



# Good to know



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## OUR COMMERCIAL DIRECTOR EARNs HIS WINE MBA WITH HIGHEST DISTINCTIONS



The Wine & Spirits MBA graduated class of 2011–2012.



Jacques-Olivier PESME - BEM Associate Dean and Pierre Lourtou Managing director Château Cheval Blanc with Carlos de Carlos.

The Wine & Spirits MBA held its graduation celebration for the class of 2011–2012 at Château d’Yquem on October 10.

The ceremony was attended by Yves Bernard, former president of the LVMH, current president of the OIV (Organisation Internationale de la Vigne et du Vin), and mentor to the 2011–2012 Wine MBA class, and Pierre Lurton (Managing Director of Château Cheval Blanc and Managing Director of Château d’Yquem), as well as university authorities such as Jacques-Olivier PESME ( BEM Associate Dean ) and Herve Remaud (Wine MBA Director).

At the event, our Commercial Director, Carlos de Carlos, received his Wine MBA diploma with two distinctions: Best Dissertation 2011–2012 and Best Student of his class. His thesis, “Building Luxury Wine Brands from Emerging Markets: from the Chinese Perspective,” concentrates on promoting

luxury brands in the Asian market, perfectly reflecting the spirit of Viña Errázuriz to bring the whole world the best expression of the Aconcagua Valley through its Icon wines.

This MBA created by the Bordeaux School of Management (BEM) is the first program of its kind and selects students from around the world to create diversity in each group, which is even further enhanced by exchanges with on-site classes, carried out in different parts of the world, such as the BEM in Bordeaux, the HKU Space University in Hong Kong, the University of Southern Australia in Adelaide, the Sonoma State University in California, and the WSET in London.

We wish to congratulate Carlos for his efforts and perseverance in earning his Wine MBA degree as well as his best thesis and best student awards.