

What would be the next 'Big Thing' in the World of Wine?

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Wine production and consumption patterns have evolved. Developments in technology (as you may asked, "What are the modern winemaking techniques and how do they affect the quality of wine?"), communication and transportation are the forces of change. Most wine businesses have evolved to become a global industry. This presentation outlines what must be adopted in order to have a cutting-edge over their competitors in strategic management, leadership, organization, human resources, management of technology, financial management, and socially responsible practices. It will also discuss whether Asia will be emerging in the global wine industry.

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Mr Wong's passion for wine started since his teenage days. He pursued his interest in wines when he took his Bachelor of Agricultural Science (Oenology), followed by a 2 year wine program with a mentor. He is currently pursuing the Masters of Wine, United Kingdom - the wine trade's most famous and demanding professional qualification. He is a Speaker, Moderator and Wine Judge for Wine Masterclasses of The World Gourmet Summit 2002, 2003 and 2004 as well as a Speaker @ Wine For Asia 2003. He lectures at SOPEXA and is also a Certified International Bordeaux Wine School Educator.