

The European Academy of Wine Education (EAWWE) focuses on issues of international relevance in the field of wine education by building an international network of exchange and cooperation amongst wine educators from all over Europe and around the globe.

There is a need for continuous professional development of wine educators in which a strong link to academic research and science is needed. Thus one of EAWWE's goals is to organize conferences for wine educators where updated knowledge and forums for best practises in wine education are offered.

Ultimately EAWWE will be working on forming recommendations for international standards in wine education including accreditation and certification of trainers in order to harmonize the natural diversity in wine education which rises from differences on markets and cultures. This is a cause that will benefit the whole of the wine industry cluster in Europe and other relevant countries.

For more information on EAWWE, please consult www.wine-education.eu.

Come and acquire the latest knowledge on viticulture and winemaking in Geisenheim at the 2009 Conference →

The European Academy of Wine Education (EAWWE) started out as a loose consortium of European Wine educational institutions which has been discussing international wine educational issues over the past few years. The founding members represent also different sectors of the educational sphere:

Forschungsanstalt Geisenheim (Germany) represents via **Campus Geisenheim** the advanced vocational training of producers,

Arne Ronold MW together with the **Culinary Institute of Norway** vocational training of sommeliers and the wine trade,

Weinakademie Österreich (Austria) education for trade, producers and consumers alike,

Haaga Wine School and **HAAGA-HELIA University of Applied Sciences** (Finland) represents the sector of tourism and hotel management schools,

Frank Smulders Wijneducatie (Netherlands) and **WineWise** (Belgium) represent private wine schools resp. educators.

2nd European Conference for Wine Education September 27 – 29, 2009 in Geisenheim

Sunday, 27.9.

12.00 Bus transfer from Frankfurt Airport to Kloster Eberbach

12.45 Welcome at Kloster Eberbach, Meeting at Reception desk

13.00 **Introduction to the VDP classification by Steffen Christmann**
(President, Verband der Prädikatsweingüter)

14.00 **Tasting of "Große Gewächse"**

17.30 **Tour of new Steinberg Winery**

18.00 Dinner organized by VdP

21.30 Return to Hotels

Monday, 28.9.

09.00 **Welcome at Geisenheim Research Center** by Prof. Dr. H. Schultz (Director) and Prof. Dr. Klaus Schaller (President of EAWWE)

09.30 **Introduction of EAWWE** by Frank Smulders MW (Vice President EAWWE)

10.00 **Presentation of latest research in Viticulture**
- Prof. Dr. Ernst Rühl, Grape Breeding Department
- Dr. Manfred Stoll, Viticulture Department
- Prof. Dr. Annette Reineke, Department for Plant Diseases
- Prof. Dr. Otmar Löhnertz; Department for Plant Nutrition

12.30 Lunch

14.00 **Presentation of latest research in Oenology and Wine Chemistry**

- Prof. Dr. Manfred Großmann, Department for Microbiology and Biochemistry
- Prof. Dr. Helmut Dietrich, Department for Wine Chemistry

16.30 **Tasting of "Sweet Wines"**

18.00 Evening Event

22.00 Return to Hotels

Tuesday, 29.9.

09.00 **Presentation of Society of Wine Educators**

10.00 **Presentation of latest research in Oenology**

- Prof. Dr. Monika Christmann, Department for Oenology and Wine Technology
- Dr. Rainer Jung, Department for Oenology and Wine Technology
- Prof. Dr. Doris Rauhut, Department for Microbiology and Biochemistry
- Volker Schäfer, Department for Oenology and Wine Technology

12.30 Lunch

14.00 **Presentation of latest research in Marketing**

- Prof. Dr. Dieter Hoffmann, Department for Market Research
- Prof. Dr. Peter Schwarz, Department for Technology

15.00 Closing Session

Registration via www.campus-geisenheim-gmbh.de

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Conference fees: € 250,00

Payment: Bank transfer

Hotels:

1. Hotel Schwan in Oestrich-Winkel; € 79,- / person and night

2. Rheinhotel in Rüdesheim; € 73,- /person and night

Conference sponsors:



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www.deutscheweine.de

