurtanidze, Baia Abuladze, Eva Vollmer, Stefanie Dreißigacker
14.45-15.45	DAAD support programmes in the Caucasus	Gebhard Reul

SUMMER SCHOOL 'WINE BUSINESS' 2022: SPEAKERS



Prof. Dr. habil. Jon Henrich Hanf is the head of the Wine Business study programs of Hochschule Geisenheim University, comprising the bachelor program 'International Wine Business', the master program 'Weinwirtschaft' as well as the remote MBA 'Management in der Weinwirtschaft'. In 2010 he was appointed at the Hochschule Geisenheim University as a full professor for 'International Wine Business'. Prior he was the leader of the research group 'Marketing' at Leibniz-Institute for Agricultural Development in Central and Eastern Europe (IAMO) in Halle (Saale) Germany. His research interests include marketing, strategic management, and supply chain management focusing on transition economies and the wine business. He has co-published over 150 peer reviewed articles in books, conference proceedings, and peer-reviewed journals. Alongside teaching and research, Jon Hanf is also involved in national and international projects with companies and institutions (e.g. World Bank, FAO, GIZ).



Prof. Dr. Manfred Stoll is Head of the Department of General and Organic Viticulture at Hochschule Geisenheim University. His career at Geisenheim started in 2005 in the field of research and teaching. This includes the coordination of the Joint Master program of Vinifera and the double degree program of VitisVinum. The main focus of his research is to correctly interpret the response of the grapevine to a wide range of exogenous factors, the management system or the management method, and to implement such investigation into an industry context. Therefore, in addition to physiology, the long-term broad direction of his research interests includes the areas of ingredient formation and product quality, climate change, and resource management to further develop strategies and concepts for management. Research results are published regularly and promptly in international and national journals. He is a book editor and reviewer in professional journals.

SUMMER SCHOOL 'WINE BUSINESS' 2022: SPEAKERS



Dr. Sophie Ghvanidze is a lecturer in the International Marketing Management Department at Hochschule Geisenheim University. After her PhD studies in Agribusiness at Georgi-August-University Göttingen, she worked at Heilbronn Institute for Applied Market Research and as a visiting scientist in Texas Wine Marketing Research Institute at Texas Tech University, USA. She has been intensively involved in the development of the international distribution strategy of Georgian wine in her dissertation as well as in other research projects. Her research interests are in consumer behavior for wine, food and cannabis, sustainable and health-conscious consumption, wine tourism.



Michael Paul Kramer is a PhD candidate at the Hochschule Geisenheim University. Under supervision of Prof. Hanf, he researches on the potential impacts of disruptive technologies on the management of wine supply chains. After graduating in communications engineering and subsequently in business engineering, he went to the USA to obtain a Master of Business Administration degree at the University of Dallas, Texas. Activities in product management, business development and sales at global enterprises such as Siemens, Motorola and Airbus shape his professional life. Since fall 2020 he also teaches Information Technology Management at Hochschule Geisenheim University.



Isabel Kottmann is a lecturer in the International Marketing Management Department at Hochschule Geisenheim University. After training as a hotel manager and working in gastronomy, Isabel traveled around the world, as a hotel assistant, onboard the cruise ship MS Astor. Alongside her business administration studies at the University of Trier, she completed internships at wineries in France and Chile as well as in the Mosel Region Wine Promotion Body and the German National Tourism Board in Hong Kong. As DipWSET she is teaching WSET courses Levels 1-3 at various APPs throughout Germany. Isabel is a member of Vinissima and the German Sommelier Union.

SUMMER SCHOOL 'WINE BUSINESS' 2022: SPEAKERS



Barbara Richter is doctoral student at the Chair of International Marketing Management at Hochschule Geisenheim University. Her PhD project is in the field of strategic cooperation in the wine industry. Previously, she completed the B.Sc. 'International Wine Business' at Hochschule Geisenheim University as well as the M.Sc. 'Wine Business' in the joint degree program of Justus-Liebig-University Giessen and Hochschule Geisenheim University. Furthermore, she was involved in teaching and research during her 3-years employment as a research assistant at Hochschule Geisenheim University.



Gebhard Reul has headed the DAAD's new Regional Office in Tbilisi (responsible for Armenia, Azerbaijan and Georgia) since October 2021.

After completing his studies in German and Romance languages and literature and musicology in Frankfurt/Main, Montpellier, Berlin and Paris, he completed postgraduate studies in "Central Asia/Caucasia" at Humboldt University, where he subsequently also held teaching positions. From 2006-2011 and from 2017-2021 he was Head of the DAAD Information Centre in Tbilisi, from 2011-2017 Head of Sections at the DAAD in Bonn (Southern Europe/Turkey, Mobility Programmes and Student Support Services).



Manuela Ortner is Lecturer for International Wine Business at Hochschule Geisenheim University and the International Marketing Management Chair's specialist for Retail Marketing and Personnel Management. Manuela is also the coordinator of the remote MBA program "Management in der Weinwirtschaft".

Having started her career with an apprenticeship training as chef and in hotel management, she holds a Diploma of Business Administration in Wine Economy (Heilbronn) and a Master of International Wine Marketing (Burgenland). Many years of professional experience in well-known companies such as Hawesko and WIV complete here expertise.

SUMMER SCHOOL 'WINE BUSINESS' 2022: SPEAKERS



Levan Mekhuzla has been the Chairman of the National Wine Agency of Georgia since 2018.

Levan holds a Bachelor's Degree from the State Agrarian University of Georgia (as Engineer-Technologist, Department of Technology and Horticulture) and a Masters's degree from Tbilisi Free University in Georgia (Business Management, Business School).

Previously held positions include Deputy Chairman of the National Wine Agency of the Slovak Republic, Head of Viticulture and Winemaking Analysis and Regulation Department (National Wine Agency of Georgia), Head of the Analysis and Strategic Development Department (National Wine Agency of Georgia), Deputy Chairman of the Tasting Commission (National Wine Agency of Georgia), Head of production (S/S Bagrationi 1882), as well as Head of Quality Control (Georgian Wine and Spirits Company).



Datuna Rakviashvili has over 30 years of experience in developing mountain tourism institutions and training programs. He has co-founded and managed startup pioneers of Georgia's adventure and sustainable tourism industry, such as Georgian Guide Service, Caucasus Travel Ltd, Georgian State Mountain Guide School, Georgian Mountain Guide Association, and Adventure Tourism School. As a consultant, Datuna has worked on numerous tour-related projects, including developing Mountain Tourism Initiative (GNTA, MRDC), Mountain Tourism Forum (GIZ), Sustainable Mountain Tourism Strategic Framework (ADA, GRETA), Public-Private Partnership Adventure Tourism School (MoES, MRDC, GMGA). Datuna Rakviashvili currently leads the Qualifications and Partnerships Development Team at the Skills Agency.

SUMMER SCHOOL 'WINE BUSINESS' 2022: PANELISTS



Dr. Marina Avalishvili-de Boer holds a Ph.D. in Business Administration, Enterprise Risk Management. In 2013, Marina joined the GIZ team working for the “Private Sector Development and Technical Vocational Education and Training South Caucasus” Regional Programme. The German Development Cooperation has been supporting the development of the wine sector in Georgia for the past years as a longstanding strategic partner. Marina is responsible for planning, developing and the implementation of measures in the wine sector. Activity “Women in the Wine Sector” supports the capacity building of Georgian woman winemakers, builds networks for international cooperation and resulted in the book “A Gently Fermenting Revolution - Women in the Georgian Wine Business”.



Baia Abuladze is the founder and CEO of Baia’s Wine, a young but successful winery in Georgia. Established in 2015 when Baia was just 22, the company has focused on forging direct contacts with wine shops and restaurants and establishing a niche in the market. Building on her family’s historical involvement in wine production, Baia’s Wine has already achieved success and visibility by winning a silver medal at the Wine Grand Prix in Germany. Baia would like to encourage other young women in Georgia to engage more with entrepreneurial opportunities, particularly in those sectors which may not immediately jump to mind for many women, such as agriculture. Baia’s motto: Never give up, never stop focusing on what you love to do, and keep trying again and again, until you succeed!



Stefanie Dreißigacker is a winemaker's daughter and thus grew up in the wine industry. Career stations include sales and various marketing positions in wine estates. From 2012 until 2021 she was CEO of Vinissima e.V. Germany's nationwide professional network for women in the wine industry. In her podcast 'Female wine Business' she talks to strong wine women from her large network who have their own businesses or are planning one. She gives each of these women room in the conversation to describe their own special path and share their experiences, how they approach things, what they do to develop themselves further, and why they are so successful.

SUMMER SCHOOL 'WINE BUSINESS' 2022: PANELISTS



Marina Kurtanidze, a biologist by profession, works as a manager of Tbilisi Zoo since 1998. Together with her husband, she runs a family winery, which was the first in Georgia to be certified organic. And in 2006, they were already selling traditional natural wine in 12 countries. In 2012, she started producing wine under her own brand, this was a new event for the Georgian market - wine made by a woman! Marina makes wine from the Kakhuri grape "Mtsvane" with the traditional method using Qvevri. Since 2018, she is making rose wine too, mixed with "Chinuri" and "Tavkveri". Her 3 sons actively help in the winery, which buys her some time to take care of her hobbies: cats and flowers, experimenting in the kitchen, entertaining guests, and travelling around the world. Marina's gospel: Women should not be afraid, study, work hard, travel the world of wine, and with this work they will become successful. It's time for women to come out of the shadows!



Dr. Eva Vollmer holds a Ph.D. from Hochschule Geisenheim University in Agricultural Sciences. Together with her husband, she manages the wine estate (and farm) 'Eva Vollmer' in Rheinhessen. Eva is authentic, creative, pithy, & unadorned like her wines. She knows exactly what she has and what she wants, in the cellar and in real life. Each wine slips into its own personality and is accompanied into the bottle with a lot of care, but also passionate power – and is then marketed very eloquently by Eva. "The words, that's me," she says. Next to the grape harvest, wine writing is one of her great passions. That's why mischievous, profound, and ambiguous quotes are everywhere on labels, T-shirts, and even the winery's parking lot: "Illegally parked vehicles will be charged with wine." And Eva is one of the protagonists of 'weinweiblich' – a movie that tells the story of a generational shift between great artisanal traditions and the courage of young women to make a lasting change in the wine industry.

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