



a place of mind

KEDGE
BUSINESS SCHOOL

APRIL 13-16, 2014

Okanagan Wine Leaders

ECHO VALLEY RANCH, B.C.



“UBC’s Faculty of Management is committed to working with international experts in supporting the development of our regional economy. We are delighted to be working on this project with Jacques-Olivier Pesme, one of the world’s foremost thinkers about leading and managing wineries and wine regions.” –Roger Sugden

The Okanagan Wine Leaders forum is an executive leadership program designed exclusively for the local wine sector, led by international wine experts, and facilitated by UBC’s Faculty of Management through an international partnership with KEDGE Business School, Bordeaux, France.

DATE Sunday, April 13 to Wednesday, April 16, 2014

LOCATION Echo Valley Ranch & Spa, B.C.

COST \$3,000 per; includes accommodation, full meals, and three days of wine leaders programming

PROGRAM FACILITATORS

Dr. Jacques-Olivier Pesme KEDGE International Director, Wine & Spirits Management Academy (Bordeaux, France)

Richard Sagala Director, l’école Vino Veritas (Montreal, Quebec) and VP, Accredited Sommelier Association of Canada (ASAC)

Dr. Roger Sugden Dean, UBC Faculty of Management (Okanagan Campus) and Advisor to the Principal on Innovation and Economic Development





I look forward to this executive retreat and the case-based discussion with content developed by two industry leading institutions—UBC's Faculty of Management and KEDGE Business School. This will be a unique opportunity to gain insight into our young industry, made greater by shared perspectives and ideas, and by viewing our region through a range of relatable situations.

—Chris Wyse, President, Burrowing Owl Estate Winery

CONTENT CONTRIBUTORS

Input from a Bordeaux-based oenologist and world-renowned winemaker regarding his personal experience with the Okanagan Wine sector.

The “Best Sommelier of the World” (1992) award recipient shares his expertise from the world of wine, including interpretations and feedback specific to the Okanagan Wine sector.

Additional customized tastings and international expertise.

THE RETREAT

Awarded best in Canada for “Small Hotel & Service,” **Echo Valley Ranch & Spa** boasts 3,000 square feet of meeting and event space in a serene natural environment, surrounded by mountains, valleys, and forest.

Part ranch, part spa, the five-star oasis is replete with gourmet meals created by Chef Jason Folk, whose ingredients are sourced fresh from Echo Valley's backyard.



Jacques-Olivier Pesme, PhD, MEcon, is program lead for Okanagan Wine Leaders.

“The Okanagan Valley offers excellent growing conditions and is uniquely situated to its current consumer market. It's for these reasons that Okanagan wines should have a greater presence on the international wine stage,” he says. “The upcoming program will provide both insight and advancement for individual winery participants and for the sector as a whole.”

Jacques-Olivier is International Director for KEDGE Business School in Bordeaux, France. He is also a researcher for the National Center for Scientific Research; a UN consultant on market analysis; founder and VP of the Bordeaux Wine & Business Club; and Oenovation Price winner in 2003. In 2004, the French Prime Minister awarded him best technological innovation in the wine business sector.

CONTACT

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MORE INFORMATION

ubc.ca/okanagan/management/community/wineevranch.com