



Universidad de
los Andes

SCHOOL OF
BUSINESS AND
ECONOMICS

GO UANDES

Chilean Wine
Industry

A SUMMER TO REMEMBER!

This January, swap the usual start of the year for an exciting and immersive experience in Chile, where summer offers the perfect backdrop to explore vibrant cities, breathtaking landscapes, and a world-class wine culture.

Take a deep dive into the world-renowned Chilean wine industry leveraging on a multidisciplinary approach that combines strategy, supply chain management and marketing concepts.

Gain an in-depth knowledge about the business landscape in Latin America and its differences with other geographies, the wine industry in general, and the challenges faced by the Chilean wine industry.

➤ Duration and Dates

The program lasts two weeks, from January 5th to 16th, 2026.

➤ Language

The program is completely taught in English.

➤ Credits

8 ECTS – 126 hours (including lectures, activities and study time).

➤ Why join?



Beyond books

Explore Latin America's cultural diversity and its business landscape!



Firsthand experience

Learn from industry experts, explore Santiago's cultural and historical landmarks, and take advantage of the warm weather to experience everything the region has to offer — from the Andes to the Pacific coast.



Global perspectives

Engage in thought-provoking discussions with students from around the world, discover Chile's customs and traditions, and learn about one of the most iconic and global businesses.



Academic excellence

Study in a world-class campus at one of the top universities in Chile.



➤ About UANDES

Universidad de los Andes is a non-profit private, research-oriented university located on the northeast side of Santiago, Chile, right below the Andes Mountains. It offers 29 undergraduate programs and 400+ graduate programs and continuing education. Founded in 1989, UANDES emphasizes innovation, development, and an all-round education of students, with a strong emphasis on personal dedication.

The university community enjoys a unique campus with exceptional facilities to study,

research, develop talents, practice sports and extracurricular activities. The 128-acre campus combines modern infrastructure with green areas, including modern clinical and research laboratories, soccer fields, an amphitheater for cultural performances, and a state-of-the-art library building and academic center. UANDES holds over 200 agreements with institutions abroad and receives international students for semester-long courses in Spanish and English as well as short-term experiences.

ACADEMIC PROGRAM

➤ General learning outcomes



Identify the principal characteristics of Latin America and how they relate to its development issues and business environment.



Explain the strategic importance of supply chain management in an export-oriented winemaker and how it can become a source of competitive advantage.



Analyze how a winemaking company can develop and sustain a competitive advantage in a global industry relying on theoretical models and real-world examples.



Analyze the role of marketing strategies on brand-positioning of wines in a highly competitive global market.

➤ Units and specific learning outcomes

Units and contents	Specific learning outcomes
1. Doing Business in Latin America.	
1.1. What is Latin America anyways?	➤ Identify essential characteristics of the business culture in Latin America that differ from other cultures (ownership, management, workers).
1.2. Competitiveness and clusters.	➤ Identify the key factors that drive the creation of new companies in Latam.
1.3. Latin American consumers vs. the rest of the world.	➤ Distinguish the sources of current economic wealth and future possible growth in Latin America.
1.4. Business culture and talent in Latam.	➤ Explain the challenges faced by Latin American countries and businesses to become part of the global value chains.
1.5. Political environment and its influence over businesses in Latin America.	➤ Explain the principal characteristics of Latin American consumers and how they differ from other cultures. ➤ Describe the principal aspects of the Chilean wine industry.



Units and contents	Specific learning outcomes
2. Strategy in the wine industry. 2.1. What is strategy. 2.2. Industry analysis. 2.3. Business Model CANVAS. 2.4. International strategy.	➤ Explain the relationship between Strategy, Strategic Positioning and Competitive Advantage. ➤ Analyze the competitive position of a company and the competitive situation of an industry, using critical thinking and theoretical models, to determine business opportunities and threats for a given company or industry. ➤ Build a business model using the Business Model Canvas approach. ➤ Distinguish between Deployment, Development and Deepening strategies for international expansion. ➤ Explain the importance of Location, Timing and Scope, on value creation and capture.
3. Supply Chain Management in the wine industry. 3.1. Introduction to Supply Chain Management. 3.2. Understanding procurement and vineyard operations. 3.3. Logistics and distribution. 3.4. Capacity planning and demand forecasting. 3.5. Emerging technologies in the wine industry.	➤ Describe the structure and principal elements of a supply chain in the international wine industry. ➤ Explain different strategies for aligning stakeholders in a supply chain and their impact on performance. ➤ Discuss the principal challenges in the logistics and warehousing operations of a wine supply chain. ➤ Apply different tools and models to forecast demand and plan for capacity in a winery. ➤ Discuss the impact of emerging technologies like blockchain and AI in the global wine industry.
4. Marketing in the wine industry. 4.1. The Chilean wine industry. 4.2. Wine consumption trends and customer behavior. 4.3. Marketing strategies for value and premium wines. 4.4. Marketing strategies for luxury and high-end wines.	➤ Describe the Chilean wine industry, identifying its main players, relevance in terms of Chilean exports and its position in the global wine market. ➤ Identify the most important factors driving wine consumption in Chile and abroad. ➤ Analyze the characteristics of marketing models for value and premium wines, including wine packaging, branding and pricing. ➤ Analyze the marketing challenges faced by high-end and luxury wineries in the international market. ➤ Develop a marketing strategy for a specific Chilean winery.





➤ Teaching and learning methodologies

This course includes lectures by different UANDES professors and external lecturers that involve student interaction, as well as visits to vineyards to learn on-site and firsthand about the wine business. Students must review in advance the material assigned for each class, including topic readings, videos and business cases, and be prepared to discuss the material during class sessions. The learning process is based on students' individual and group work in and off class. Also, students will prepare a marketing strategy proposal for a particular Chilean wine brand.

➤ Evaluations

Evaluations include one mid-term, a marketing strategy plan for a particular Chilean wine brand, and a final exam, which may contain essay questions, true/false, multiple-choice and multiple-answer questions.

The following table indicates the weight and a brief description for each evaluation.

Midterm	35% of the final grade	An individual written evaluation covering the first half of the course.
Marketing project	30% of the final grade	A marketing strategy plan specifically prepared for the commercial goals of a particular Chilean wine brand. Prepared in groups or individually.
Final exam	35% of the final grade	An individual written evaluation covering the second half of the course.

7 Cultural activities

The program may include some of the following activities* organized by UANDES:

*Cultural trips are subject to change according to availability. Any changes in the schedule will be announced with as much anticipation as possible.



VISIT TO PALACIO
DE LA MONEDA



VISIT TO PUEBLO
LOS DOMINICOS



VISIT TO CERRO
SAN CRISTÓBAL



VISIT TO CERRO
SANTA LUCÍA AND
BARRIO LASTARRIA



VISIT TO MUSEO DE
LA MEMORIA Y LOS
DERECHOS HUMANOS



VISIT TO MUSEO
CHILENO DE ARTE
PRECOLOMBINO



7 Lecturers



JUAN NAGEL
Doing Business in Latam

Juan Nagel holds a BA in Economics from UCAB (Venezuela), and an MA and PhD (c) in Economics from the University of Michigan (USA). Prior to joining UANDES, he worked as Senior Economist to appleEcon, an economics consulting firm based in Ann Arbor, USA, where his field of expertise was antitrust and new technologies. At UANDES he has taught courses in development, Latin American culture, and people management. He is currently the Academic Dean of ESE Business School at UANDES.



ANDRÉ BERGOEING
Strategy

Full-time professor at the UANDES School of Business and Economics. He holds a degree in Business Management from Pontificia Universidad Católica de Chile, and an MBA from the ESE Business School. Previously he held management positions in banking. He teaches finance, strategy and management control to undergraduate and graduate students, and has been recognized by his students as best teacher and best student advisor.



EUGENIO CALDENTEY
Supply Chain Management

Part-time professor and logistics consultant. Mr. Caldentey holds a degree in Industrial Civil Engineering from Universidad de Chile and an MBA in Supply Chain Management from the University of Wisconsin at Madison. With over 25 years of experience in logistics and supply chain management, he specializes in maritime, airfreight, and rail transportation systems. He has led major projects in demand forecasting, infrastructure planning, and process optimization across both public and private sectors. Mr. Caldentey teaches diploma and MBA programs, sharing his expertise in logistics, supply chain design, and data-driven decision-making.



LORETO ULLOA
Marketing

Luxury brands consultant and guest lecturer. She holds a degree in Business Management from Pontificia Universidad Católica de Chile and an MBA from HEC Paris, France. With 14 years of experience in marketing and commercial roles in major companies in retail, FMCG, and wine & spirits, Ms. Ulloa specializes in growth strategies for luxury and premium brands. She has managed brands ranging from mass market to high-end luxury within the LVMH group in France. Currently, she advises luxury, premium, and high-end brands on strategies to enhance brand value and drive growth.

SCHEDULE OF ACTIVITIES

	Monday 5	Tuesday 6	Wednesday 7	Thursday 8	Friday 9	Saturday 10
8:30						
9:30	Welcome	Doing Business in Latam 2	Strategy 3	Strategy 5	Midterm	Visit to boutique vineyard (TBD) outside of Santiago
10:30	Chile 101					
11:30		Doing Business in Latam 3	Strategy 4	Guest speaker presentation		
12:30	Doing Business in Latam 1					
13:30						
14:30		Strategy 1	Cultural activity	Supply Chain Management 1	Cultural activity	
15:30	Visit to Viña Concha y Toro in Pirque			Strategy 2		
16:30						
17:30						
18:30						
19:30						
20:30						

	Monday 12	Tuesday 13	Wednesday 14	Thursday 15	Friday 16	Saturday 17
8:30						
9:30	Supply Chain Management 2	Supply Chain Management 4	Marketing 1	Marketing 3	Final exam	
10:30						
11:30	Supply Chain Management 3	Supply Chain Management 5	Marketing 2	Marketing 4		
12:30						
13:30					Farewell Empanada	
14:30	Cultural activity	Guest speaker presentation	Cultural activity	Marketing 5	Cultural activity	
15:30						
16:30						
17:30						
18:30						

HOW TO APPLY

➤ Students can apply through the following link



APPLY HERE!

➤ Accommodation

Accommodation is not included in the program's fee. However, we will guide students on where to stay, contact homestay companies and recommend hotels that we have used in other programs. The decision and purchase are the student's sole responsibility, Universidad de los Andes will only provide recommendations.

➤ Student Coordinator

The group will have a UANDES Student Coordinator who will accompany students throughout the whole program and will act as their main contact person for anything.

➤ Program Fee

The program fee is US\$ 1,180 per student.

➤ The program fee covers



Program and all class materials



Lunch at the University for each day of class



Wi-Fi access while on campus



Orientation at UANDES



Welcome and farewell activities



Student coordinator and an Academic Program coordinator



Transport to and from vineyards and cultural sites in Santiago (access fees to museums, cultural sites or additional costs at vineyards like wine tastings are not considered in the program fee).



Access to on-campus facilities such as the library and sports fields at Universidad de los Andes in Santiago.

PAYMENT PROCESS



Payment can be made via wire transfer or credit card. After applying, a payment link or transfer details will be sent to you. The fee can be paid directly by the student or through their home university.

Please ensure that any bank charges are covered when transferring the funds; we recommend consulting your bank representative to avoid any issues. Once the payment is made, please send the receipt to the following emails: jvicuna@uandes.cl, mduranp@uandes.cl, and ccinternational@uandes.cl. Students are not officially enrolled in the course until the payment is completed.

➤ Cancellation policy

To ensure a good experience for all our participants, we have established the following cancellation policy:

➤ Cancellation with up to 4 weeks' notice

You can withdraw from the course up to June 23, 2025, and receive an 85% refund of the total fee paid.

➤ Cancellation between 2- and 4-weeks' notice

If you withdraw from the course between June 24 and July 7, 2025, you will receive a 25% refund of the total fee paid.

➤ Cancellation with less than 2 weeks' notice and after

No refunds will be paid if you cancel with less than 2 weeks' notice before the program's start date or if you choose to cancel once the program has started.

➤ Cancellation procedure

To cancel your participation in the program, please contact our administration team as soon as possible at international@uandes.cl. All cancellation requests must be made in writing. Refunds, if applicable, will be processed within a reasonable period after receiving your cancellation request.

PROGRAM CANCELLATION

➤ Force majeure and refund clause

In the unlikely event that we are compelled to cancel the program due to circumstances beyond our control, such as “force majeure” (e.g., natural disasters, war, civil unrest, acts of terrorism, etc.), we reserve the right to do so without any liability to the participants.

➤ Refund of non-incurred expenses

In the event of program cancellation due to force majeure, participants will be entitled to a refund of non-incurred expenses. This will include any portion of the program cost that has not been utilized to cover expenses already incurred in the planning and preparation of the program.

We commit to transparency in providing invoices and receipts detailing the breakdown of expenses covered by the refund.

Please note that these policies are designed to ensure fair distribution of resources and spaces available in our programs, as well as to allow adequate planning by our instructors and staff. We appreciate your understanding and cooperation in this matter.

➤ Minimum enrollment clause

➤ Program viability

The program will be taught subject to reaching a minimum of 8 enrolled students by April 30, 2025.

➤ Cancellation due to insufficient enrollment

If the minimum enrollment threshold is not met by the specified deadline, the program will be canceled. A formal cancellation notice will be sent to all enrolled students.

➤ Refund of payments

In the event of program cancellation due to insufficient enrollment, all payments made by students will be promptly refunded in full.

MISCELLANEOUS

➤ Visa

Participants do not need a student visa to take part in a short study program in Chile, as long as their stay does not exceed three months. If a student needs an invitation letter to obtain a tourist visa, UANDES can provide it following a formal request in writing by the student. It is the student's sole responsibility to request such a letter.

➤ Health Insurance

Health insurance coverage in Chile is mandatory to participate in this international short program. Proof of this will be requested prior to travel.

CONTACT

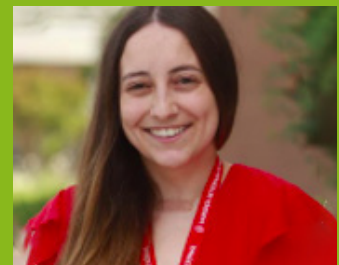
➤ For Students



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➤ Representing
Universities



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