



# INTERNATIONAL BUSINESS (WINE EXPORTATION)

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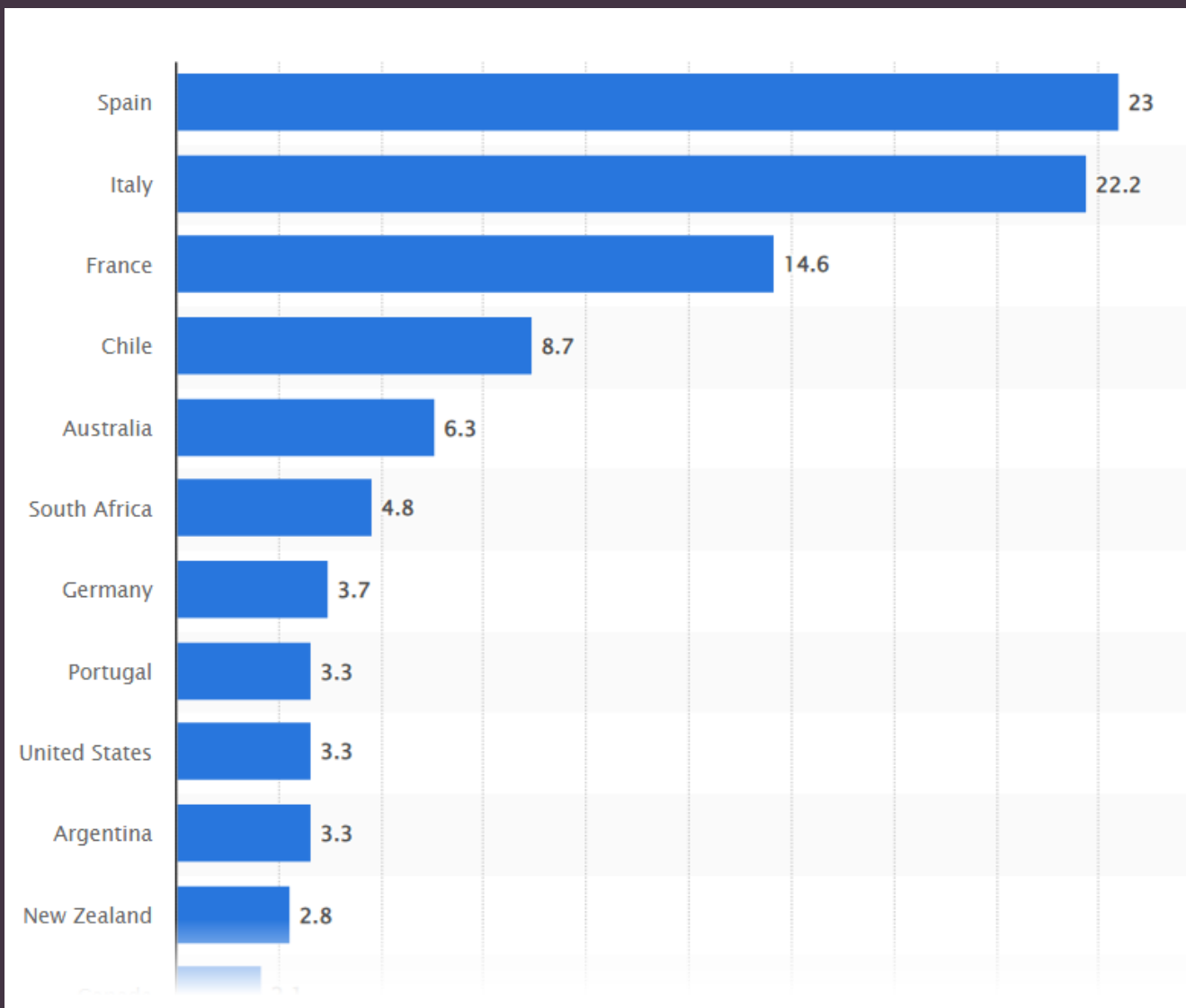
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# INTRODUCTION

- Over twenty years the wine market has become more international.
- International trade in wine (exports) has almost doubled.
- The world's annual consumption of wine is almost 250 million hectolitres.



## ABOUT WINE EXPORTATION

- Exporting wine can be a profitable endeavour
- The biggest net exporter of wine is Spain, followed by Italy, France, Chile and Australia.
- The biggest net importing country of wine is the United Kingdom, followed by Germany, Russia, the United States and China.



# CONSEQUENTLY

## La Rioja

- Personal knowledge of wine sector
- La Rioja is Spain's largest wine-producing region
- La Rioja is home to more than 600 wineries
- It produces 280 to 300 million litres of wine per year

# SKILLS THAT CAN CONTRIBUTE IN THE WINE EXPORTATION

## RESEARCH & PLANNING

- Critical Thinking
- Analytical Skills
- Problem solving

## HUMAN RELATIONS

- Interpersonal Skills
- Motivation skills
- Flexibility/adaptability

## ORGANISATION MANAGEMENT

- Making decisions
- Assuming responsibility
- Mediating

# SKILLS THAT I NEED TO IMPROVE

## COMMUNICATION SKILLS

- Speaking Effectively
- Negotiation & persuasion
- Working as a team

## IT & MARKETING SKILLS

- Social Media
- Digital Marketing
- Machine Learning

## PROJECT MANAGEMENT

- Project planning
- Risk Management
- Budgeting

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## CONCLUSION

- My relation to one of the largest wine-producing regions in Spain has made me acquire a better understanding in the industry. Being able to establish the skills that I have and that I need to improve and develop could lead to this business to be successful.