

ERASMUS +
(2014-2020)
PROPOSAL FOR A TWO-WEEK PROGRAMME ON
Extrovert Competitiveness through higher value added products

1st Day

Leaving from Herakleio Airport. Arrival in Düsseldorf in the afternoon, Presentation and discussion of the educational programme; check-in at the hotel; Visit and early dinner
After visit the gourmet store Münstermann Delikatessen.

2nd Day

After breakfast, first meeting with the organisers of the Prowein trade show, one of the biggest in Europe,
In Düsseldorf: (www.prowein.de) meeting with the Trade Fair Management

3rd Day

After breakfast, briefing on assignment with the German wine Federation about their export strategies; attending conference on wine tourism and wine

4th Day

After breakfast, visit Wine Traders Prehm und Arendt in Düsseldorf.
www.prehmundarendt.de. Presentation on Germany's wine market: competitors, marketing, success stories. Marketing assignments. Free evening.

5th Day

After breakfast, departure for Cologne. Visit to Nudelhaus company that imports special foods and special drinks from all over the world
www.nudelhausgmbh.npage.de
Check-in at the hotel and cultural visit: the Cathedral, the Römisch-Gallische Museum, the Wallraff-Richards Gallery. Lunch at the famous Brauhaus Früh am Dom. www.frueh.de

6th Day

After breakfast, debriefing on the different assignments and discussion. Meeting with Brueckopf company, one of the biggest whole salers for special foods
www.brueckenkopf-gmbh.com exports wine, beer and organic foodstuffs manufacturer's representative, export top German wines, traditional German beer, high quality milk and milk powder, bio cheese, honey, sausages, as well as series of organic foodstuffs.

Departure toward Mainz by bus, Presentation by the host, the German Wine Institute www.germanwines.de

One-day workshop on how to market wine and wine tourism on the international markets. Distribution of individual assignments/projects also new products

Packaging innovation in new markets

7th Day

After breakfast, presentation of different projects by the participants. Discussion and Q&A session. Theory for the change of mind of the consumer for better quality products

8th day

Departure for Bad Dürkheim. Arrival at the agency Die Medienagenten, specialized in wine marketing and promotion. Presentation of wine marketing techniques and workshop (all day)

9th Day

After breakfast, visit to one of the most important food and wine publishing companies, Meininger Verlag in Neustadt. Presentation of campaigns and how to present special foods, wine, olive oil, olives, grapes in the press successfully. Distribution of practical assignments.

10th Day

After breakfast discuss with partner of communications about olive oil chemistry and standards setting unit and training and technical assistance

11th Day

After breakfast, departure for Heidelberg. Presentation by local host Hotel Management School - www.hotelfachschule-heidelberg.de. Workshop on gastronomy channels with Food and Beverage experts.

12th Day

Cultural visit of Heidelberg by bus (Old Town, Castle and particularly the historical wine cellar).

13th Day

After breakfast, departure for Baden-Baden. Lunch and check-in. Visit to the wine trade agency Schenck, www.scheck-weine.de. Presentation of successful marketing techniques and wine awards. Dinner in Baden-Baden.

14th Day

After breakfast, departure for Stuttgart airport, back to Herakleio. End of educational trip.