

Frequently Asked Questions (FAQs)

The 2010 Symposium

1. Who should attend the 2010 Symposium?

The symposium is principally aimed at people in leadership positions in the wine industry – especially those interested in exploring issues of significance with their global peers. Those who aspire to leadership positions in the future and who have an interest in the global wine trade, including journalists, will also benefit from attending the event.

2. Who can attend the 2010 Symposium?

Attendance is open to all those with an interest in the global wine trade and especially those with a particular interest in the future of the business of wine. While there will be Masters of Wine (MWs) present as both delegates and speakers, participation is not limited to or focused on MWs and attendees will represent all aspects of the wine industry, including producers, traders, educators, retailers and members of the media.

3. Who are the sponsors?

The principal sponsor of the 2010 symposium is the Conseil Interprofessionnel du Vin de Bordeaux (CIVB). The Institute has also received support from the Bordeaux Tourism Office; Conseil des Crus Classés de Sauternes et Barsac; Conseil des Grands Crus Classés en 1855; the Madame Bollinger Foundation; Union des Grands Crus de Bordeaux; Union des Maisons de Bordeaux; Riedel; and San Pellegrino.

4. Why is the Institute holding this symposium?

The Institute's symposium has become the pre-eminent forum for discussion of a wide range of business and consumer issues in the global wine industry. With its international focus and independent perspective, the Institute is in a unique position to bring together speakers and participants from across the global wine community in search of meaningful dialogue and action. Staging the symposium is an integral part of the Institute's mission to promote professional excellence and wine education to a global audience and to create opportunities for communication at the highest level. The 2010 symposium in Bordeaux is the seventh event of its kind to be staged by the Institute and the first to be held in France.

5. What is the goal?

The 2010 symposium is entitled Forging Links and its aim is to explore, create and strengthen the bonds that connect the wine industry: links between people and regions; links between ideas; links between those who make, who buy, who sell, and those who help the global wine community to do all these things; and, most importantly, links between those for whom wine is their livelihood and those for whom it provides pleasure. In hosting the forum, the Institute has no commercial interests except to do its part in promoting a healthy and vibrant global wine industry.

6. Who will be speaking? What are the topics?

The prestigious speakers and expert panel discussion participants will address the theme of Forging Links in all its aspects, including inter-disciplinary research co-operation, business joint ventures, intra-regional and international co-operation, and much more. They include a number of prominent Masters of Wine and many leading figures in the global wine community, including Alessia Antinori, Jean-Claude and Olivier Berrouet, Eduardo Chadwick, Poh Tiong Ch'ng, Jean-Bernard and Jean-Philippe Delmas, Paul Draper, Peter Gago, Olivier Humbrecht MW, Jeannie Cho Lee MW, Zelma Long, Egon Müller, Alvaro Palacios, Paul Pontallier, Jancis Robinson MW, Michel Rolland, Christian Seely, Miguel and Mireia Torres, and Moses Tsang.

Alain Juppé, Mayor of Bordeaux and former Prime Minister of France, will deliver the opening speech of the symposium and Georges Haushalter, Vice-President of CIVB, will give a keynote speech on the theme of Forging Links: Bordeaux reaches out to the world. Sir John Hegarty, Chairman and Worldwide Creative Director of Bartle Bogle Hegarty, will deliver a keynote address on the theme of external perceptions of the wine business.

See the [Programme](#) page for a full list of speakers and up to date programme.

7. Why are you holding it in France / in Bordeaux?

Since its inception, and in keeping with its global mission, the Institute's symposium has been held in international locations across the wine community. 2010 marks the first time the symposium will be held in France. France is one of the largest wine producing countries in the world, recognised globally for the quality of its most famous wines, and has historically been the benchmark to which newer wine regions have looked for inspiration and education.

Bordeaux offers an ideal location for the symposium given that it is one of the world's great wine centres and, as such, has links through production and trade all over the globe. The Institute has many close relationships with Bordeaux châteaux and négociants, and is delighted to be able to take the opportunity of this symposium to strengthen these relationships.

Following the USA Napa Symposium in 2006, Jacques Lurton, then a student in the Institute's education programme, was so enthusiastic about the event that he decided to take on the organisation of the 2010 event, encouraging Fiona Morrison MW to join him.

The Institute is immensely grateful for the support of the Bordeaux wine community, and in particular the CIVB, for making this symposium possible.

Details of the Symposium

8. How do I register?

Visit our website: www.mwsymposium.com, or contact Siobhan Turner at the Institute of Masters of Wine (+44 (0)20 7621 2830 or sturner@mastersofwine.org) to register your interest.

9. How much does it cost?

Full details are available on the [Registration](#) page.

The price of the Symposium, including all sessions, lunches and dinners, is €895 per delegate plus French TVA (19.6%).

10. What about accommodation?

There is a range of accommodation options, details of which can be found on the [Accommodation](#) page.

Alternatively, please contact the official symposium travel agency Bordeaux Label by email on mastersofwine@bordeauxlabel.com.

About the Institute of Masters of Wine

11. What is the Institute of Masters of Wine?

The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting the highest level of educational achievement and professional excellence in the wine industry, culminating in the internationally recognised qualification of Master of Wine (MW). It organises all aspects of the Master of Wine education programme and annual examination, runs tastings and other event programmes of professional interest to the wine community, provides membership services to MWs world-wide, and information and access to specialist advice for the wine industry in general. For full details of the Institute, its members and activities, visit its website www.mastersofwine.org.

12. Who are Masters of Wine and what do they do?

Masters of Wine are industry leaders in all aspects of the global wine business. For example, they include wine makers (Olivier Humbrecht MW, Jane Masters MW, Michael Hill Smith MW), wine writers (Clive Coates MW, Fiona Morrison MW, David Peppercorn MW, Jancis Robinson MW, Jeannie Cho Lee MW), auction house specialists (Michael Broadbent MW, Anthony Hanson MW, Serena Sutcliffe MW), as well as those at senior levels in the commercial side of the wine business (Patrick McGrath MW, Jean-Michel Valette MW, Neil Hadley MW).

13. How many Masters of Wine are French? How many Europeans? How many outside of the UK?

There are four French MWs (Gerard Basset MW, Olivier Humbrecht MW, Christophe Macra MW and Patrick Millet MW), of whom two (Olivier and Christophe) live in France. In total, 16 MWs live in France.

There are 34 MWs living in Europe outside of the UK, and 93 in total living outside the UK.

14. How many Masters of Wine are women? How many in France?

There are 73 women MWs, of whom six (Liz Berry MW, Juliet Bruce-Jones MW, Minette Constant MW, Elizabeth Gabay MW, Jane Masters MW, and Gaby Shaw MW) are in France.

Fiona Morrison MW lives in Belgium but spends a great deal of time at her property in Pomerol.

15. Why should I be interested in Masters of Wine?

MWs provide the broadest range of wine expertise with in-depth knowledge of wine from the vine to the consumer and all the technical, commercial and increasingly legal steps in between. They have an unequalled combination of fundamental wine knowledge and real-world expertise. The Institute runs a continuing education programme of seminars and tastings open to the wine trade as well as MWs and Institute students, including annual Claret, Burgundy and Rhone tastings, technical seminars and one-off master class tasting events. These activities contribute to the promotion of the highest professional standards within the global wine community.

16. What would a Master of Wine bring to my business?

MWs provide an unequalled combination of fundamental wine knowledge and practical problem solving skills specific to the global wine industry. They bring a perspective to your wine business that would otherwise require many different individuals.

Education

17. How does someone become a Master of Wine?

Masters of Wine are admitted to the Institute on the basis of passing a four-day exam and the completion of an original dissertation. Before sitting the exam, students must complete a two part educational programme of two one-week seminars held annually in the months of November, January or February (depending on the level the student is at in the programme and their geographical choice of programme). After a minimum of two years in the programme, and subject to the advice of their MW mentor, a student will be eligible to sit the exam, which is held each June in the USA, Australia and England.

Further information can be obtained from Peter Csizmadia-Honigh, Education Manager at the Institute (peter@mastersofwine.org) or from the Institute's website www.mastersofwine.org.

18. Why should I study in the Institute's education programme?

It is the pinnacle of wine education and proves to the global wine industry both your credentials and your dedication to the art, science and business of wine. Internationally respected, it is the qualification renowned for attracting the best and the brightest from the world of wine. Many of the Institute's students say that for them the networking opportunities provided by the education programme alone are worth the effort and dedication of studying towards the MW qualification.