

Second Pan Caucasian Summer School Wine Business 4.-12.10.2021

Caucasian Time

Times	Monday, 4 th October	Tuesday, 5 th October	Wednesday, 6 th October	Thursday, 7 th October	Friday, 8 th October
10:00 – 11:30	Introduction (Prof. Dr. Hanf, Dr. Ghvanidze)	Wine Marketing (Dr. Ghvanidze)	Digitization in the Wine Industry (Michael Kramer, MBA)	Developments in the German Wine Industry (German Wine Institute)	Introduction German wines. Winemaking technologies for Riesling wines (Dr. Tarasov)
11:30 – 12:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
12:00 – 13:30	World Wine Markets (Prof. Dr. Hanf)	Consumer Behaviour (Dr. Ghvanidze)	The role of digitization and sustainability for cooperatives (Barbara Richter, M.Sc)	Introduction Climatic constrains in viticulture (Prof. Dr. Stoll)	Aroma composition of young and aged German Riesling wines (Dr. Tarasov)
13:30 – 14:30	Lunch	Lunch	Lunch	Lunch	Lunch
14:30 – 15:30	World Wine Markets (Prof. Dr. Hanf)	Sustainable and health consciousness of the wine drinkers/Export Marketing (Dr. Ghvanidze; Prof. Dr. Hanf)	Challenges in Wine Tourism (Prof. Dr. Hanf, Dr. Ghvanidze)	Introduction Climatic constrains in viticulture (Prof. Dr. Stoll)	Concept of Minerality and its role in German Riesling wines (Dr. Tarasov)
15:30 – 16:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
16:00 – 17:30	Strategic Management (L. Bitsch, M.Sc., Prof. Dr. Hanf)	Retail Marketing (M. Ortner, MA)	Wine Tourism in Armenia (S. Amatuni, GIZ)	Riesling: forever young (Prof. Dr. Stoll)	German sparkling Wines „Sekt“ production and aroma profiles (Dr. Tarasov)
17:45 – 19:00	Strategic Management (L. Bitsch, M.Sc., Prof. Dr. Hanf)	Wine Specialized Retail (M. Ortner, MA)	Developments in Wine Tourism in Georgia (Roland Burdiashvili, Schuchmann Wines Georgia)	Something special: High sugar - high quality? Beerenauslese and Icewine (Prof. Dr. Stoll)	Tasting of the German wines (Simone Böhm)

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Times	Monday, 11 th October	Tuesday, 12 th October
10:00 – 11:30	The Current developments in the Georgian Wine Industry (L. Mekhuzla, Georgian National Wine Agency)	DAAD Scholarship programs in Caucasias
11:30 – 12:00	Coffee Break	Coffee Break
12:00 – 13:30	Indigenous grapevines and wild vines in Georgia (T. Zakalashvili)	Current developments in the Armenian Wine Industry (Armenian Wine and Vine Foundation)
13:30 – 14:30	Lunch	Lunch
14:30 – 15:30	Georgian Wine diversity - Wine Regions, Varieties, Styles (G. Samanishvili)	The Challenges and distinctiveness in the Armenian viticulture and enology (Dr. Gabrielyan)
15:30 – 16:00	Coffee Break	Coffee Break
16:00 – 17:30	Uniqueness of Qvevri Vinification (Dr. Chichua)	Challenges in burying of vines (Dr. Gabrielyan)
17:45 – 19.00		Closing session

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