

News release

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## Bordeaux Wines Connect the World of Elites

***For the first time Antai College of Economics & Management Shanghai Jiao Tong University (SJTU) MBA will represent Mainland China in The Left Bank Bordeaux Cup Final competition for wine-appreciation clubs of leading business schools and universities.***

(Mar 14, 2012, Shanghai) The semifinals of the 11th annual French "Left Bank Bordeaux Cup" Competition for Wine Appreciation Clubs of Leading Business Schools and Universities opened today at the Park Hyatt Hotel in Shanghai's Lujiazui Financial District. The competition was hosted jointly by the Commanderie du Bontemps, and the Conseil Interprofessionnel du Vin de Bordeaux (CIVB). Eight teams representing leading business schools and universities in Mainland China, and one team from Singapore's Nanyang Technological University competed for the final. Antai College of Economics & Management SJTU MBA, taking part in the competition for the first time, gave impressive performance. Their exquisite judgment, extremely accurate assessment, and teamwork have earned them a spot in the final competition. In June, they will assemble in Bordeaux to compete against the other finalists in one of the most



legendary chateaux in the world of wine—Châteaux Lafite Rothschild, for the glory and the top prize: 24 bottles of Château Lafite Rothschild Premier Grand Cru. "We encourage the new generation of elites in China to keep improving and take challenges in the future career. It is remarkable that the winning team Antai College of Economics & Management SJTU MBA will represent



Mainland China at the final for the first time. Elites from various countries carry different cultures, languages and perceptions. However, Bordeaux wines, as a new common social language, connect them together. We are glad to see that young Bordeaux wine lovers shared their stories of wine appreciation in the competition. Most importantly, we saw that they cherish the spirit of inspiring, sharing and exploring", said Thomas Jullien, Director of CIVB Asia.

In January, the "Left Bank Bordeaux Cup" began recruiting from leading business schools and universities in 7 cities across Mainland China. Chongqing University MBA, Fudan University MBA, Hubei Economics University, Nanjing University, Tsinghua University, Antai College of Economics & Management SJTU MBA, Zhejiang University MBA and Sun Yat-sen University MBA participated in the competition. Each team comprises of 3 team members and a leader. At the same time, the

Bordeaux Wine Council (CIVB) arranged accredited trainers from Bordeaux Wine School to give contestants training and prepare them for the challenge in the semifinals. After the contest, Leon DAI, Jianhong from Antai College of Economics & Management SJTU MBA explained, “We’re thrilled to attend this wine appreciation competition and be able to proceed to the final at our first time. From the preparation of the contest through all the way in the semifinals, we learned a lot wine knowledge of Bordeaux wine’s diversity, history, classification, appreciation skills etc. The greatest joy of wine hasn’t been tasting it, but rather making so many great friends who share our enthusiasm. We look forward to meeting other contestants from other countries.”

This year, the Left Bank Bordeaux Cup, Competition for wine-appreciation clubs of leading business schools and universities in the world, has the largest scale ever. There are a total of 42 teams participated, including 15 from France, 14 from Asia with China(including Hong Kong) and Singapore, and 5 from Europe, with Netherland, Great Britain and Belgium. Emmanuel Cruse, Head Judge and Grand Maître of the Commanderie du



Bontemps, remarked that “We are very impressed by the vitality and potential of the Chinese teams. Just like a great Bordeaux wines, they have their own personality and strong maturing potential. Their interests are not only focused on classified growth, their love of wines is based on sharing and exploring with friends. Bordeaux wines as a common social language, bringing everyone together.”

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