



HEC Paris' Summer School launches its first program dedicated to the Business of Wine

HEC Paris will be opening its doors for its Summer School's seventh edition on June 8, 2020. Participants from over fifty countries will gather on the HEC Paris campus to attend cutting-edge programs on innovative topics in business management. This year, Europe's number 1 business school will be adding a new two-week program to its Summer School portfolio: the HEC Paris "Wine Business Program", its very first program dedicated to the wine industry.

The "Wine Business Program" will allow students to understand wine as a global product with a symbolic value that bridges both agriculture and culture in today's world. Students who choose to join the learning adventure will explore the evolution of the wine world, including the role of large corporations and small independent family estates, and discover the logic of terroir and branding.

"Participants will have the opportunity to grasp the key success factors of value creation within the wine business, in France and all around the world.» says Aurélie Labruyère¹, Academic Director of the Wine Business Program.

The intensive Summer Program showcases HEC-style classes taught during the academic year; these combine conceptual frameworks with practical applications. Like other HEC Paris Summer programs, program pedagogy involves a practical component whereby students present their final proposals and pitches to an expert panel of judges for feedback.

"We have been eager to add this new offer to our successful Summer School portfolio. Many students and young professionals seek the expertise and leadership of HEC Paris in this domain. Whether or not one chooses to pursue a career in wine, the cultural knowledge and business acumen in the industry that HEC Paris offers in the wine field is vastly appreciated by students", adds Elyse Michaels-Berger, Summer School Director.

¹ Co-founder of Vindême, Aurélie Labruyère has been teaching wine business at HEC Paris since 2005.

About the HEC Paris Summer School

Launched in 2014, HEC Paris' Summer School offers:

- A one-week Youth Leadership Initiative focusing on personal leadership development for high school students.
- A wide array of offerings for university and masters students and young professionals are proposed in two-week programs ranging from Business and Geopolitics, Business and Climate Change, Digital Marketing, Entrepreneurship, Finance, Social Business, Luxury and Fashion Management to Wine Business.

For more information on the HEC Paris Summer School or Youth Leadership Initiative in 2020, see www.hec.edu/summer-school. Applications are currently welcome. For further information, please contact: summerschool@hec.fr.

About HEC Paris

Specialized in the field of teaching and research in management, HEC Paris offers a complete and unique range of training for tomorrow's decision-makers: the Grande École program, Specialized Masters, MSc, Summer School, MBA, Executive MBA, TRIUM Global Executive MBA, PhD and a wide range of programs for executives and directors.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris brings together 140 permanent professors, more than 4,500 students and 8,000 executives and directors in education each year.

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