



Press Release

Cross-border wine friendship sealed

Students of the Master „International Wine Marketing“ of the FH Burgenland University of Applied Sciences organized the international winefair "Winefriendship AUT-HUN" near Budapest. Renowned partners and excellent wines made the network meeting on 14. November 2019 an unique experience.

Eisenstadt, 16. November 2019 - Students of the Master's programme International Wine Marketing learn what the title suggests. They will become wine marketing experts of who is a big demand on the market. Because producing good wine alone is no longer enough - as programme director Marcus Wieschhoff said. Recently, 22 third-semester students were able to impressively demonstrate their skills. They were given the exciting opportunity to design and hold an international wine fair with top-class participants under the title "Winefriendship" at the Etyeki Kúria winery near Budapest.

Masterclass as an exclusive highlight

"As the name suggests, the friendly relationship between the two neighbouring countries of Austria and Hungary was a priority to us," explains student Christina Fritz (Winery Hofkellerei des Fürsten von Liechtenstein). Wines from Austrian and Hungarian winegrowers were presented. A Masterclass with the expert Kristian Kielmayer, consultant of the Hungarian Ministry of Agriculture, offered exclusive insights into regional grape varieties. Culinary highlights rounded off the afternoon's programme.

International networking

For the students, the organisation and running of the event provided an exciting opportunity to put into practice what they had learned during their studies. "Especially for part-time students, practical units such as these represent a special challenge," says Marcus Wieschhoff, head of the course. "All the more I am really happy about the large success of the meeting. The entire study course was able to maintain and further expand its international network."

"The experiences that we can gain during our studies quasi on the job, but nevertheless within a protected framework, are priceless," confirms student Marcus Bülow (Winery Kellerkünstler). "For all of us, the international aspects of our studies are among the absolute highlights. We are already very excited about what the fourth and last semester will hold for us".

Key Facts about the course of studies

Master's programme - 4 semesters - Academic degree "Master of Arts in Business, MA"
Place of study: Eisenstadt campus - part-time (normally every four weeks: Friday, Saturday and Sunday)



Admission: Completion of a relevant University of Applied Sciences bachelor's programme or diploma programme or a University bachelor's or diploma programme or an equivalent programme at a recognised domestic or foreign post-secondary educational institution. Registration for the start of studies in autumn 2020 is still possible until 31. May 2020.

Contact details:

Programme Director

Marcus Wieschhoff MA BA
Internationales Weinmarketing
Campus 1
A-7000 Eisenstadt

+43 5 7705-4512
miwm@fh-burgenland.at

Winefriendship

Florian Hazdra
winefriendship@gmail.com