Drivers and Patterns of Global Transformation in the Wine Industry

This talk shows how interrelations between the wine value chain’s different stages, the sector’s leading participants, and the evolutions of technology and external factors have shaped the dynamics of the global wine industry. This historical account highlights the drivers of the global transformation of the wine industry in three distinctive historical periods: mid-19th to mid-20th century, the second half of the 20th century, and the 21st century.

Thursday, March 7, 1:15 to 2:45
Emiliano Villanueva, Chair, Department of Business Administration, ECSU