

**Vendredi 25 mai 2007 / Friday May 25<sup>th</sup> 2007**

**10h00 – 12h00 : Assemblée Générale VDQS / VDQS General Meeting**

12h00 - 14h30 : Déjeuner / Lunch

**14h30 – 16h00 : Société et Politiques / Society & Policies**

Positioning of Wine Regions: Old or New World Branding Models

Chris Easingwood, *Manchester Business School*

Do Taxes Produce Better Wine?

Martin **Ljunge**, *University of Copenhagen*

Recent Trends on Mergers, Acquisitions and Financial Investments in the Wine Sector

Alfredo **Coelho**, Jean-Pierre Couderc, Jean-Louis Rastoin, *SupAgro Montpellier*

A Bioeconomic Model to Train Interdisciplinary Research on Reducing

Phytosanitary Operations in the Vineyards

Christophe **Deola**, Bertrand Léger, *INRA*; Olivier Naud, *Cemagref*, Adeline Ugaglia, *ENITABordeaux*

**16h30 – 18h30 : Structure de Marché 2 / Market Structure 2**

Capital Structure Determinants: an Empirical Study of French Companies in the Wine Industry

Jean-Laurent **Viviani**, *Université de Montpellier*

Intangible Capital and Performance: the Case of the French Wine Industry

Paul **Amadiou**, Jean-Laurent Viviani, *Université de Montpellier I*

Vineyard Protection: Intellectual Property Rights and Sanitary Standards

Elci Ceyhun, *London South Bank University*

Business Networks and Market Power in the French AOC Wine Industry

Jacques **Calvet**, Nathalie Guibert, *U. Avignon*; Jérôme Villaret, *Inter-Rhone*

Adapting to New Market Demands: Two Initiatives by the Bordeaux Wine Industry

Pierre Mora, *Bordeaux Ecole de Management*

Collective Bargaining Strategy for Quality Investment in the AOC vineyards

Jean-Baptiste **Traversac**, *INRA*, Daniel Steinchen, *Université de Picardie*

**18h30** : Réception & Dîner "Vereinigte Hospitien Trier"

la plus vieille cave d'Allemagne (300 av. J.C.)

*Germany's Oldest Wine Cellar (300 AD)*

**Samedi 26 mai 2007: Dégustation et tourisme / Tasting & Tourism**

09h15 : Rendez-vous / Appointment "Porta Nigra", Trier

09h30 : Départ en bus Bernkastel / Departure by bus

11h00 : Arrivée à Bernkastel / Arrival at Bernkastel

14h00 : Excursion en bateau jusqu'à Traben-Trarbach / Boatship to Traben-Trarbach  
dégustation de vins à bord / Tasting Wines on Board

16h30 : Bus jusqu'à Puenderich / Bus to Puenderich

en cas et dégustation avec / Brunch and tasting with Clemens & Rita Busch

19h30 : Retour à Trèves par bus / Return to Trier by bus

**Vineyard Data Quantification Society**



**C a n e v a s   d u   p r o g r a m m e  
G e n e r a l   D r a f t**

**Mercredi 23 mai / Wednesday May 23<sup>rd</sup>**

**17h00– 20h00**

**Inscription et Bienvenue**

**Registration & Welcome Drink**

**Jeudi 24 mai**

**Thursday May 24<sup>th</sup>**

**09h00 – 10h00**

**Session d'ouverture**

**Opening Session**

**10h30 – 12h00**

**Dégustation, Évaluation, ...  
Tasting, Evaluation, ...**

**14h00 – 15h30**

**Environnement**

**Environment**

**16h00 – 17h45**

**Structure de Marché 1**

**Market Structure 1**

**19h30 : Dîner**

**Vendredi 25 mai**

**Friday May 25<sup>th</sup>**

**10h00 – 12h00**

**Assemblée Générale VDQS**

**VDQS General Meeting**

**14h30 – 16h00**

**Société et Politiques**

**Society & Policies**

**16h30 – 18h30**

**Structure de Marché 2**

**Market Structure 2**

**18h30 : Réception & Dîner**

**Samedi 26 mai 2007 / Saturday, May 26<sup>th</sup>**

**09h15 - 19h30**

**Dégustation et tourisme / Tasting & Tourism**

**Trèves – Allemagne / Trier - Germany**

**PROGRAMME DÉTAILLÉ / GENERAL DRAFT**

**Mercredi 23 mai 2007 / Wednesday May 23<sup>rd</sup>**

17h00 – 20h00 : **Inscription et Bienvenue, Dégustation de vins**  
**Registration & Welcome Drink**  
Bischofliche Weinguter, Aula, Priesterseminar Trier, Jesuitenstraße,13

**Jeudi 24 mai 2007**

08h30 – 09h00 : **Inscription / Registration**

09h00 – 10h00 : **Session d'ouverture / Opening Session**

**Allocution de Bienvenue / Welcome Speech**

**Dieter Sadowski, Directeur de l'Institut de législation du travail et des relations industrielles de la Communauté Européenne, Université de Trèves / Director of the Institute of Labour Law and Industrial Relations in the European Community, Trier University**

**Conférence Magistrale / Keynote Speech**

**Steffen Schindler, Institut des Vins allemands / German Wine Institute**  
**Introduction to German Wines**

**10h30– 12h00 : Dégustation, Évaluation, Réputation**  
**Tasting, Evaluation, Reputation**

Effects of Non Sensory Cues on Perceived Quality: the Case of Low Alcohol Wine  
Josselin Masson, François **D'Hauteville**, *Montpellier SupAgro*; Philippe Aurrier,  
*U. Montpellier II*

The Value of Designations of Origin in Emilia-Romagna  
Silvia Gatti, *University of Bologna*

Popularizing Wine Consumption in Korean Market  
Kim **Bok-rae**, *Andong National University*

Brand Image and Regional Reputation: Does it Pay Off to Outperform Your  
Regional Peers?

Guenter Schamel, *Free University of Bozen-Bolzano*

The Social Dimension of 'Goods of Taste', Application to Wines Labels  
Christophe Terrien, Daniel Steitche, *IUT de l'Aisne*

**12h00 – 12h30: Brève Intervention / Brief Intervention**

Steve **van Ausdle**, President of the Walla Walla Community College  
Wine and Rural Development: The Example Walla Walla

12h30 - 14h00 Déjeuner / Lunch

**14h00– 15h30 : Environnement / Environment**

First Approach of the Economic Implications of a Climate Change within the  
Wine Sector

Françoise **Bourdon**, Marie-Claude **Pichery**, *Université de Bourgogne*

Economic Evaluation of Technical Practices: a Model of Wine Growing Farms  
Adeline **Alonso Ugaglia**, Bernard DelHomme, Jérôme Steffe, *ENITABordeaux*

For an Environmental Approach to Vineyard Protection

Adeline **Ugaglia**, Bernard DelHomme, Aline Elitcher, *ENITABordeaux*

Are Voluntary Environmental Approaches (VEA) in the Vine Growing a Support  
for Product Differentiation Strategies?

Clarisse **Cazals**, *Université de Bordeaux IV*

**16h00 – 17h45 : Structure de Marché 1 / Market Structure 1**

Do Expert Ratings or Economic Models Explain Champagne Prices in  
Scandinavia?

Jan **Bentzen**, Valdemar **Smith**, *Aarhus School of Business, University of Aarhus*

Determinants of Export Performance in SMEs : The Case of the French Wine  
Industry

Carole **Maurel**, *University of Avignon*

The Greatest French AOC: A Signal of Quality for the Best Wines.

David Menival, *Université de Reims*

Forecasting Wine Crops: An Application to the Hérault's Department

Leslie **Aymard**, Michel Terraza, *Université de Montpellier*

University-Industry Networks in the Wine Industry: Comparing Chile, South  
Africa and Italy

Andrea Morrison, *U. del Piemonte Oriental*, Elisa Giuliani, *U. Sussex*, Carlo  
Pietrobelli, *U. di Roma Tre*, Roberta **Rabelloti**, *U. del Piemonte Oriental*

Millesimée Pas Opère versus Gran Cuvée Satin Estimation of a Hedonic Price  
Function for the Franciacorta Bollicine

Matteo Galizzi, *U. of Brescia*

18h00-19h30: Visite guidée de la maison de Karl Marx  
*Guided Tour through Karl Marx House*

19h30: Dîner Viehmarktthermen Ruins of Ancient Roman Bath  
(ruines des anciens bains romains)

**N'oubliez pas / Don't forget**  
**MAY 2008 COLLIOURE**

**MAY 2009 BRUSSELS**

**&**

**www.Vdqs.net ou/or www.EuAWE.org**