



WELCOME

TO

GEISENHEIM

Experience Education Research



Key figures



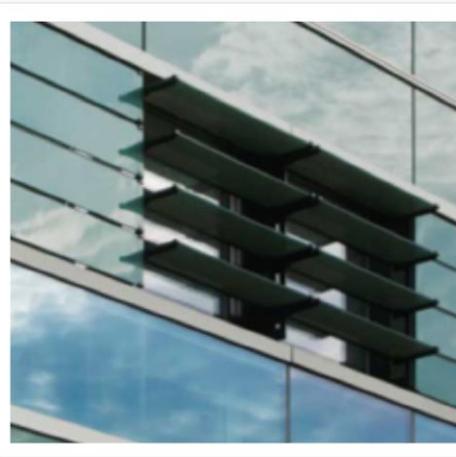
Research



International Wine Business



Geisenheim



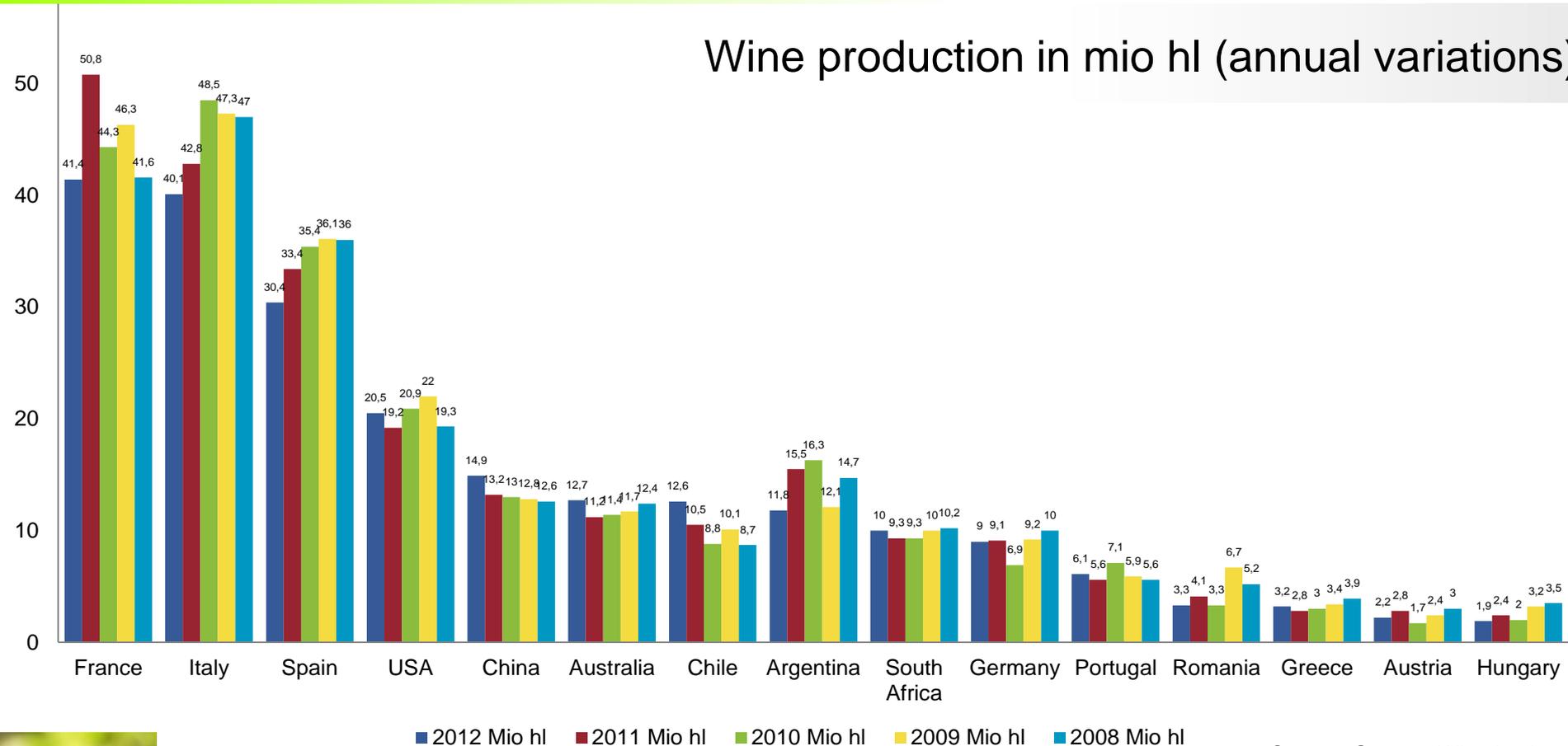
Alumni

KEY FIGURES FROM THE GERMAN WINE SECTOR



KEY FIGURES FROM THE GERMAN WINE SECTOR

Wine production in mio hl (annual variations)



Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

Wine production in hectares (acreage worldwide 2012)

Country	in 1000 ha
1. Spain	1 018
2. France	800
3. Italy	769
4. China	570
5. Turkey	517
6. USA	407
7. Portugal	239

Country	in 1000 ha
8. Argentina	221
9. Romania	205
10. Chile	205
11. Australia	169
12. South Africa	131
13. Greece	110
14. Germany	102

Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

Vineyard acreage in Germany

Region	ha
Rhein Hessen	26 516
Pfalz	23 489
Baden	15 815
Wuerttemberg	11 359
Mosel	8 765
Franken	6 104
Nahe	4 172

Region	ha
Rheingau	3 135
Saale-Unstrut	765
Ahr	562
Sachsen	492
Mittelrhein	462
Hess. Bergstrasse	448
TOTAL	102 172

Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

The main white grape varieties in Germany

Grape-variety	Acreage (ha)
1. Riesling	22 837
2. Mueller-Thurgau	13 108
3. Silvaner	5 122
4. Grauburgunder	5 042
5. Weissburgunder	4 449
6. Chardonnay	1 496
Total white	65 589

Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

Riesling planting worldwide 2012

Country	ha
1. Germany	22 837
2. USA	4 256
3. Australia	4 184
4. France	3 524
5. Austria	1 863
6. New Zealand	719
Total	39 395

Source: German Wine Institute



“I think that Riesling is indisputably the greatest white wine grape in the world...”

Jancis Robinson

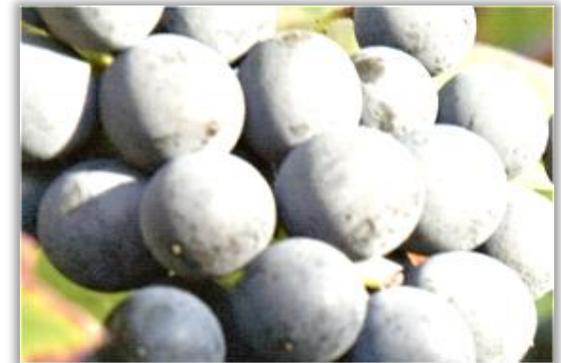


KEY FIGURES FROM THE GERMAN WINE SECTOR

The main red grape varieties in Germany

Grape-variety	Acreage (ha)
1. Pinot Noir	11 769
2. Dornfelder	8 197
3. Trollinger	2 350
4. Pinot Meunier	2 162
5. Regent	2 047
6. Lemberger	1 786
Total red	36 583

Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

Pinot Noir planting worldwide 2012

Country	ha
1. France	30 659
2. USA	21 037
3. Germany	11 769
4. Italy	5 096
5. New Zealand	5 061
6. Australia	5 046
7. Switzerland	4 352

Source: German Wine Institute



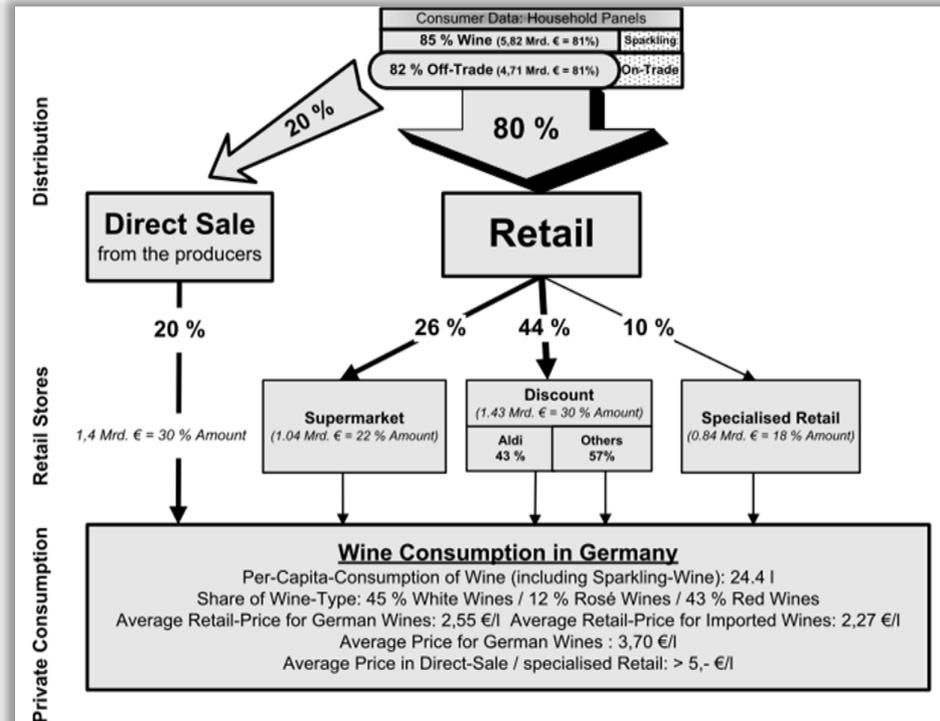
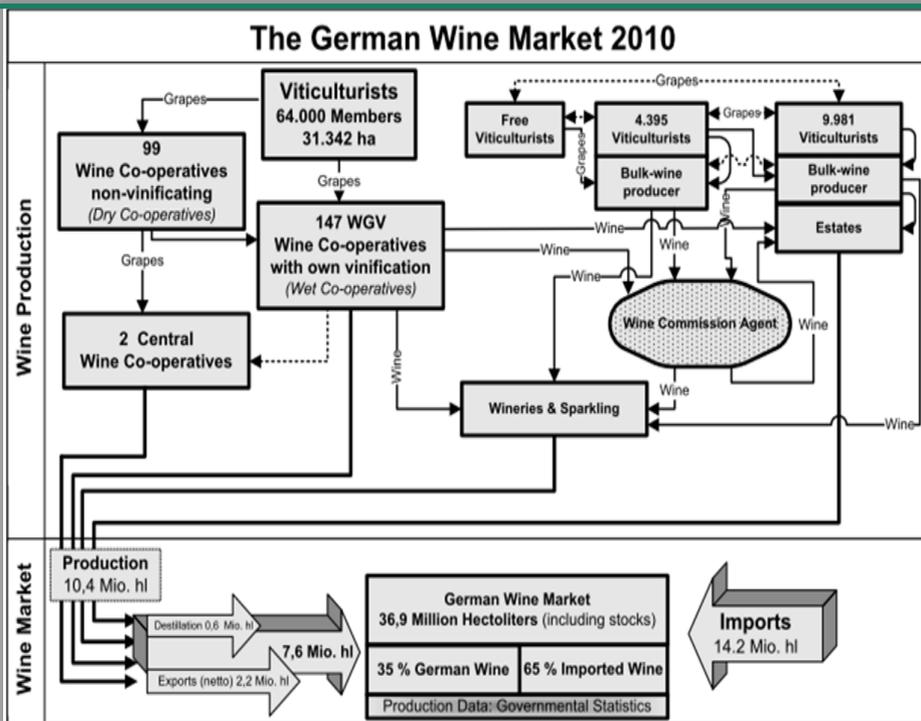
“An internationally renowned jury of wine experts, arranged by the German Wine Institute, tested top quality Pinot Noirs from ten different wine growing nations. The result of this blind tasting seven out of the selected Top 10 Pinot Noirs came from Germany.”

German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

German wine chain



Source: Hanf et al (2012)



KEY FIGURES FROM THE GERMAN WINE SECTOR

Wine imports by country of origin

countries	2012		2011	
	Value 1000 €	Volume hl	Value 1000 €	Volume hl
1. Italy	838000	5777000	798000	6374000
2. France	632000	2513000	654000	2503000
3. Spain	342000	3041000	309000	2702000
4. USA	92000	542000	85000	558000
5. South Africa	91000	797000	94000	866000
6. Australia	67000	462000	64000	500000
7. Chile	66000	427000	67000	489000
8. Austria	54000	250000	45000	217000
9. Portugal	34000	169000	33000	170000
10. Greece	20000	124000	23000	142000
11. Macedonia	18000	429000	13000	343000
12. Argentina	12000	54000	11000	53000
13. New Zealand	12000	35000	10000	32000
14. Hungary	12000	140000	13000	158000

Source: German Wine Institute



KEY FIGURES FROM THE GERMAN WINE SECTOR

Wine consumption trends in mio hl

Countries	2012	2011	2010	2000	Change %
1. France	30,3	29,3	29,3	34,5	-12
2. USA	29	28,5	27,6	21,2	37
3. Italy	22,6	23	24,6	30,8	-27
4. Germany	20	19,7	20,2	20,2	-1
5. China	17,8	16,3	15,2	10,7	67
6. Great Britain	12,5	12,9	12,9	9,7	29
7. Russia	10,4	11,3	12,2	4,7	121
8. Argentina	10,1	9,8	9,8	12,5	-20
9. Spain	9,3	9,9	10,9	14	-34
10. Australia	5,4	5,3	5,4	3,9	38
11. Portugal	4,6	4,6	4,7	4,6	-1
12. Canada	4,5	4,3	4,3	2,8	62
13. South Africa	3,6	3,5	3,5	3,9	-7
14. Netherlands	3,5	3,5	3,5	2,7	29
15. Japan	3,4	2,9	2,7	2,6	28

Source: German Wine Institute



EXPERIENCE EDUCATION RESEARCH



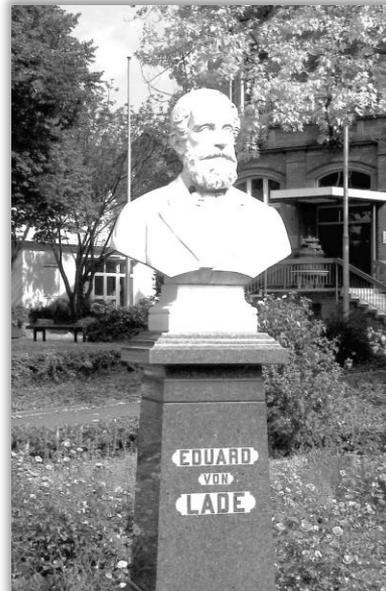
>> **GEISENHEIM UNIVERSITY WAS FOUNDED** <<

IN 1872

AS "ROYAL PRUSSIAN INSTITUTE OF POMOLOGY AND VITICULTURE"



EXPERIENCE EDUCATION RESEARCH



History



Heinrich Eduard von Lade

- German banker
 - gardener and plant breeders
 - amateur astronomer



“...To wear the inevitable with dignity, do the right thing, enjoy the beauty, love the life...and firmly believe in a better future...”

from memories of my life, Volume I, 1888



EXPERIENCE EDUCATION RESEARCH

History

>> History is our witness ...



... from 1872 to 2014 >>



EXPERIENCE EDUCATION RESEARCH

>> Geisenheim degree program

Bachelor degrees

Viticulture & Enology

6-semester Bachelor degree (only in German)

International Wine Business

6-semester Bachelor degree focusing on international wine marketing and economic aspects of viticulture
(German & English)

Internationale Weinwirtschaft

Beverage Technology

6-semester Bachelor degree (only in German)

Landscape Architecture

7-semester Bachelor degree with an integrated practical semester (only in German)

Horticulture

7-semester Bachelor degree with an integrated practical semester (only in German)



EXPERIENCE EDUCATION RESEARCH

>> Geisenheim degree program

Master degrees

Enology, Wine Business and Beverage Technology

Master degree courses leading to an MSc and the possibility of continuing with PhD Research. The Master programs are over 4 semesters, and are run in cooperation with the University of Giessen.
(only in German)

Vinifera Euromaster

Internationally oriented 4-semester Master degree course which is followed in various European countries leading to an MSc.
(only in English)

Environmental Management and Urban Planning

4-semester MEng course offered as a continuation of the Landscape Architecture degree course, in cooperation with the Department of Architecture and Civil Engineering at the Universities of Applied Sciences, RheinMain and Frankfurt.
(only in German)

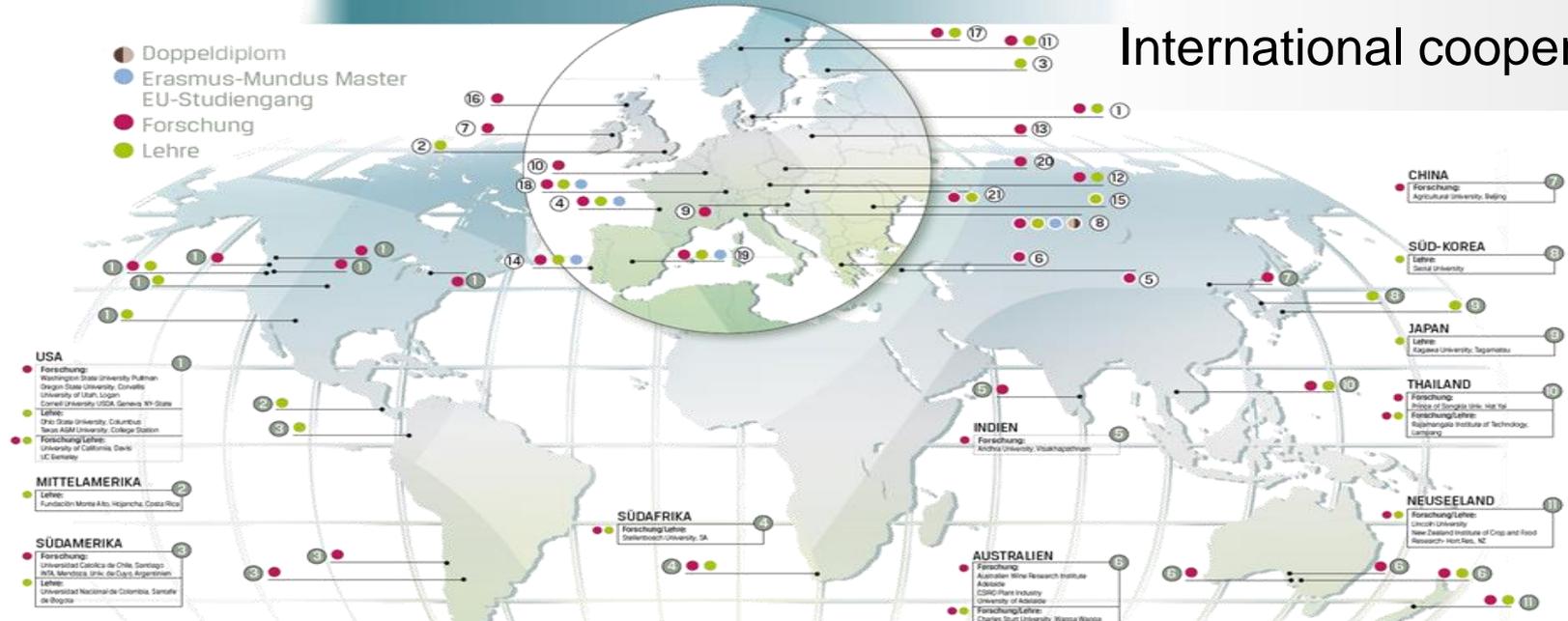
Horticultural Science

3-semester MSc course incorporating a research semester, and offering the possibility of continuing with PhD Research.
(only in German)



EXPERIENCE EDUCATION RESEARCH

International cooperation



Europäische Kooperationen

DÄNEMARK	FRANKREICH	IRLAND	KROATIEN	ÖSTERREICH	RUMÄNIEN	SCHWEIZ	SPANIEN
1 Forschung/Lehre: Universität Copenhagen	4 Universität de Bourgogne, Dijon, Ecole Supérieure d'Angers	7 Forschung: DIPS Plant Science Group, Cork	9 Forschung: Universität Zagreb	12 Forschung/Lehre: Universität für Bodenkultur, Wien, AGU Klosterneuburg	15 Lehre: University of Agric. Sciences Cluj-Napoca, Universität Agronomica, Iasi	18 Forschung: Agroscope/Change-Mobility, HES-CH-Valais, EPFL, Ecole Polytechnique Fédérale de Lausanne, Zürcher Hochschule für Angewandte Wissenschaften, Hochschule	19 Forschung/Lehre: Universidad Politécnica de Madrid
ENGLAND	GEORGIEN	ITALIEN	LUXEMBURG	POLEN	SCHOTTLAND	SPANIEN	TSSCHECHIEN
2 Lehre: Herts College Chesham, Essex, Farnham College	5 Forschung: ANRI Tbilisi	8 Forschung: Università Cattolica del Sacro Cuore Piacenza, Università Politecnica delle Marche Ancona, Lehre: Ecole Supérieure d'Angers	10 Forschung: Centre de Recherche Public, Belvaux, Institut Winivinícola, Bernich	13 Forschung: Universität Opatów	16 Forschung: QCIS, University of Dundee	19 Forschung: Universidad de Sevilla, Universidad de Valladolid	20 Forschung: Masaryk University Brno
FINNLAND	GRIECHENLAND	NORWEGEN	ÖSTERREICH	PORTUGAL	SCHWEDEN	SPANIEN	UNGARN
3 Lehren: Amnion (Anatomisches Institut), Helsinki Polytechnic, Helsinki University of Applied Sciences	6 Lehre: ETH Aachen	11 Forschung: Crop Research Institute, Trondheim	12 Forschung: Universität Wien, Lehre: FH Burgund, Eisenstadt	14 Forschung: ADIV (Center des vinhos da Região do Trás-os-Montes), Vila Real, Universidade de Trás-os-Montes, Vila Real	17 Forschung: Swedish University of Agric. Sciences, Umeå	19 Forschung: Universidad Politécnica de Catalunya, Barcelona, Universidad de Córdoba	21 Forschung: Research Institute, Eger, Research Institute, Kecskemet, Lehre: Széchenyi University, Győr, Forschung/Lehre: Corvinus University, Budapest



INTERNATIONAL WINE BUSINESS



INTERNATIONAL WINE BUSINESS

IWB



>>

The success of our well-established
German B.Sc. in 'Internationale Wein Wirtschaft'

– already accredited for 10 years –

has encouraged us to start
'International Wine Business'
in English...



INTERNATIONAL WINE BUSINESS

Focus...

The wine market is growing increasingly international, a trend which is reflected in all areas.

One focus of the program is the intensive analysis of the world-wide producer and consumer markets...



INTERNATIONAL WINE BUSINESS

Focus...

...The students are instructed on general & wine marketing, general business administration, management, accounting, and economics.

In special marketing projects on Northern & Southern Europe, as well as on Asia and the New World the students have to apply their general knowledge in marketing and management cases.



Often these cases are conducted together with companies working the international wine business.



INTERNATIONAL WINE BUSINESS

What is it?

The **International Wine Business** focuses on

- world wine markets & economics,
- various aspects of wine marketing & management
- as well as obligatory modules in viticulture,
- enology & sensory evaluation,

thus covering the complete value chain of the wine business, from the 'berry to the bottle'.



INTERNATIONAL WINE BUSINESS

>> First Year: Semester 1 and 2

Curriculum IWB English

Modules – in English	ECTS
Business Economics:	
Marketing Basics	4
Economics	4
World Wine Markets	4
Business Operations	4
International Wine Profiles	6
Economic, Agricultural and Consumer Protection Policy	4
Law	6

Modules – in English	ECTS
Viticulture and Enology:	
Chemistry and Wine Chemistry	6
Food and Wine Law	6
Sensory Evaluation	4
Addiction Prevention	2
Mathematics and Statistics	6

Modules – in English	ECTS
Languages and IT:	
English Refresher B2	6
Information Technology	6
Business & Technical German I	6



INTERNATIONAL WINE BUSINESS

>> Second Year: Semester 3 and 4

Curriculum IWB English

Modules – in English	ECTS
Business Economics:	
Wine and Beverage Marketing	6
Controlling	6
Investment and Corporate Finance	6
Business Management	4
Marketing Project: France	6
Marketing Project: Consumer Markets in Western & Northern Europe	6
Marketing Project: Southern Europe	6
E-Commerce	2

Modules – in English	ECTS
Languages and IT:	
Advanced Business English	6
Business & Technical German II	6
Business & Technical French	6
Business & Technical Italian	6
Business & Technical Spanish	6
Educational Excursion	2

Modules – in English	ECTS
Viticulture and Enology:	
Microbiology	4
Viticulture	6
Enology	6
Evaluation of Wine	4



INTERNATIONAL WINE BUSINESS

>> Third Year: Semester 5 and 6

Curriculum IWB English

Modules – in English	ECTS
Business Economics:	
Marketing Project: New World	6
Marketing Project: Asia	6
Marketing Project: Central- and Eastern Europe	6
Marketing Project: Italy, Switzerland, and Austria	6
Business Simulation	3
Business Plan	3
Excursion	3

Modules – in English	ECTS
Bachelor Thesis	12
Compulsory Internship	12
Scientific Work & Presentation	6

In total

over

220 ECTS



INTERNATIONAL WINE BUSINESS

>> Educational Organization

- The program consists of lectures & seminars, practice elements, workshops, excursions, small group discussions and tutorials.
- The **ECTS** system allows for individual choices according to the program outlines. It also combines in-class learning with learning-by-doing elements.

Curriculum IWB English



>> Form of assessments

- Written and oral exams in accordance with the guidelines, Bachelor thesis. For graduation a minimum of **180 ECTS** is required.



INTERNATIONAL WINE BUSINESS

Perspectives



>> **250** young people <<



INTERNATIONAL WINE BUSINESS

Perspectives

Many different **areas** of marketing and management in the wine business, eg:

- >> wine procurement management
- >> product management
- >> brand management
- >> sales management
- >> export and import
- >> market research



...The way to a successful start in your career in the wine business, whether that means with your own family operation or leading teams, **worldwide**, within a large company!..



INTERNATIONAL WINE BUSINESS

Perspectives



The bachelor degree in 'International Wine Business' allows the possibility of continued study towards a

Master Degree

as in all our bachelor programs in Geisenheim.



INTERNATIONAL WINE BUSINESS

Contact

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degree program advice

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>> Admissions Office

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GEISENHEIM



GEISENHEIM



>> **Geisenheim** is a small university town which is located in the “**Rheingau**” wine growing region, which combines well-known vineyards with castles, manor houses and ruins along the romantic river Rhine.

City of lime trees



GEISENHEIM

City of lime trees



>> The city itself stretches from the Rhine along the southern slopes of the Rheingau hills to the main ridge of the Taunus hills.



GEISENHEIM

Near to wine capital



>> The Great Wine Capitals is a network of ten major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine regions.



Bilbao Rioja SPAIN	Bordeaux FRANCE	Cape Town Cap Wieland's SOUTH AFRICA	Christchurch South Island NEW ZEALAND	Firenze ITALY
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Mainz
Rheinhessen
GERMANY

Valparaiso Casablanca Valley CHILE	Porto PORTUGAL	San Francisco Napa Valley UNITED STATES	Mendoza ARGENTINA
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— approx. 25 km —



GEISENHEIM

Directions to us

- >> approx. 20 km downriver from Wiesbaden
- >> The closest airports are the international airport in Frankfurt (40 km) and the airport Frankfurt-Hahn in the Hunsrueck.
- >> By car A-66 (Highway) Frankfurt to Wiesbaden – direction Wiesbaden/Ruedesheim.



GEISENHEIM

Distinguished tradition

- >> The Rheingau is one of the most distinguished wine regions of the world.
- >> The Rheingau is practically one long hillside. The vineyards are protected from cold winds.
- >> Early on, its medieval ecclesiastical and aristocratic wine-growers were associated with the noble Riesling grape evolved.



Foto / Source: German Wine Institute



The world of vineyards and castles



- >> **Romantic Rhine** Close to the Rheingau the romantic Middle Rhine enchants with cliffs, steep vineyards, and more than 60 castles.
- >> Myths and legends determine the atmosphere, such as the story of Loreley, the beautiful siren of the rocks. The “romantic rhine” was born here in 1802.
- >> UNESCO has recognized the importance of the region by designating the valley as a World Heritage area.



Foto / Source: German Wine Institute



RESEARCH



RESEARCH

What we have



- 24 ha of vineyards
- 12 ha of grapevine breeding
- 22 ha of fruit cultivation
- 4 ha of vegetables
- 1 ha of greenhouses
- 7 ha park



RESEARCH

Research Centers



Center of Economics



$$R_n = r^* s_n = r \frac{1 - q^n}{q - q} \quad K_n = K_0 q^n$$

$$R_0 = r^* a'_n = r \frac{q^n - 1}{q - 1} \frac{1}{q^n} q \quad i = \frac{K_1 - K_0}{K_0}$$

$$a'_n = \frac{q^n - 1}{q - 1} \frac{1}{q} \quad R_n = r^* s_n = r \frac{q^n - 1}{q - 1}$$



Center of Landscape Architecture & Urban Horticulture

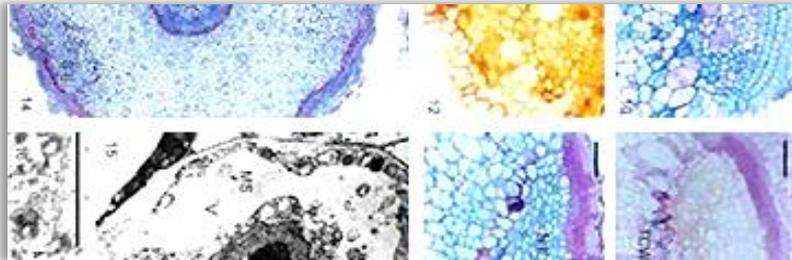


RESEARCH

Research Centers



Center of Applied Biology



Center of Viticulture & Horticulture



RESEARCH

Research Centers



Center of Wine Science & Beverage
Processing Technology



Center of Analytical Chemistry &
Microbiology



RESEARCH

Research Centers

>>

The Departments of Business Administration & Market Research and Management & Marketing are found in the „Center of Economics“.

$$R_n = r^* S_n = r \frac{1 - q^n}{q - g} \quad K_n = K_0 q^n$$

$$R_0 = r^* a'_n = r \frac{q^n - 1}{q - 1} \frac{1}{q^n} q \quad i = \frac{K_1 - K_0}{K_0}$$

$$a'_n = \frac{q^n - 1}{q - 1} \frac{1}{q} \quad R = r^* S = r \frac{q^n - 1}{q - 1}$$

>>

Our IWB students are mainly taught by

- good relationship and intensive supervision
- about 20 employees
- cooperation with companies
- project development
- global network...



RESEARCH

Projects

>> FACE2FACE

Consequences of climate change, adaptation to climate change and reduction in greenhouse gas emissions by 2050.



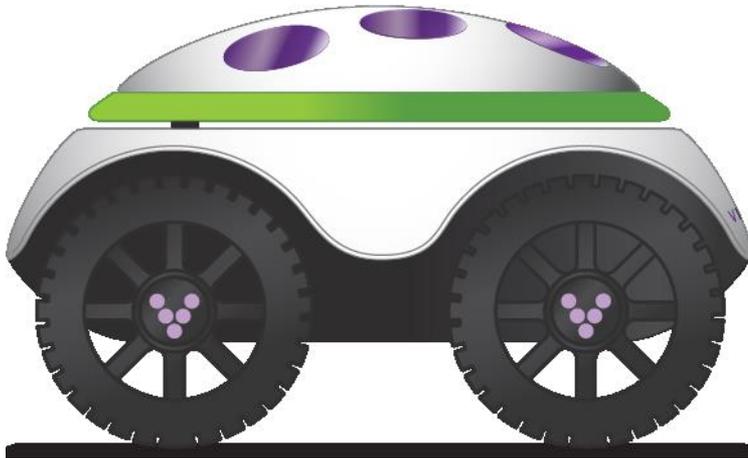
>> GEISI

A new concept for steep slope mechanization.



RESEARCH

Projects



GEISENHEIM ALUMNI ASSOCIATION



ALUMNI

A strong network

>> The **VEG-Geisenheim Alumni Association** e.V., which has been providing a valuable network since 1894, is one of the oldest and strongest alumni associations in Germany.



EXPERIENCE  **EDUCATION**  **RESEARCH**

GEISENHEIM UNIVERSITY