**FIVS-Abridge Global Wine Academic Competition Overview**

*Hosted by the Burgundy School of Wine & Spirits Business and the University of Reims Wine & Law Program*

*13- 14 March, Beaune France*

1. **The Competition**

The FIVS-Abridge Global Wine Academic Competition seeks to bridge the gap between academia and the international alcohol beverage industry. The competition is a round-robin tournament consisting of two (2) rounds of oral advocacy. This year’s case study simulates a business presentation presented by senior executives before the Board of Directors of a major French wine producing company about a real life business challenge they are currently facing in international markets.

Four (4) teams of students will analyse and evaluate a number of political, cultural, legal, marketing, regulatory and business concerns using the skills, knowledge and experience they have acquired from their respective university curriculums. Students will also have access to FIVS-Abridge, an international wine regulatory database of over 30 countries to assist in their research.

1. **Research**

Due to the international nature of the competition, it is advised that each team becomes familiar with the geographic area they are assigned. Information such as population, geography, political and environment, imports, exports, etc. should be taken into account. Knowing cultural, political, economic, legal or other local information can add great value when formulating a solution for the case.

Along with general country research, teams should be familiar with the alcohol beverage industry in their geographic region. Knowing items such as rules and regulations, materials, labour requirements, etc., will all help in the formulation of a solution.

Teams will each get access to the FIVS-Abridge website beginning on **Sunday, 10 March at 17h00** as well as a user manual. Teams will have to ability to submit clarification questions on use of the website (ex., how to navigate, where to find certain information) from **09h00 on 11 March to 12h00 on 12 March**. Students will be able to live chat (through skype or zoom) to ask final questions of the FIVS-Abridge staff from **09h00 – 10h00 on 12 March**. These questions should only be for clarification purposes and cannot be specific to a team’s strategy.

1. **Case Study**

Teams will be presented with a case study on **Sunday, 10 March at 17h00**. A formal and detailed agenda will be in the Case Study packet. Students will have **48 hours** to research and to respond to the questions presented in a memorandum (more information below).

The teams will then compete on **13 March** in two separate rounds, advocating for the position they have been assigned. Two teams will advance to the final round on **14 March** and will be presented with additional information at **18h00** the night before to incorporate into their arguments.

1. **Memorandum**

Each team will be required to submit a written memorandum (maximum two pages in length) advocating for their position based on the facts from the case study. Only one paper should be submitted. There is no requirement as to how each team member participates in this process (i.e., research vs. writing).

The memorandum will count towards 40% of your total score to determine who advances to the final round. A sample score sheet will be found in the Case Study Annex, highlighting what areas your team will be scored on. Please note that the judges have been advised to not score the teams on whether your position is a better business decision in the real world. But rather, to evaluate the competitors on the persuasiveness of the memorandum and a demonstrated command of the facts used to support the team’s conclusion.

1. **Oral Advocacy**

The competition is a round-robin tournament consisting of two (2) rounds of oral advocacy on 13 March. Each team will be allotted time to advocate for their position and to provide counter-arguments against their opponents.

A group of three (3) judges serving as the Board of Directors will score each team on their prepared arguments as well as to answers provided during a Q&A session at the end of each round.

At the end of the day two (2) teams will advance to the final round on 14 March. These teams will be presented with additional facts to use in their arguments.