



Forging Links in Bordeaux

The historic wine capital of Bordeaux will play host to the largest ever symposium staged by the Institute of Masters of Wine from 24 to 27 June.

Forging Links, the Institute's seventh symposium, will see 300 of the wine world's most influential figures gather in the city for a series of panel discussions, tastings, keynote speeches as well as prestigious lunches and dinners.

Delegates and speakers from more than 20 countries are participating in the independent forum for debate which takes as its theme the connections past, present and future which will contribute to the successful development of the art, science and business of wine.

Open to all those with an interest in wine, Forging Links is taking place with the generous support of its principal sponsor, the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), and has been organised by event co-chairmen Fiona Morrison MW and Jacques Lurton.

High-profile speakers, representing all aspects of the international wine industry, will share their thoughts and experiences with delegates during the symposium on topics ranging from wine on the web and the role of family dynasties in winemaking to emerging wine countries and the lessons to be learned from the industry's modern legends.

Keynote speeches will be delivered by Alain Juppé, Mayor of Bordeaux and former Prime Minister of France, international advertising guru Sir John Hegarty and Georges Haushalter, CIVB Vice President.

Symposium speakers include Alessia Antinori, Tim Atkin MW, 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.

Fiona Morrison MW said: "Our chief goal was to create an event that would link the best people we could find in and outside the wine business to build connections between their knowledge and their circles of influence.

"We have created a programme which is designed to question the way we think and communicate about wine. We have created as many opportunities as possible for delegates and speakers to network and share ideas through enjoyable and interactive sessions. If we succeed, everyone will leave Bordeaux refreshed, inspired and enthusiastic about the future of wine."

CIVB President Alain Vironneau believes that Bordeaux's long-established role as an international wine trading city makes it the ideal venue for Forging Links.

“Bordeaux is the capital of a great patchwork of terroirs, in which the wines express their common origin as well as their individual diversity. Bordeaux is also a city that is welcoming to visitors, wide open to the world and keen to enrich itself through these foreign influences. Before it was a European city Bordeaux was already a city of the world – therein lies all its charm,” he said.

Forging Links is taking place with the generous support of the following sponsors: Conseil Interprofessionnel du Vin de Bordeaux (principal sponsor); Office de Tourisme de Bordeaux; 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; San Pellegrino; Vins et Vignobles Dourthe and the Greek Wine Federation.

To view the full symposium [programme](#) go to www.mastersofwine.org and follow the symposia links.

Ends (21.06.10)

Notes to Editors:

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The Institute of Masters of Wine

Founded in 1955, The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting professional and educational excellence in the global wine trade.

The Institute has 280 members (Masters of Wine, normally abbreviated to MW after a member’s name) based in 23 countries. Masters of Wine are active in all aspects of the wine industry and include winemakers, importers, buyers, retailers, consultants, journalists, educators, sommeliers and senior executives.

The Institute’s education programme encourages a cross-disciplinary approach to understanding wine and communicating that knowledge at the highest level. It prepares students for the Masters of Wine examination. More than 240 students from 24 countries are currently engaged in the Institute’s education programme.

The annual Masters of Wine examination takes place concurrently in London, Napa and Sydney, over a four-day period, usually during the month of June. There are three practical papers, each with 12 wines. Candidates are required to blind taste and identify wines of varying quality levels and origins. In four theory papers, candidates need to demonstrate, through essays, knowledge of a wide range of subjects including winemaking, grape growing, business and social issues. Students must also write a 10,000-word dissertation on a subject of their choice. Only after passing all parts of the examination and completing their dissertation can someone be admitted to the membership of the Institute and use the title Master of Wine.

In addition to its education and examination programmes, the Institute organises annual events which are open to its members, students and the wider wine trade. These events offer outstanding professional development opportunities and include tastings, seminars, debates, visits to wine producing regions and master classes with the world's leading wine producers.

The Institute of Masters of Wine is privileged to work with a distinguished group of individuals, businesses and organisations which share its values and recognise the importance of promoting the highest standards of educational achievement and professional conduct within the wine community. In particular, the international community of corporate supporters plays a vital role in assisting the delivery of the Institute's worldwide education, examination and events programmes. Each supporter helps to fund a specific area of activity, which is usually aligned with their own corporate objectives, and their contributions help to ensure that the Institute continues to uphold the tradition of excellence which it has established since its foundation in 1955. The Principal Supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board, while its longest standing supporter is The Madame Bollinger Foundation.

More information about the Institute and its activities, including biographies of the Masters of Wine, can be found at the Institute's www.mastersofwine.org website.