

## Press Release

15 September 2015

### **PolyU School of Hotel and Tourism Management Welcomed Inaugural Class of Master of Science in International Wine Management**

Thirty-one passionate and enthusiastic students were recently warmly welcomed to the inaugural *Master of Science (MSc) in International Wine Management* programme offered by the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU).

The selected cohort of students admitted to the inaugural 2015/2016 MSc programme are holders of bachelor's, master's and doctoral degrees from diverse institutions of higher education in the USA, UK, France, the Netherlands, Malaysia, Mainland China, Hong Kong, Taiwan and Australia spanning four continents.

Offered in Hong Kong by the SHTM, the MSc in International Wine Management is one of a kind in the region. As a key player in the vibrant international wine scene, Hong Kong offers a unique location for anyone aspiring to be a part of this dynamic growth area. Combined with the huge growth of the wine market in Mainland China, the need for wine professionals with advanced, specialised education and a global perspective continues to grow. The programme is designed to meet this demand.

Taught by leading academics, including Professor Jeannie Cho Lee, Professor of Practice (Wine) at the SHTM and the first Asian Master of Wine, as well as industry experts, this new MSc programme aims to groom industry leaders, educators and researchers by deepening their understanding of the latest trends in the wine business and empowering them to lead the industry's future development.

The programme features residential study trips, providing a chance for students to visit Burgundy or Bordeaux in France next year to understand the best practice in wine production, trade and management, with a view to increasing their international exposure and developing global networks. At the same time, they will also have the opportunity to learn more about Mainland Chinese wine consumers and gain insights into some of the fastest growing, potentially lucrative wine markets in the world.

“Based in the heart of the booming Asia-Pacific region,” said Professor Kaye Chon, Dean and Chair Professor of the SHTM and Walter Kwok Foundation Professor in International Hospitality Management, “the SHTM is best placed to provide international education to meet the specific demands of a truly global wine industry.”

To find out more about the programme, please visit [www.polyu.edu.hk/htm/msc/iwm](http://www.polyu.edu.hk/htm/msc/iwm).



*MSc in International Wine Management inaugural class*



*The programme is taught by leading academics including Professor Jeannie Cho Lee*



*Offered in Hong Kong by the SHTM, this new MSc programme is one of a kind*

### **About PolyU's School of Hotel and Tourism Management**

For over 30 years, PolyU's School of Hotel and Tourism Management has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Ranked no. 2 in the world, the School is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 65 academic staff drawing from 20 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. Currently a member of the UNWTO Knowledge Network, the School was bestowed the McCool Breakthrough Award in 2012 by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

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